



Webflow Pricing 2025 WRAP UP

Insights from Real Freelancer & Agency Data

For years, Webflow pricing has been a guessing game. This report changes that. The Tahi Studio Project Calculator has processed millions of dollars in project quotes. For this report, we have selected a verified subset of data to dig into the details. We analyzed these quotes to give you a clear and honest look at pricing, scope, and where the industry is heading.

Total Value Analyzed

\$332,838.00

A verified subset of real project quotes.

Total Time Quoted

2.5 Years

That is one person working full-time. Non-stop. (4,916 Hours).

Average Hourly Rate

\$59.22/hr

The global baseline across all experience levels.

Average Project Quote

\$5,738.59

The benchmark price for a professional Webflow site.

Executive Summary

We looked at over **\$330k** in quoted work. The results were surprising. It turns out that pricing isn't just about hours times rate. It is about confidence, location, and how much you actually like the project.

Key Findings

The Efficiency Bonus

- ✓ Freelancers effectively earn **4.3% more** than their stated hourly rate. Rushing a project increases the cost. Clients are paying for speed, so freelancers charge a premium for that intensity.

The Expert Multiplier

- ✓ Experience is not linear. Expert-level freelancers are commanding **2.2x higher fees** than juniors for similar work. The gap between "good" and "great" is expensive.

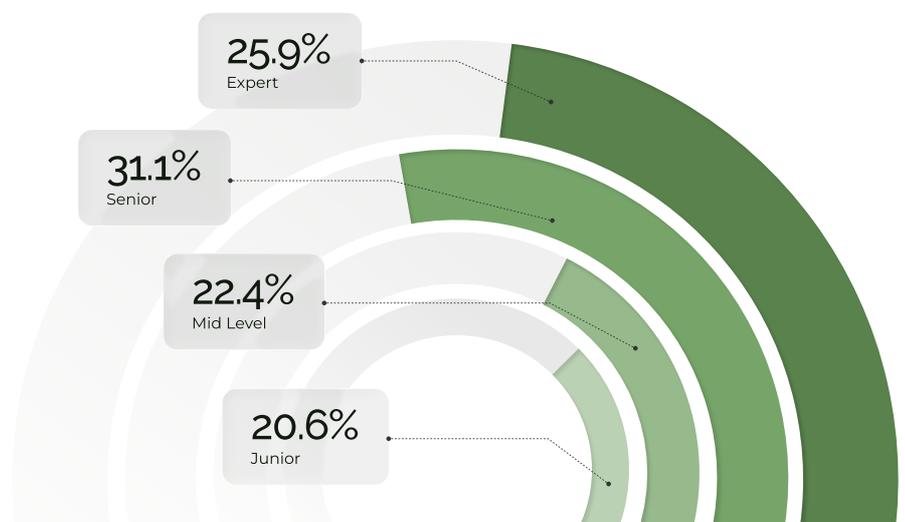
The Boredom Tax

- ✓ Boring work actually pays less. Projects rated as "Can't Wait" commanded **\$18.78/hr more** than projects rated "Boring." Enthusiasm is a pricing strategy.

Freelancer Experience Profile

Who is actually sending these quotes? The market is currently dominated by Seniors and Experts. This explains why the average project value is holding strong.

- Juniors: 1-12 months
- Mid Level: 1-2 years
- Seniors: 2-4 years
- Experts: 4+ Years



The Freelancer Profile

Who is behind the quotes?

Let's look at the humans behind the screens. We crunched the numbers on the tools, tech, and locations of the modern Webflow professional.

Operating System

MacOS dominates with 67.2% while

Windows trails at 27.6%.

Device

Desktop is king 96.6%

Working from the phone is still a myth.

Language

English (US/UK) is the standard

It accounts for 66% of users.

Top Freelancer Locations

Where the talent lives. What they charge

- Europe: **46%**
- USA: **26%**
- United Kingdom: **17%**
- Rest of World: **11%**
(Includes Canada, Australia, New Zealand, etc.)

\$57.25/hr



Rest of the world

\$58/hr



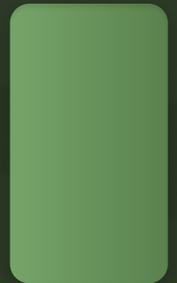
United Kingdom

\$60/hr



USA

\$66.38/hr



Europe

\$13/hr

The Floor

Lowest seen rate

\$165/hr

The Ceiling

Highest seen rate

The Financial Landscape

Location and Industry are your two biggest levers. You can't always change your location. But you can definitely pick your clients. Here is where the money is flowing.

