ADVERTISING + WEB DESIGN

DESIGN the PLANET

Design the Planet Announces Transparent Web Design Pricing Guide for New Orleans Businesses

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METAIRIE, LA - July 16, 2026 -

Design the Planet, a Louisiana-based digital marketing agency with over 25 years of experience, today announced the release of a comprehensive pricing guide addressing one of the most common questions businesses face when considering website redesign projects. The guide provides detailed cost breakdowns and factors that influence web design pricing, moving away from the industry-standard vague responses that leave businesses unable to properly budget for digital investments.

The pricing transparency initiative comes as businesses increasingly seek clear information about digital marketing investments. According to the agency, the traditional industry response of "it depends" when asked about website costs fails to serve clients who need concrete information for budgeting purposes. The new guide outlines specific variables that affect website redesign costs, including custom strategy development, user experience design, advanced functionality requirements, and e-commerce integration needs.

"Businesses deserve straightforward answers about how much their digital investments will cost," said Adrienne Folse of Design the Planet. "After decades in this industry, we've seen too many companies struggle with budget planning because agencies won't provide clear pricing information. Our guide breaks

down the real factors that drive costs, from basic website refreshes to complex custom-coded solutions with advanced integrations."

The guide details how different project requirements impact pricing. Basic website redesigns that utilize existing templates and standard functionality represent the lower end of the investment spectrum. Projects requiring custom user experience research, wireframing, and specialized coding command higher investments. The most complex projects involve advanced features such as customized e-commerce storefronts, interactive location mapping, secure client portals, and custom-built lead qualification calculators.

Design the Planet's experienced team has completed hundreds of commercial-grade website projects since 1998, serving both Louisiana businesses and clients nationwide. The agency specializes in creating SEO-optimized websites that generate leads and drive business growth around the clock. Their comprehensive approach combines strategic planning with technical expertise to deliver websites that compete effectively in crowded digital markets.

The pricing guide represents part of the agency's broader commitment to transparency and education in digital marketing. By providing detailed cost information upfront, the agency aims to help businesses make informed decisions about their digital presence and allocate resources effectively. The guide addresses various website categories, from small business sites to complex corporate platforms, government websites, and multi-language implementations.

Design the Planet offers a full range of digital marketing services beyond web design, including search engine optimization, online advertising, social media marketing, branding creative, and video production. The agency's collaborative process ensures clients remain involved throughout project development, from initial strategy through final implementation. Their local expertise in Louisiana markets, combined with experience serving national clients, positions them to understand diverse business needs across different industries and geographic regions.

The agency continues to expand its educational resources for businesses navigating digital transformation. Their commitment to transparency extends beyond pricing to include detailed explanations of processes, timelines, and expected outcomes for all digital marketing initiatives.

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Design the Planet

Since 1998, Design the Planet has provided expert digital marketing and web design to Louisiana businesses. We deliver results-driven strategies and creative solutions that boost visibility, drive leads, and fuel sustainable growth.

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