Website downtime cost calculator

Summary

- Website downtime can cause lost sales missed inquiries and decreased customer trust.
- The guide explains what website downtime is and the usual reasons behind it.
- Businesses can figure out revenue loss by using their average hourly revenue.
- Downtime can also result in lost leads, missed appointments, employee idle time and harm to reputation.
- Hosting, regular monitoring, updates, backups and security measures can help lower downtime.
- A useful checklist allows businesses to check their website reliability and recovery plans.
- The 4-week plan helps businesses assess, protect, watch over and get ready, for their website.
- The main goal is to help businesses know the costs of downtime and keep their websites safe, dependable and accessible.

Who This Guide Is For?

- UK small businesses that rely on their website for sales, enquiries, bookings, or customer communication.
- Business owners and managers who want to understand the financial impact of website downtime.

What You Will Achieve

- Calculate the estimated cost of website downtime.
- See the hidden costs of outages such as lost leads and damage, to reputation.
- Find ways to reduce website downtime.
- Make website monitoring, backups, security and recovery better.
- Make a plan to keep your website reliable and available.

What Is Website Downtime?

Website downtime is the time when a website's not available or not working correctly.

Downtime can happen for reasons:

- Server or hosting problems
- Domain or DNS issues
- Software errors
- Cyberattacks
- Expired certificates

- Plugin or website updates
- Hardware failures
- Internet or infrastructure problems

Even a short period of unavailability can affect customers and business operations.

Why Calculate Downtime Costs?

Knowing the cost of downtime can help businesses:

- Understand the financial impact of outages
- Decide how much to spend on reliable hosting
- Prioritize website maintenance
- Plan backup and recovery solutions
- Justify monitoring and IT support
- Reduce the risk of outages

If you know what downtime costs you can make better choices to prevent it.

Website Downtime Cost Calculator

A simple calculation can be used to estimate lost revenue.

Basic Formula

Average Revenue Per Hour × Hours of Downtime = Estimated Revenue Loss

Example

If a business makes an average of £500 per hour through its website and the website is not available for 3 hours:

£500 × 3 = £1,500 estimated revenue loss

This is an estimate and does not take into account other costs like lost inquiries, staff time or damage, to reputation.

Calculate Your Average Hourly Revenue

To get a realistic estimate I start with my average daily online revenue. This gives me a picture of how much money I bring in each day from the web.

Formula:

Average Daily Online Revenue ÷ Number of Business Hours = Average Revenue Per Hour

For example:

- Daily revenue: £2,000
- Business hours: 10
- Average hourly revenue: £200
- If the website is down for 4 hours: £200 × 4 = £800 estimated revenue loss

Do Not Forget Lost Leads

Not every website generates direct online sales. Many businesses rely on forms of income.

For businesses that rely on enquiries, bookings or appointments downtime can result in lost leads. The impact can be serious.

Consider:

- Average website visitors per day
- Percentage who make an enquiry
- value of a customer
- Number of hours the website was unavailable

Example

If a website normally generates ten enquiries per day and each customer is worth an average of £100 losing hours of website availability could mean missed business opportunities. This is a risk, for many small shops.

Other Costs of Website Downtime

The financial impact of downtime can extend beyond lost sales. It can hurt other parts of the business.

Cost Area	Possible Impact
Lost sales	Customers cannot complete purchases
Lost enquiries	Potential customers cannot contact you
Missed bookings	Customers may use competitors
Staff downtime	Employees cannot use website-related systems
Customer support	calls and complaints
Reputation	Customers may lose confidence
SEO impact	Extended outages may affect search visibility

Recovery costs	IT and technical support may be required

How to Reduce Website Downtime

Businesses can reduce downtime by:

1. **Using reliable hosting:**

Choose a hosting provider that offers reliability and good support.

2. **Monitoring website availability:**

Use website monitoring tools to spot outages fast.

3. **Keeping software updated:**

Update the website, CMS, plugins and security parts

4. **Maintaining backups:**

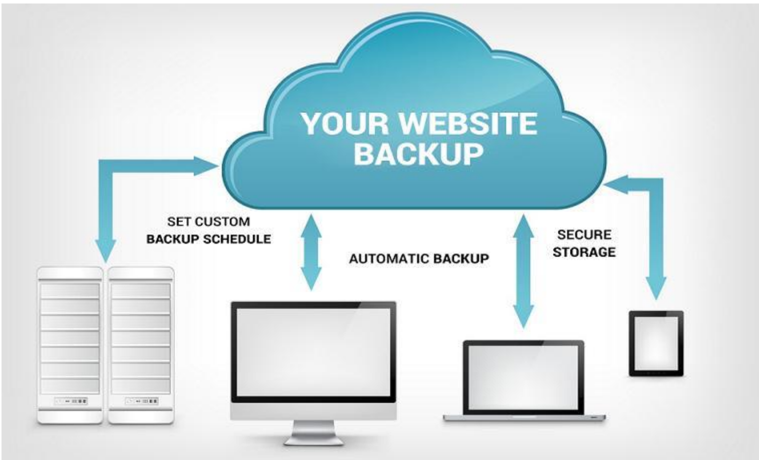
Keep backups that can be restored when needed.

5. **Using security protection:**

Protect the website from malware, attacks and unauthorised access.

6. **Having a recovery plan:**

Know who is responsible when the website goes offline.



Practical SME Checklist

- ○ Do we know how much revenue our website generates?
- ○ Do we know our estimated revenue?
- ○ Are we monitoring our website 24/7?
- ○ Do we have website backups?
- ○ Are our website systems regularly updated?
- ○ Do we have someone for handling downtime?
- ○ Do we have a recovery plan?

- Do we know how much an hour of downtime could cost us?

4-Week Website Reliability Plan

Week 1. Measure	Week 2. Protect
⓾ Calculate your online revenue. ⓾ Estimate your hourly downtime cost. ⓾ Review website outages. ⓾ Identify your important website functions. ⓾ Set a target for downtime.	⓾ Review your hosting provider. ⓾ Check website security. ⓾ Update the CMS, plugins and software. ⓾ Review administrator accounts. ⓾ Confirm that reliable backups are available.
Week 3. Monitor	**Week 4. Prepare**
⓾ Set up website uptime monitoring. ⓾ Test backup restoration. ⓾ Check website performance. ⓾ Review SSL. Domain expiry dates. ⓾ Create a process, for website outages.	⓾ Create a website recovery procedure. ⓾ Identify who should be contacted during an outage. ⓾ Document important hosting and website details. ⓾ Review your remaining website risks. ⓾ Schedule website health and security checks.

About This Guide

This guide has been prepared by Computer Support Centre so that businesses can understand how website downtime can affect their finances. It offers a way to estimate the money that could be lost if a website becomes unavailable. The guide also points out costs such as missed enquiries, customer complaints and damage to reputation. Businesses can use the checklist and 4-week plan that are included to make website reliability and to cut down on downtime risks. Our aim is to help businesses keep their websites available, secure and reliable.

If you learn more about **Computer Support Centre**, our services, and our approach, please visit our official website:
□ **https://computersupportcentre.com**

Conclusion

Website downtime can quickly become a problem, for businesses especially when customers rely on a website to make purchases or ask questions. Calculating how much downtime could cost helps businesses see why website reliability is important. Regular monitoring, backups security updates and good hosting can cut the risk of outages. A clear recovery plan can also lessen the damage when something goes wrong. The goal is simple: stop downtime when possible and fix it fast when it does happen.