Most Valuable Industry

\$31,544/Average

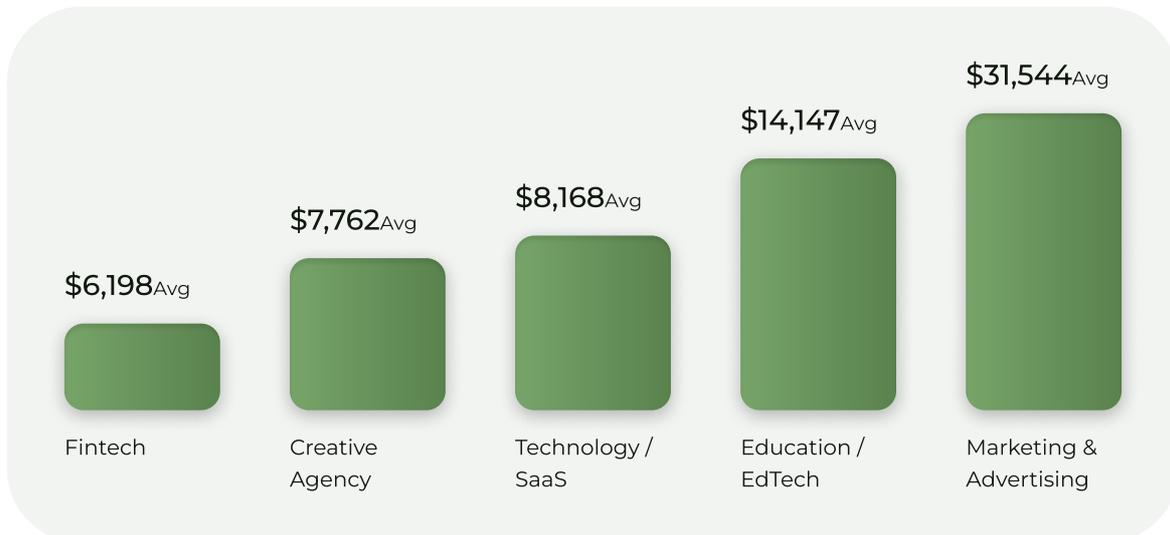
Marketing & Advertising

Highest Paying Industry

\$149/hr

B2B Services / Consulting

Top Industries by Project Value



29%

Technology / SaaS:

10%

Real Estate

26%

Health & Wellness:

Most popular Industries

The 'Boring' Niches Pay the Best While Tech and Health are the most popular, they aren't the highest paying. The highest average hourly rates were actually found in B2B Services / Consulting (\$149/hr) and Marketing & Advertising (\$135/hr). It pays to solve expensive problems for businesses!

Complexity is the Multiplier

Complex layouts can kill your effective hourly rate, but advanced interactions double it. The data proves clients are paying for how a site feels, not just how it looks).

The "Interaction" Premium

Adding "Complex" interactions nearly doubles **(1.7x)** the project fee compared to standard interactions. Unlike static layout complexity, clients seem willing to pay a massive premium for the "wow factor" of motion.

Standard Interactions
\$5,515
Average Per Project

Complex Interactions
\$9,215
Average Per Project

Top Freelancer Locations

Where the talent lives.
What they charge

- Simple Layouts: **\$57/hr** effective rate.
- Middling Layouts: **\$73/hr** effective rate.
- Complex Layouts: **\$44/hr** effective rate.



The "Golden" Project Profile

The highest average quotes didn't come from the most complex layouts, but from Middling Layouts combined with Complex Interactions

