



SAMPLE REPORT — illustrative example only. Not calculated from your project. Run the free estimator for your own numbers.

YOUR REPORT

A full breakdown of your webapp project.

Calibrated against 600+ project quotes and public rate benchmarks across 6 markets. Every number is traceable. Every recommendation is personalised.

ESTIMATED TOTAL COST

\$39,900

Custom Development (React/Next.js/Node) · 9 weeks · \$240/mo ongoing

COMPLEXITY

83/100

High

RISK

66/100

High

TIMELINE

9w

~2 months

HEALTH

9/10

Excellent



COMPLEXITY

RISK LEVEL

LOW

MEDIUM

HIGH

Complexity is driven by feature breadth, integrations, and scope. Risk combines complexity, urgency, and content readiness. Higher risk means more contingency is advisable.

YOUR CHOICES

Platform

Custom Development (React/Next.js/Node)

Pricing tier

Freelancer

Market

United States

Urgency

Normal

Design level

Custom

Pages

5-15

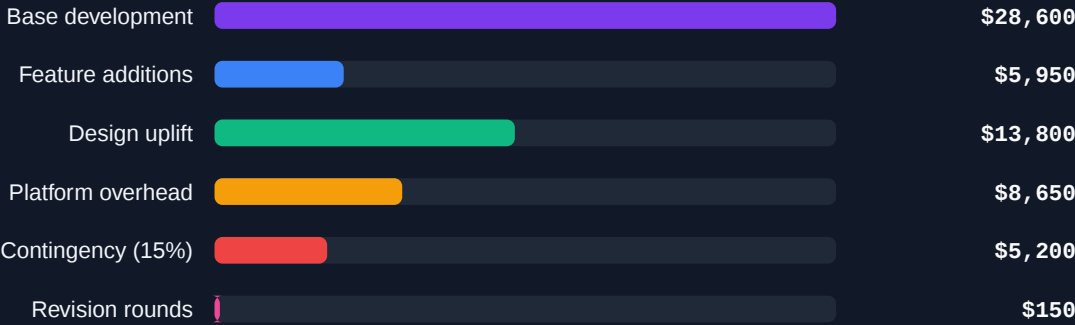


UNDER THE HOOD

Where every dollar goes.

256 hours at \$140/hr (Upwork median, custom, us, freelancer). Hours are split across base development, features, design, contingency, and post-launch services.

WHERE THE MONEY GOES



LINE ITEM	COST
Base development	\$28,600
Feature additions	\$5,950
Design uplift	\$13,800
Platform overhead	\$8,650
Contingency (15%)	\$5,200
Revision rounds	\$150
Total Project Cost	\$39,900

ESTIMATE CONFIDENCE

Confidence score	57% (Medium)
Expected margin of error	±30%

Moderate detail. Consider specifying integrations for better accuracy.

PROJECT HEALTH

Score: 9/10 (Excellent)

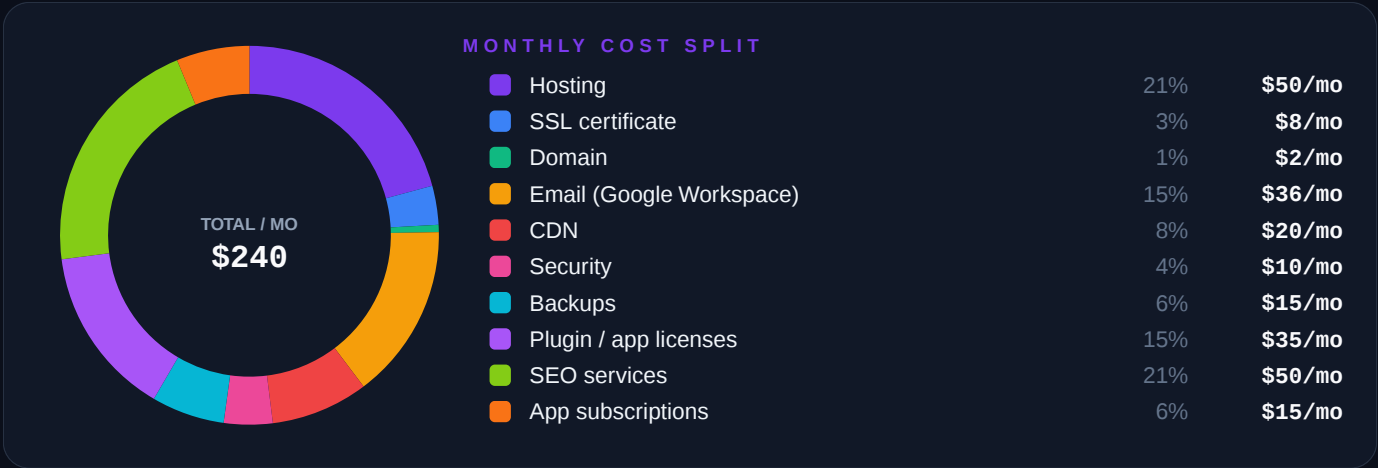
SEO included
Search visibility planned



AFTER LAUNCH

The true cost of ownership.

