

# PRICING GUIDE

Custom-built Wix & Wix Studio websites designed around your business  
—not forced into a template.



All pricing is listed in USD and reflects starting ranges for custom website builds, redesigns, and platform migrations.

Every project is different. The ranges below are intended to give you a general idea of investment based on scope, content, and functionality.

Final pricing is determined after reviewing your project details, goals, and content.

## HOW PRICING WORKS

The packages in this guide serve as structured starting points—not fixed templates.

Your final quote will reflect the actual needs of your project, including:

- Number of pages or sections
- Content structure and complexity
- Features, integrations, or automation needs
- eCommerce or booking functionality
- Overall design depth and customization

Whether you're starting from scratch, refreshing an existing site, or migrating platforms, each project is scoped individually to ensure the final result is aligned, functional, and built to grow with your business.

### **Classic Build**

Starting at \$2,500

Best suited for smaller, content-focused websites with a clear structure and straightforward functionality.

### **Advanced Build**

Starting at \$3,750

Designed for businesses that need layered content, enhanced functionality, or a more strategic user experience.

## **eCommerce Build**

Starting at \$5,500

For brands selling products online that need a fully structured, branded shopping experience.

## **CUSTOM PROJECTS**

Larger, multi-layer, or highly customized website builds are quoted on a case-by-case basis after a review of project requirements.

If your project doesn't clearly fit into one of the above ranges, that's completely normal—most projects are customized beyond baseline structures.