Web Site Management

Gauging the Costs of the Web

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Web Site Managemen

The Costs of the Web

- Server, etc.
 - In-house or outsourced
- Design and development
 - Design, Text, Art, Programming
 - Production
- Maintenance
 - Updates, upgrades
- Training

Web Site Management

A Gross Generalization

- For COMMERCIAL PUBLISHERS: 30% more than today's desktop publishing costs with no printing, paper, postage or inventory costs
- For CORPORATE PUBLISHERS:
 10 to 20% less than today's desktop publishing costs with no printing, paper, postage or inventory costs

Web Site Management

Turnkey Web Developers

- ◆ Basic sites from \$600 to \$200,000
- High-end consumer sites from \$100,000 to \$3 million
- Average corporate site: \$10,000 to \$50,000
- Average electronic commerce site: \$30,000 to \$75,000

Web Site Management

Developer differences

- Design creativity
 - Editorial, art and multimedia vision
- Computing skill
 - Coding, programming, database design, web serving
- ◆ Production know-how
 - Keyboarding, editing, quality control

Web Site Management

Litigation support

 Expert analysis, litigation strategy, depositions, documentation review, expert trial testimony:
 \$250 to \$500 per hour Web Site Management

Taking control

- ◆ In-house strategy, outsourced talent
- Design
- ◆ Programming
- ◆ Production
- Training
 - Managers, staff
 - Customers, prospects

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The Workstation

- > 100Mhz Pentium Pro, 32MB RAM,
 > 2 GB disk, > 19" monitor,
 24 bit accelerated video, ISDN
- Flat bed scanner, digital camera
- Removable disk backup
- High-end audio and video cards
- \$3,000 to \$6,000

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The Server, in-house

- ◆ MS Windows NT:
 - ~ \$4,000 Pentium Pro with 96MB RAM, > 2 GB SCSI disk drives
- Silicon Graphics WebForce:
 \$7,000 to \$20,000 Unix systems
- Internet Line: 56kbps ~\$400/mo,
 T-1 > \$2,000/mo,
 T-3 > \$5,000/mo

10

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Server support, in-house

- Web site administrator: \$30,000 to \$60,000 per year available 24/7/365
- Maintenance contract:
 10% of equipment costs per year
- Environment: Uninterruptible power, HVAC \$1,000 to \$5,000

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The Server, outsourced

- UUNET: 30MB disk, Unix box, T-1 connection, 20MB/hour max Shared: \$300 per month Dedicated: \$900 per month
- Webcreations: 5MB disk, NT server, T-1 connection, 600MB/month max Shared: \$24.95 per month
- Telecom costs for downloading

1

Training and Education

• Web staff

- \$2,000 to \$5,000 each per year

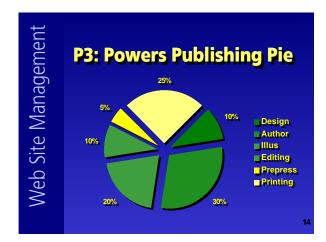
• Managers and staff

- \$200 to \$1,000 each per year

• Customers and prospects

- \$100 to \$200 each

• Hands-on, business-oriented, regularly updated



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Creation Steps

- "Re-purposing" content
 - Scanning, converting, re-keyboarding
- Editing print content for the web
 - Adding links, subheads, color
- Writing fresh for the web
 - Interactive copywriting, digital camera captures, multimedia elements, interactive programming

15

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"Re-purposing" content

- \$1.00 per thousand characters
- ◆ \$1 to \$5 per scan
- ◆ Minimal links, minimal multimedia
- HTML coding at \$25 to \$60 per hour,
 5 to 10 10K pages per hour
- One-shot costs

1

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Editing print for the web

- Copyediting electronic files with links and structure: \$20 to \$40 per hour, 5 to 10 pages per hour (\$4 to \$8 per page)
- HTML coding at \$25 to \$60 per hour,
 5 to 10 10K pages per hour

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Writing fresh for the web

- Authoring and coding may be intertwined, otherwise...
- Author's fee of \$200 to \$2,000 per 1,200 word article
- HTML coding at \$25 to \$60 per hour,
 3 to 10 10K pages per hour

- 1

Site Management Web

Production support

- Naming files, loading directories, checking links, documenting changes: \$10 to \$30 per hour
- Running log analyzer, backing up files, cleaning up dead pages: \$10 to \$30 per hour

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Multimedia

- ◆ GIF creation: \$60 to \$150 per hour
 - 50 cents per square inch
- ◆ Sound and video digitization: \$5 to \$10 per finished minute
- Shockwave animations, Java applets, server-side PERL and C scripts:
 - ~ \$100 to \$250 per hour
- QTVR: \$500 to \$1,500 per shot

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Managing and upgrading

- Webmaster
 - Overall production management
- Managing editor and sub-editors
 - Creating new features
 - Backediting the database
- Customer service and support
 - Answering emails and forum messages
- Production and creative support

Web Site Management **Budgeting for the web** • Buy or build the initial site

- - \$10,000 to \$100,000
- ◆ Maintain the basic site
 - \$20,000 to \$50,000 per year
- Update and upgrade
 - \$2,000 to \$20,000 per month

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What's it like?

- An up-to-date marketing communications program
- ◆ A weekly or monthly magazine
- ◆ A live transaction system
- ◆ A 24/7/365 customer service desk
- A catalog ordering department

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Where's the payback?

- Every page delivered on-line needn't be produced on press, mailed or warehoused.
- Information is fresher.
- Access is easier.
- The market potential is global.