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Corporate websites
Prices 2026 · inreallab

1.2 Corporate and industry websites

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Business card website	1–5 pages, about/services/contacts, form, map, responsive layout	$380 – $1,000	**from $600**	per project
Corporate website (multi-page)	8–20+ pages, CMS, blog/news, service catalogue, forms	$700 – $3,400; bespoke design $2,500 – $5,000	**Basic from $1,200 / Pro from $2,400**	per project
Industry website	Structure/content tailored to the niche, industry modules (calculations, licences, projects, price PDF), trust blocks	$1,500 – $5,700	**from $2,000**	per project
Services website	Service catalogue with prices, online booking/enquiry, calculator, reviews, case studies	$900 – $3,200	**from $1,400**	per project
Image-led website (premium)	Bespoke art direction, animations, storytelling, non-standard interfaces	$3,800 – $10,000+	**from $3,500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website for a medical clinic / medical centre	$1,900 – $7,500	**from $2,300**	per project
Website for a dental practice / specialist private clinic	$1,500 – $5,000	**from $1,900**	per project
Website for a construction / property development company	$2,500 – $10,000	**from $2,800**	per project
Website for a manufacturing plant (B2B)	$1,900 – $8,800	**from $2,500**	per project
Website for a law / consulting firm	$1,300 – $4,400	**from $1,700**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website for an estate agency	$1,900 – $6,300	**from $2,200**	per project
Website for a training centre / school / courses	$1,500 – $5,000	**from $1,800**	per project
Website for HoReCa (restaurant / café / hotel)	$750 – $4,400	**from $1,400**	per project
Website for a transport and logistics company	$1,900 – $5,700	**from $2,000**	per project
Website for a car dealership / service centre	$1,900 – $6,300	**from $2,200**	per project
Catalogue website (no basket or payment)	$750 – $2,500	**from $1,000**	per project
Module: product/service catalogue with filters (add-on)	$500 – $1,900	**from $700**	per module
Module: customer account (B2B)	$1,000 – $3,800	**from $1,300**	per module
Module: online booking / reservations	$380 – $1,500	**from $600**	per module
Module: price calculator / enquiry estimate	$320 – $1,300	**from $440**	per module
Module: vacancies / HR section with applications	$320 – $1,000	**from $440**	per module
Multilingual version of the website (localisation, 1 language)	$380 – $1,500	**from $500**	per language
Multi-region setup / city subdomains	$500 – $1,900	**from $650**	per project
Corporate website redesign (same CMS)	$1,000 – $4,400	**from $1,200**	per project
UX prototype of a corporate website (no design or markup)	$500 – $1,900	**from $650**	per project
Filling a corporate website with content (copy + media)	$20 – $65 per page	**from $25**	per page

1.5 Markup, redesign, migration, multiple languages

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Responsive markup from a mockup	Pixel-perfect from Figma/PSD, responsive layout, cross-browser, basic animation	$40 – $190/screen; landing page $190 – $650	**from $60/screen, landing page from $320**	screen/project
Markup + build on a CMS	Markup + porting onto WordPress/Bitrix, editable fields	$500 – $1,900	**from $700**	per project

PRODUCT	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Website redesign	Audit, new UX/UI, SEO structure preserved, updated markup	$900 – $5,000	**Basic from $1,000 / Pro from $2,500**	per project
Website migration (CMS/hosting/domain)	Content/structure transfer, rankings preserved, 301 redirects	$380 – $1,900	**from $600**	per project
Multilingual website (extra language)	Language versions, switcher, hreflang, UI localisation	+$380 – $1,900/language	**from $500/language**	per language
Customisation of an existing website	New blocks/pages/features, fixes	$15 – $50/hour; packages from $190	**from $30/hour**	per hour