Build cost is just the opening move. These are the monthly + multi-year numbers that shape your real P&L.



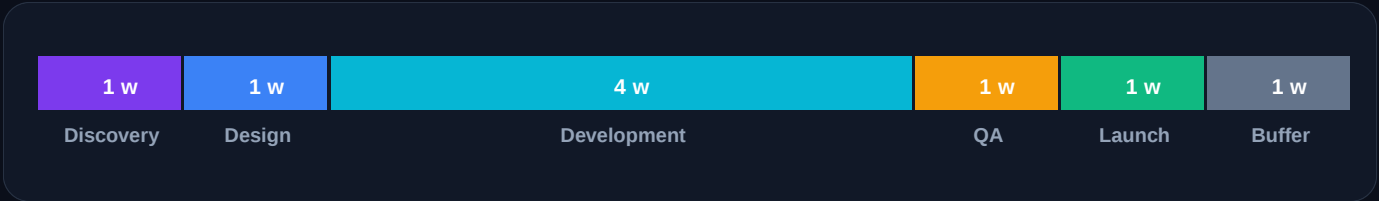
MONTHLY RUNNING COSTS

SERVICE	MONTHLY
Hosting	\$50/mo
SSL certificate	\$8/mo
Domain	\$2/mo
Email (Google Workspace)	\$36/mo
CDN	\$20/mo
Security	\$10/mo
Backups	\$15/mo
Plugin / app licenses	\$35/mo
SEO services	\$50/mo
App subscriptions	\$15/mo
Monthly Total	\$240/mo

12-MONTH AND 3-YEAR PROJECTION

Year 1 ongoing only	\$2,900
Year 1 total (build + ongoing)	\$42,800
3-year total cost of ownership	\$48,550

TIMELINE BREAKDOWN



Discovery	1 week
Design	1 week
Development	4 weeks
Content, QA & launch prep	1 week
Launch	1 week
Buffer / contingency	1 week

Adding a second developer typically compresses this by 25-35%.



SCENARIO COMPARISON

What happens when you change the knobs.

We ran your exact scope across every possible pricing tier, market, and urgency level. Here's how each choice shifts your final number.

FREELANCER VS AGENCY

TIER	BUILD COST	HOURLY	3-YEAR TCO	CHANGE
Freelancer YOUR CHOICE	\$39,900	\$140/hr	\$48,550	—
Agency	\$68,450	\$230/hr	\$77,100	+\$28,550

MARKET COMPARISON

MARKET	BUILD COST	MONTHLY	HOURS	CHANGE
Eastern Europe	\$15,450	\$240/mo	256h	-\$24,450
Western Europe	\$31,050	\$240/mo	256h	-\$8,850
United Kingdom	\$35,500	\$240/mo	256h	-\$4,400
United States YOUR CHOICE	\$39,900	\$240/mo	256h	—
Australia	\$35,500	\$240/mo	256h	-\$4,400
South / SE Asia	\$9,300	\$240/mo	256h	-\$30,600

TIMELINE URGENCY

URGENCY	BUILD COST	TIMELINE	RISK	CHANGE
Relaxed	\$37,900	11.5w	61/100	-\$2,000
Normal YOUR CHOICE	\$39,900	9w	66/100	—
Tight	\$47,800	8.5w	74/100	+\$7,900
Rush	\$65,650	8.5w	84/100	+\$25,750

FOUNDATION CHOICES

Design level and project origin.

Two decisions that shape everything downstream: how you want the site to look, and whether you're starting fresh or migrating.

