

IN-DEPTH GUIDE

BUDGET AND WEB DECISIONS

How much does a business website cost in Quebec



GXN

Senior expertise · Digital governance

Quebec First

Costs and business decisions

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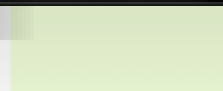
Scope

to

to
define



EACH PROJECT IS EVALUATED
ACCORDING TO ITS REAL NEEDS



TL;DR

The answer in one minute

Below that you are purchasing a generic, slightly fitted template. Above that, you are in complex tailor-made or in an elaborate e-commerce platform. The price varies mainly depending on four things: the volume of content, the features requested, the level of visual customization, and the amount of editorial work entrusted to the supplier. A quote without detail on these four points is an incomplete quote, regardless of the number at the bottom of the page.

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Why prices vary so much

It's almost never dishonest. This is because the three suppliers understood three different projects, without telling you clearly.

The first included a ready-made template with your logo stuck on it. The second included a design tailored to your business, with reworked content. The third included a complex platform with tailor-made functionalities. None of the three is necessarily wrong. They just didn't answer the same question.

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The four factors that really vary the price

The number of pages matters less than you think. Here's what really matters, in order of impact on the bill.

The volume and complexity of the content. Ten pages of well-detailed services cost more to produce than thirty simple pages, if those ten pages require real strategic thinking on each one.

The requested features. A showcase site with a contact form has nothing to do with a site with a member area, customer portal or integration with an internal system. Each feature adds development, testing, and future maintenance.

The level of visual customization. A skin on an existing template costs a fraction of a design entirely designed for your business, with its own graphic identity.

The editorial work entrusted to the supplier. If you provide all the text ready to embed, the project costs less. If the vendor has to interview your team, structure the information, and write, that work costs money, and it should.

READING FRAME

The four variables that define scope

01	Content Volume and complexity
02	Functions Integrations and logic
03	Visual Customization level
04	

Drafting

Work entrusted to the supplier

INTERACTIVE TOOL

Does your quote really describe the project?

Check what is clearly defined. This tool evaluates scope clarity, not vendor quality.

0 / 4 ÉLÉMENTS DÉFINIS

Scope not comparable

The total does not yet allow you to know what you are actually buying.

03 · BACKGROUND GUIDE

How scope changes by project type

These examples show how the scope changes from one type of website project to another.

A simple showcase site, a few pages, without complex functionality.

A complete overhaul of an established corporate site, with redesigned structure, reworked content and preservation of SEO. Middle range, up by volume of pages.

A site with custom functionality, such as a member space or a calculator.

A complete online shop with payments and accounting integrations.

ORDERS OF MAGNITUDE

The scope moves the project within the range

Single window BOTTOM OF RANGE
Complete recast MIDDLE, DEPENDING ON CONTENT
Customized function HIGH OR BEYOND
Complete store ACCORDING TO CATALOGUE AND INTEGRATIONS

What we forget to budget for

A list of actual projects, positions that do not always appear in an initial quote.

Monthly hosting after launch, which is not included in the price of the project itself. Maintenance and security updates, which continue after going live. Drafting or revising content, if not explicitly provided for. Professional photos, if your current images are not enough. Training your team to manage the site after delivery.

How to read a quote without being surprised

A few simple checks before comparing figures.

Is the exact number of pages specified, or are we vaguely talking about a complete site? The features are named one by one, or grouped in a vague sentence as advanced features. Who writes the content, you or the provider, and is this priced separately. Are hosting and maintenance included in the price or billed separately, and at what rate? Is basic SEO mentioned, or completely missing from the scope.

A quote that clearly meets these five points deserves your confidence, regardless of whether it is the most expensive or the least expensive of the three you have received.

What I see on the ground

The most common price discrepancy I see comes from one thing: the definition of what it means to complete a project. A supplier delivers a site that exists. Another delivers a site that works, loads quickly, protects your SEO, and that your team can update without calling anyone. The price difference between the two is perfectly normal. The value gap too.

Beware especially of the much cheaper quote that doesn't mention hosting, maintenance, or content writing. These aren't oversights. They're bills that will come later.

When this guide does not apply

If your need is really minimal, a simple presentation page without growth ambition, the forks of this guide are probably excessive for you. A much simpler solution may suffice, and it is better to recognize it honestly than to pay for a project that your situation does not yet justify.

Frequently asked questions

01 **What is the realistic minimum budget for a professional site.**

Enough to cover structure, content that truly represents you, and preserving your SEO if you already have it. Below that, you are generally financing a template that will quickly go out of fashion.

02 **Why one quote is three times more expensive than another for the same apparent need.**

Almost always because the two suppliers understood different scopes. Compare line-by-line deliverables before comparing totals.

03 **Is the lowest price always a bad deal?**

No, not if it addresses a genuinely simple need. It's a bad deal only when it hides positions that will come back later in the form of surprise invoices.

04 **Do you always have to redo the entire site at once?**

Not necessarily. Targeted intervention can sometimes solve most of the problem for a fraction of the price of a complete overhaul.

EDITORIAL METHOD

Background guide prepared by GXN. Ranges are used to frame a decision; only a defined scope allows a real price to be established.



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

You want a real number for your situation, not a general range.

The free assessment gives you an honest first reading of your needs, without obligation.

No call required. No sales sequence.