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
HTML email markup for a mailing	$20 – $190 per email (freelance from $15 – $35); responsive template/grid $100 – $320	**from $50/email**	per email
HTML5 banner / ad creative markup	$20 – $100 per banner (freelance from 500); a set of formats $75 – $250, full studio design up to ~$650	**from $40/banner**	per banner
Adapting an existing website for mobile (mobile retrofit)	$65 – $1,200 depending on the number of pages (simple from $65 – $150; studio work up to $1,200)	**from $250**	per project
Fixing someone else's markup (cross-browser, broken blocks)	800 – $35/hour (freelance from 500); mini pack/task from $20	**from $35/hour**	per hour
Page design mockup in Figma (no markup)	$100 – $600 per page (freelance from $60)	**from $150/page**	per page
Prototype / wireframe in Figma	from $250 per project (freelance from $15; large multi-screen projects $750 – $1,500)	**from $320**	per project
UX usability audit (as a separate service)	typically $100 – $650 (large sites up to ~$1,900); freelance from 500	**from $380**	per project
Redesign of the home page only	$250 – $1,200, though "home page only" is rarely priced separately — usually part of a full redesign	**from $320**	per page
Restyling / design refresh (structure unchanged)	$380 – $1,500	**from $500**	per project
Moving a website to new hosting (hosting only, same CMS)	$20 – $190 (free with many hosting providers)	**from $75**	per project
CMS change / engine migration (WP↔Bitrix etc.)	from ~$190 (simple) to $2,500 (complex); mostly quoted individually	**from $750**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Moving from a site builder (Tilda/Wix/uKit) to a full CMS	$380 – $1,500	**from $440**	per project
Migrating an online store (products/orders/customers)	quoted individually, guide price $500 – $2,500 depending on the catalogue	**from $700**	per project
Domain name change / domain merging with 301	$20 – $190, usually part of a migration/SEO; rarely priced as a separate paid line	**from $100**	per project
Switching to HTTPS / installing SSL + redirect setup	$25 – $150 for the work (the certificate itself is often free, Let's Encrypt; a paid SSL from ~$20/year)	**from $65**	per project
Creating a test copy (staging/dev) of the website	usually free/built into hosting (Softaculous Staging, WordPress.com); as separate work from $40 – $65, rarely sold as a standalone paid service	**from $100**	per project
Multilingual plugin setup (WPML/Polylang) without translation	$60 – $500 (freelance setup from ~$49/≈$60; studio multi-page work $100 – $500)	**from $190**	per project
Professional translation of website content (text)	standard from ~400–420 per $25-character page (≈220–300 per $15 characters) for EN/RU; technical/legal/rare languages cost more	**from 500/1000 characters**	per 1000 characters
hreflang / regional SEO markup setup	usually part of SEO/multilingual work; rarely priced separately (guide price $40 – $190)	**from $100**	per project
RTL localisation (Arabic/Hebrew, mirrored layout)	a genuine niche service (bidus-digital, truetech, codi), but no public prices; a +$250 – $1,000 surcharge is an estimate, not confirmed	**from $380/language**	per language
Markup/customisation support on a monthly retainer (pack of hours per month)	$65 – $1,000/month by scope and SLA (found from $40; hourly $20 – $25/hour)	**from $190/month**	per month
Urgent fix / out-of-queue hotfix	basic fix from 500 – $20 per task (Kwork); a +50–100% urgency surcharge is common practice but not publicly confirmed by specific price lists	**from $45/task**	per task