DESIGN LEVEL

Template

Free/paid theme lightly customized — colors, logo, layout tweaks

\$30,400 · 195h · 7w -\$9,500

Premium

Paid theme with deep customization — unique look but standard structure

\$34,000 · 218h · 8w -\$5,900

Custom

YOUR CHOICE

Designed from scratch in Figma — your own UI/UX system

\$39,900 · 256h · 9w —

PROJECT ORIGIN

New build

YOUR CHOICE

Build from scratch — no legacy constraints

\$39,900 · 9w timeline —

Redesign

Keep platform, refresh design — ~15-25% more than new build

\$47,650 · 11w timeline +\$7,750

Migration

Move from one platform to another — ~30-50% more + data complexity

\$50,650 · 12w timeline +\$10,750



OFTEN THE FORGOTTEN COST

Content is 10-25% of your project.

Most estimates ignore what it costs to actually produce the words, images, and video that fill the site. Here's what each content decision costs.

COPYWRITING

LEVEL	INCLUDES	TOTAL	CHANGE
None YOUR CHOICE	You write everything yourself	\$39,900	—
Basic	Headlines + short descriptions, standard tone	\$40,850	+\$950
Professional	Full copywriting pass — branded voice, SEO-aware	\$42,150	+\$2,250

PHOTOGRAPHY

LEVEL	INCLUDES	TOTAL	CHANGE
None YOUR CHOICE	You provide all images	\$39,900	—
Stock	Curated stock library (~30-50 images)	\$40,650	+\$750
Custom Shoot	Professional photographer + custom shoot	\$43,400	+\$3,500

VIDEO

LEVEL	INCLUDES	TOTAL	CHANGE
None YOUR CHOICE	No video needed	\$39,900	—
Stock Clips	Short stock clips for hero/background	\$41,100	+\$1,200
Custom Production	Custom video production — 1-2 minute feature	\$47,900	+\$8,000

CONTENT STRATEGY

LEVEL	INCLUDES	TOTAL	CHANGE
None YOUR CHOICE	You handle strategy internally	\$39,900	—
Basic	Content audit + publishing calendar	\$41,400	+\$1,500
Full	SEO strategy + topic clusters + briefs	\$44,900	+\$5,000



COST BY FEATURE

What each selection actually costs.

Every feature you enabled adds specific dollars. Here's the breakdown — helps you decide what to cut if you need to hit a tighter budget.

FEATURE	CATEGORY	YOUR CHOICE	COST IMPACT
User authentication	Features	Advanced	+\$2,350
Third-party APIs	Integrations	Few	+\$2,350
SEO setup	Growth	Basic	+\$650
Search functionality	Features	Basic	+\$450
Analytics setup	Extras	Basic	+\$450
Live chat	Extras	Basic	+\$300

Cost impact = how much your total would drop if this feature were removed. Use this to prioritise what's essential for launch vs what can wait for Phase 2.



SIZE MATTERS

What happens if you scale up or down.

Right-sizing the project often saves more than any platform switch. See how each scope level changes your total.

NUMBER OF PAGES

LEVEL	TYPICAL USE CASE	COST	CHANGE
1-5	Small brochure / landing	\$38,200	-\$1,700
5-15 YOUR CHOICE	Standard business site	\$39,900	—
15-50	Medium content site	\$42,400	+\$2,500
50+	Large content site	\$45,000	+\$5,100

REVISION ROUNDS

ROUNDS	NOTE	COST	CHANGE
1 round YOUR CHOICE	Tight — high-trust / fixed scope only	\$39,900	—
2 rounds	Standard — most freelance/agency contracts	\$42,500	+\$2,600
3 rounds	Comfortable — room for real iteration	\$43,900	+\$4,000
Unlimited	Risky — often opens scope creep	\$44,750	+\$4,850

AFTER GO-LIVE

Warranty and support levels.

Warranty is insurance against the inevitable post-launch bugs. Here's what each period costs and covers.

None

YOUR CHOICE

No post-launch fixes included — risky for any business-critical site

\$39,900

30 days

Bug fixes for 30 days after launch

\$39,900

90 days

Bug fixes + minor adjustments for 90 days

\$41,150

+\$1,250

6 months

Bug fixes + minor feature tweaks + priority response

\$42,450

+\$2,550

12 months

Full first-year support — recommended for business-critical sites

\$44,500

+\$4,600



DE-RISK THE LAUNCH

Ship the MVP first.

For projects over \$5K, splitting into MVP + Phase 2 reduces risk and lets you validate before investing in the full scope. Total cost stays the same — you just defer Phase 2 until MVP proves it out.

Phase 1 · MVP Launch

\$36,500

Launch in 8 weeks. Includes:

- Core platform setup + essential pages
- Basic user authentication
- Basic search
- Basic SEO + analytics
- Launch-ready design

Phase 2 · Scale & Optimize

\$3,400

Add in ~3 weeks after MVP validates. Includes:

- Advanced auth (2FA, SSO)

Why phase?

