



What Are You Paying Your Web Agency For?

A line-by-line breakdown of the monthly bill — and what those services actually cost

Most Agency Retainers Are Rent on Your Own Website

\$500–\$2K

Typical agency retainer per month for a small business website

\$15K

Avg. annual agency cost — before the original build fee

85%

of agency retainer hours go unused most months

0

platform-locked sites you can take with you when you leave

AVG. AGENCY RETAINER

\$15,000/yr

monthly fees that mostly cover availability, not actual work performed on your site

vs

COHOON CONSULTING ONGOING

~\$200/yr

tools you own, in your name. No retainer. Pay only when you want hands-on help.

Lock-in is the agency business model. Most retainers don't buy you work — they buy permission to access your own website.

What's Actually In That Monthly Bill?

Every line on a typical agency retainer, what they charge, what it really costs, and where it goes when you work with us.

SERVICE	WHAT AN AGENCY CHARGES	REAL COST	WITH COHOON CONSULTING
Hosting + SSL + DNS Where your site lives on the internet	\$50–\$150 / mo	\$0–\$5 / mo	Free (Netlify)
Domain Registration Your .com address	Marked up, often hidden	~\$15 / yr	~\$15/yr (in your name)
Content Updates "Change this paragraph, swap that photo"	\$100–\$300 / hr	Minutes of your time	\$0 (you do it in Cursor)
"Security Monitoring" Bundled into most retainers	Bundled	\$0 for static sites	\$0 (no attack surface)
Form Submissions Contact forms, lead capture	Bundled	\$0–\$20 / mo	Free or ~\$10/mo (yours)
Analytics Reports "Here's how your site is doing"	\$200–\$500 / mo	\$0 (Google Analytics)	Quarterly review by project
Email Marketing Newsletters, drip campaigns	\$300–\$1,500 / mo	\$0–\$80 / mo for tools	Setup once, you own it
Annualized Total	\$6,000–\$24,000 / yr	\$200–\$1,300 / yr	~\$200–\$500 / yr

What You Actually Pay With Us — In Your Name, No Markup

Every recurring bill goes directly to you. We never mark up infrastructure or skim a vendor commission.

● REQUIRED (EVERYONE PAYS)

Domain registration ~\$15 / yr
Your .com, registered at Namecheap in your name

Hosting **Free**
Netlify free tier covers nearly all small business traffic

SSL certificate **Free**
The "https" lock icon. Auto-renewed by Netlify.

● OPTIONAL (ONLY IF YOU WANT IT)

Form submissions \$0–\$20 / mo
Formspreet free or paid plan if volume grows

Custom email address \$6 / mo
Google Workspace for you@yourbiz.com

Email marketing \$0–\$80 / mo
Mailchimp / ConvertKit free tier or ActiveCampaign

What You Get Working With Us

- ✓ No retainer, no monthly lock-in
- ✓ Pay-per-engagement, not per-month
- ✓ Honest tool costs, no markup
- ✓ Training so you never need a developer
- ✓ You own the domain, code & accounts
- ✓ Edit your own site in minutes
- ✓ Quarterly strategy reviews if useful
- ✓ Hire anyone else and the site keeps working



Stop renting your own website.

We'll build it with you, teach you to run it, and then get out of your way.

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Agency retainer ranges based on industry averages for small-business website management retainers (2026). Real-cost figures from published platform pricing for Netlify, Namecheap, Formspree, Google Workspace, and major email marketing tools.