1.6 Website integrations

INTEGRATION	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Connecting a form to CRM (mini option)	Form enquiries sent to CRM without pipeline setup	$40 – $230	**from $100**	per project
CRM integration (Bitrix24 / amoCRM)	Form enquiries into CRM, fields/pipelines, deduplication, notifications	amoCRM from $290; Bitrix24 from $480	**from $300**	per project
1C data exchange (basic)	Syncing products/stock/prices/orders (1 price type, 1 warehouse; full scope — from $850)	$440 – $850	**from $600**	per project
Online payments (YooKassa/Tinkoff/SBP (instant payments))	Acquiring, 54-FZ receipts, statuses	$190 – $750	**from $190**	per project
Delivery (CDEK/Russian Post/Boxberry)	Cost/timing calculation, pickup points on a map	$190 – $650	**from $230**	per project
Analytics and goals	Counters, goals/events, e-commerce, call tracking	$100 – $500	**from $150**	per project
Ad pixels (Yandex Direct, VK)	Pixels, conversion events, audiences	$65 – $250	**from $100**	per project
Messengers/chats	Enquiry notifications, chat widget, intake bots	$130 – $650	**from $150**	per project
Captcha / anti-spam / personal-data consent	Form protection, 152-FZ (Russian data-protection law)	$65 – $250	**from $75**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Audit of the current 1C integration (data exchange diagnostics)	$65 – $320	**from $100**	per project
Data exchange setup for a specific 1C configuration (UT / UNF / Accounting / Complex / ERP)	UNF/Accounting $500 – $1,000; UT/KA $750 – $1,500; ERP from $1,500	**from $700**	per project
Two-way exchange of orders and statuses with 1C (order from the website → 1C, status/payment/tracking → back to the website)	$250 – $650	**from $320**	per project
Syncing several price types / warehouses / discounts and attributes from 1C	$190 – $600	**from $230**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
1C data exchange ongoing support on a monthly retainer (monitoring, export error triage, customisations)	$65 – $250/month	**from $100/month**	per month
Setting up pipelines, stages and deal fields in CRM	$100 – $380	**from $130**	per project
IP telephony (SIP) integration into CRM (call recording, click-to-call, pop-up card)	$100 – $380	**from $150**	per project
End-to-end analytics setup (Roistat / Calltouch / CoMagic)	$250 – $1,000 implementation + the service's subscription fee	**from $320**	per project
CRM automation (robots, triggers, digital pipeline, auto-tasks)	$130 – $650	**from $190**	per project
Migrating / transferring data into CRM (customers, deals, history from the old system)	$130 – $500	**from $150**	per project
Exporting products to marketplaces (Ozon / Wildberries / Yandex Market)	$250 – $1,000	**from $320**	per project
Generating YML/XML product feeds (Yandex Market, VK Ads, Merchant, price aggregators)	$65 – $320	**from $100**	per project
Integration with the MoySklad inventory system (stock/orders/product list)	$250 – $750	**from $320**	per project
Email/SMS mailing integration (Unisender / Sendsay / Mindbox / DaData)	Unisender/Sendsay/SMS/DaData $65 – $380; Mindbox (CDP) from $650	**from $130**	per project
Instalments/BNPL setup (Podeli / Dolyami / Tinkoff credit)	$100 – $380	**from $150**	per project
Recurring / subscription payments (auto-charging, renewals)	$190 – $650	**from $230**	per project
Online till and 54-FZ fiscalisation setup (ATOL Online / Robocheki / cloud till)	$100 – $380	**from $130**	per project
Custom API integration with a third-party service (REST/SOAP, task-specific webhooks)	$190 – $1,300+	**from $250**	per project
Online booking / reservation integration (YCLIENTS / Dikidi / Bitrix)	$130 – $500	**from $150**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Authentication integration (social login / Gosuslugi-ESIA / SSO)	social/OAuth SSO $65 – $320; Gosuslugi-ESIA from $650 (requires accreditation/ESIA integration)	**from $150**	per project
No-code integrations (Albato / Make / Zapier-like, linking services via webhooks)	$65 – $320	**from $100**	per project
Chatbot/assistant integration with a neural network (GPT/YandexGPT: answers, lead qualification)	$250 – $1,300	**from $320**	per project

1.7 Technical support and development (monthly retainer)

TIER	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Lite (monitoring)	Uptime, backups, CMS/plugin updates, up to 2 h of revisions/month	$25 – $100	**from $65**	per month
Standard	+ up to 5–6 h of revisions/month, content, incident response, minor customisations	$100 – $190	**from $150**	per month
Pro (support + development)	Up to 12–15 h/month, new blocks/pages, A/B, conversion work, report	$190 – $500	**from $320**	per month
Business (dedicated team)	20+ h/month, dev+design+SEO, SLA, development roadmap, sprints	$500 – $1,500+	**from $700**	per month
One-off work	Specific tasks	$15 – $40/hour	**from $30/hour**	per hour
Partner subcontracting (from 40 h/month, work under the partner's brand)	Tasks for an integrator partner, no contact with their client	retail outstaffing $35 – $45	**$20 – $25/hour**	per hour
Emergency recovery	Diagnostics, restore from backup, removing a hack/virus	$65 – $650	**from $75**	per incident

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Content filling (uploading articles/news/pages)	500–$20 /hour; or $40 – $100 per pack; studio-side filling is common	**from 800 /hour**	per hour

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Filling a product page (description + photos + attributes + SEO fields)	30–300 per product page depending on the number of attributes; bulk work — from 20–50	**from 120/product page**	per product page
Updating prices/stock/catalogue manually (without 1C data exchange)	$40 – $130/month for regular upkeep	**from $50/month**	per month
CMS and plugin/module updates (WordPress) — one-off, security	$40 – $190 per project depending on the number of updates and the risks	**from $50**	per project
1C-Bitrix update (core + modules) with a compatibility check	$65 – $250 one-off; complex/heavily customised projects cost more	**from $75**	per project
Renewing the 1C-Bitrix licence/technical support + installing updates	licence at the vendor's price list: "Start" = $90 initial (one-off), technical support renewal = $25/year (25%); + installation work $40 – $130	**licence at the vendor's price list + from $40 for installation**	per year + work
Uptime monitoring + downtime alerts	basic monitoring is often free/cheap (UptimeRobot, ping-admin); a managed service with alerts and studio response — 500–$40/month	**from $15/month**	per month
Setting up automatic backups	$40 – $150 one-off to set up the backup schedule	**from $50**	per project
Backup as a service (off-site storage, daily)	500–$40/month for running and storing backups	**from 900/month**	per month
Security monitoring / website antivirus (scanning, hack protection)	$25 – $130/month on a retainer	**from $40/month**	per month
Hours bank / prepaid pack of hours (discounted against the hourly rate)	a 10 h pack ~$190 – $380; a 10–25% saving against the one-off rate	**from $230 / 10 h**	per 10 h pack
Moderating reviews/comments/UGC	$40 – $190/month depending on volume	**from $50/month**	per month
Monthly website report (status, metrics, work completed)	$25 – $100/month as an option; more often included in the higher support tiers	**from $40/month**	per month
Scheduled technical inspection / website health check (quarterly)	$40 – $130 for a checklist review (speed, links, errors, security)	**from $50**	per check
Consultancy / training on using the CMS admin panel	$20 – $50 /hour for one-to-one training	**from $25 /hour**	per hour
SLA agreement (guaranteed response time, priority)	a 20–50% surcharge on the retainer, or $65 – $380/month for a dedicated SLA	**from $100/month**	per month