Phase 1 lets you validate product-market fit before committing the full budget. If MVP performs, the revenue funds Phase 2. If it doesn't, you've lost \$36,500 instead of \$39,900. Nearly every successful SaaS started as an MVP.

OPPORTUNITIES

Where you could save the most.

The engine found 2 actionable ways to reduce your cost without gutting scope. Consider them carefully — some trade money for manageability.

Save \$30,600 by hiring in South / SE Asia

Same scope in South / SE Asia costs \$9,300 vs \$39,900 in United States. Quality gap narrowed significantly post-pandemic — vetted offshore teams deliver on par with Western rates.

Save \$2,000 by relaxing your timeline

Moving from "normal" to "relaxed" saves \$2,000 and lowers your risk score. Only 3 week(s) longer delivery.

PLATFORM COMPARISON

Same scope, same features, different platforms.

PLATFORM	BUILD	MONTHLY	3-YEAR TCO	HOURS
Custom Development (React/Next.js/Node)	\$39,900	\$240/mo	\$48,550	256h
RECOMMENDED				

PLATFORM VERDICTS

Custom Development (React/Next.js/Node)

Complexity 83/100 · Risk 66/100

Recommended for your scope — best balance of build cost, ongoing fees, and feature fit.



TOOL RECOMMENDATIONS

Build it with the right pieces.

Curated to pair with Custom Development (React/Next.js/Node) for your specific feature selections. No fluff — only tools that match what you actually need.

Chat

Tidio

Free tier for basic chat. Paid for AI chatbot + advanced automation.

\$0-30/mo

Tools marked "partner" are affiliate partnerships — we earn a small commission when you sign up through these links, at no extra cost. This keeps the estimator free.

NOT INCLUDED (AND WHY)

- Email marketing — add Klaviyo or Mailchimp when you start running promotions
- Translation tools — add WPML or Weglot when expanding to new markets
- Pro SEO tools — add SEMrush or Ahrefs for competitive analysis



RETURN ON INVESTMENT

When will this project pay for itself?

Projections based on industry benchmarks for webapp projects. Reality varies — use these as a framework, not a prediction.

SCENARIO	MONTHLY REVENUE	MONTHLY PROFIT	BREAK-EVEN	12M ROI
Conservative	\$1,950	\$550	73 mo	-83%
Moderate	\$6,550	\$2,400	17 mo	-28%
Optimistic	\$19,700	\$7,650	6 mo	+130%

SMART INSIGHTS

Issues and opportunities the engine detected for your configuration.

LOW RECOMMENDATION

No warranty included. Consider at least a 30-day bug-fix period — it's standard practice and protects both parties.

MEDIUM WARNING

This estimate may exceed a typical startup budget. Consider cutting scope for an MVP first, then expanding in Phase 2.

MEDIUM WARNING

Moderate-to-high risk without warranty coverage. Adding a warranty reduces perceived risk and builds client confidence.

MEDIUM RECOMMENDATION

At this budget level, phased delivery reduces financial risk — launch a functional Phase 1, validate ROI, then invest in Phase 2.

MEDIUM RECOMMENDATION

ROI projections for this configuration are uncertain. An expert review of scope and pricing is recommended before presenting to the client.



ACTION PLAN

What to do now.

You have the numbers. Here's how to turn this report into a real, locked-down project.

FULL CONFIGURATION

Project type	Webapp
Origin	New Build
Pages	5-15
Content ready	Yes
Design · Animations	Custom · None
Auth · Search	Advanced · Basic
Multilingual	No
Revision rounds · Warranty	1 · None
Training · SEO	None · Basic

RECOMMENDED NEXT STEPS

- 1 Share this report with your developer or agency to anchor the scope conversation.
- 2 Get 2-3 competing quotes. If any is more than $\pm 25\%$ off this estimate, ask why specifically.
- 3 Lock the scope in writing before signing. Use this report as your reference.
- 4 Budget 15% contingency (already included) for unforeseen changes.
- 5 Set up domain, hosting, and legal in parallel with dev to save 2-3 weeks.

ASSUMPTIONS & TERMS

Prices in USD, freelancer tier rates as of Aug 6. Rate data refreshed weekly from Upwork, Clutch, GoodFirms, WebFX, Tapflare, Index.dev, VOCSO, Arc.dev. Scope assumed stable — major change requests priced separately. ROI projections are industry averages. This report is non-binding — use it as a planning baseline, not a contract quote.

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