Layout: **Middling**

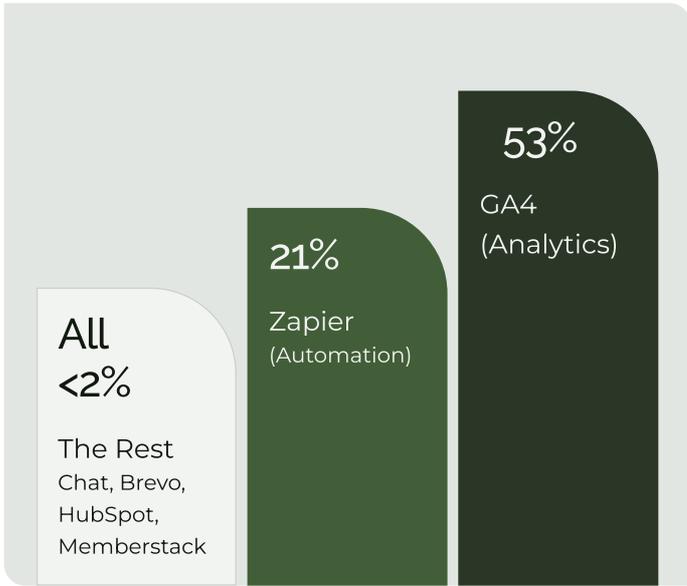
Interactions: **Complex**

Average price: **\$9,999**

The Build: Under the Hood

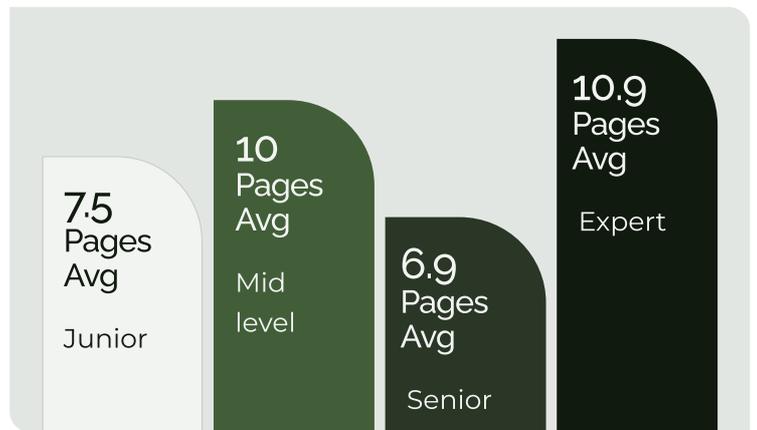
What does a "standard" \$5k project actually look like in 2025? We stripped back the quotes to see the tech stack and page counts that define the modern build.

The Tech Stack (Top Integrations)



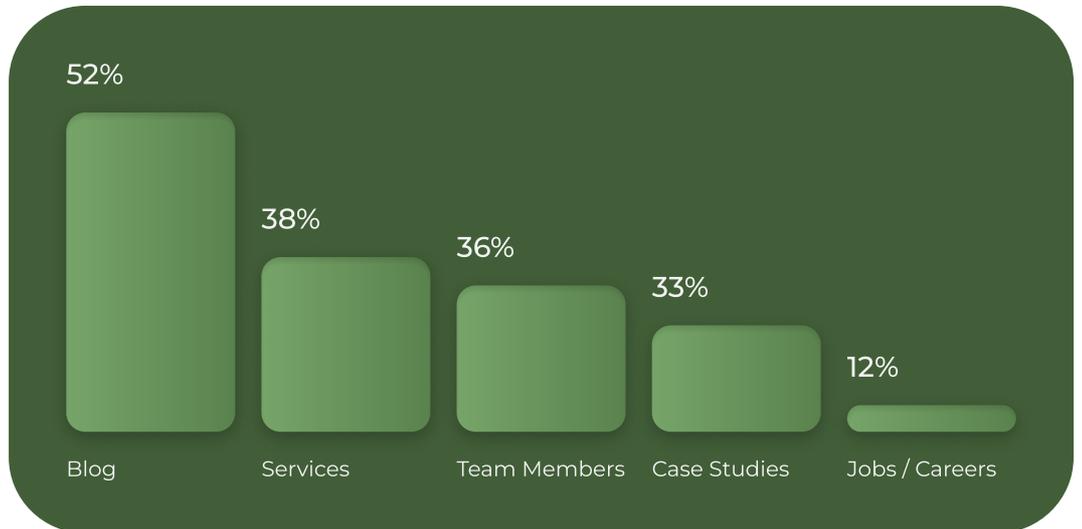
Page Count by Experience Level

Does experience correlate with project size? Absolutely. Experts are building sites nearly **50% larger** than Juniors.



Most Requested CMS Features

Clients aren't just buying static pages. They want control.



69%
of projects included a CMS setup

8.6
Average page count

Project Dynamics & Summary

When it comes down to it, scope dictates value. The data proves that being a "Jack of all trades" (Design + Dev) isn't a bad thing. It is actually the most profitable place to be.

Small site vs Full build

While there is still a niche for single-page sites, the vast majority of clients are looking for more.



Pricing isn't A Guessing Game Anymore

The Takeaway: Full stack projects pay **\$4,751** more than the single-discipline average. Owning the whole process pays off.

\$1,443 Avg Value

Design Only

This scope had the lowest average project value

\$3,883 Avg Value

Development Only

Developers command a significantly higher baseline than designers.

\$7,414 Avg Value

Design + Development

Freelancers who handle the entire lifecycle charge **116%** more than pure designers.



Stop Guessing. Start Pricing with Confidence.

We built this report because we were tired of the "industry whispers." We wanted the raw numbers. Now you have them. Whether you charge \$50/hr or \$150/hr, the goal is transparency.

Use these benchmarks to back up your next quote, negotiate better, or just sleep easier knowing you aren't undercharging.