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Updating banners / campaigns / special offers (one-off)	$15 – $40 per task	**from $15**	per task
Updating legal documents (personal-data policy, offer, cookies)	studio-side adaptation of a template set $40 – $190 one-off; legally vetted drafting by a lawyer is markedly more expensive and outside a web studio's remit	**from $50 (template adaptation; no legal liability)**	per project

1.9 Audit, speed, accessibility, content

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Website audit (technical / UX usability / content)	Checklist review, priorities, remediation plan — a low entry threshold and a bridge to redesign/support	comprehensive $150 – $190; UX/usability $190 – $650	**from $150 / UX from $440**	per project
Website speed-up (Core Web Vitals / PageSpeed)	Speed optimisation for Google/Yandex, images, cache, critical CSS, re-measurement	$190 – $900	**from $230**	per project
Version for the visually impaired (GOST (Russian state standard) R 52872)	Accessibility A/AA/AAA: widget+setup, or a full audit with a legal guarantee of passing inspections (mandatory for government/medical/education)	$100 – $950	**widget from $150 / full AA with audit from $440**	per project
Content filling / product pages	Uploading products/articles, laying out product pages, copy (for e-commerce and post-launch)	100 – 250/product page; packs $65 – $190	**from 150/product page**	product page/pack

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website SEO audit (comprehensive)	express $65 – $130; comprehensive $190 – $750	**from $150**	per project
Technical SEO audit (indexing, robots/sitemap, clean URLs, duplicates, redirects)	$100 – $380	**from $130**	per project
Semantic core audit and compilation, query clustering	$130 – $500 (for 500–2000 queries); or 3–15/query	**from $150**	per project
Competitor analysis / niche benchmarking	$130 – $500	**from $190**	per project
Express speed audit (PageSpeed/CWV report, no remediation)	$40 – $130 (often free as a lead magnet)	**from $65**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website security audit / finding and removing malicious code	audit $130 – $650; clean-up from $65 (Revisium/DI and similar)	**from $150**	per project
Web analytics audit (Metrica/GA: goals, events, counters, e-commerce)	$100 – $380	**from $130**	per project
CRO funnel audit / session-recording and click-map analysis	$190 – $750	**from $230**	per project
Pre-purchase website audit (due diligence: code, traffic, risks)	$65 – $380	**from $150**	per project
Image optimisation (WebP/AVIF, compression, lazy loading)	$65 – $190 (more often part of a speed package)	**from $75**	per project
Caching setup (browser/server) + CDN connection	cache $40 – $150; CDN setup $65 – $250 + the provider's subscription fee	**from $65**	per project
CSS/JS minification and bundling, deferred script loading, critical CSS	$65 – $190 (part of speed work)	**from $75**	per project
Database optimisation (clean-up, indexes, revisions/logs)	$65 – $250	**from $100**	per project
Speeding up a Bitrix website (composite cache, auto-caching, warm-up)	$190 – $650	**from $230**	per project
Speeding up a WordPress website (cache plugins, plugin/DB clean-up)	$100 – $380	**from $130**	per project
Fixing accessibility issues (WCAG remediation: ARIA, contrast, focus, alt)	a "version for the visually impaired" $40 – $190; full WCAG remediation is a niche, $190 – $650 to order	**from $190**	per project
Transferring/migrating content from an old website to a new one	$130 – $650 (depends on the number of pages)	**from $150**	per project
Parsing and importing a product catalogue (YML/CSV/1C export)	$130 – $500 (for 500–5000 items)	**from $150**	per project
SEO copy and descriptions for product pages	100–500/product page; or 300–800/1000 characters	**from 200/product page**	product page
Filling in meta tags (Title/Description/H1) across pages	30–100/page; pack $65 – $250	**from 50/page**	page/pack

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи