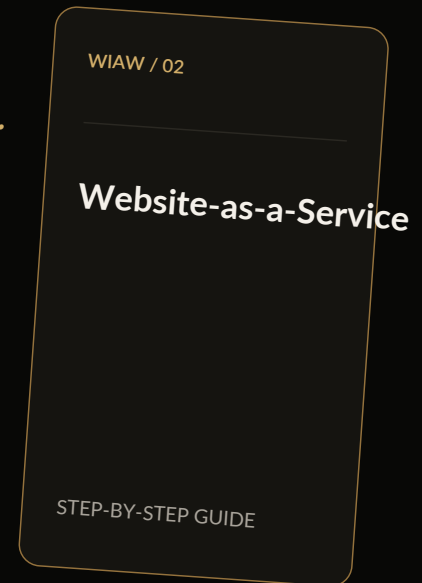


RECURRING ONLINE SERVICE

Website-as-a-Service Business

Turn a website project into a recurring service.



CLEAR. PRACTICAL. SOURCE-BACKED.

Choose a niche, build from a repeatable system, price three clear plans, find local clients, control scope, and retain them month after month.

UPDATED SEPTEMBER 2026

01 / INTRODUCTION

Know the model before you spend money.

Website-as-a-Service (WaaS) replaces the large one-time website project with a recurring monthly service. You build and host a business website, then charge for the ongoing level of support the client chooses. The opportunity is recurring revenue; the risk is unlimited revisions, weak client acquisition, and underpriced support.

LEAN TEST

\$50-\$200

Planning range if you already own a computer; exact software and domain costs vary.

TIME TO OFFER

2-7 days

Fastest when you use one builder and one reusable niche system.

REVENUE STYLE

Monthly

Three recurring tiers, with optional setup or add-on fees.

PASSIVE POTENTIAL

Low at first

Becomes more leveraged only after templates, SOPs, and support limits are standardized.

GOOD FIT IF

You are comfortable with web tools, can communicate with business owners, and like recurring service revenue.

NOT A GREAT FIT IF

You dislike support requests, want unlimited customization, or plan to guarantee leads without controlling traffic and spend.

02 / DATA + ROADMAP

See the evidence. Then follow the process.

AFTER POSITIVE REVIEWS

54%

of consumers in BrightLocal's 2026 survey said they then visit the business website.

DEDICATED WEBSITE

40%

of local businesses had a dedicated website in BrightLocal's 2026 research context.

INSIDE THE FULL GUIDE

- 01

Repeatability beats building every site from zero.

FULL DETAILS IN PAID GUIDE
- 02

Three plans. Clear boundaries. No mystery invoices.

FULL DETAILS IN PAID GUIDE
- 03

Audit first. Personalize second. Ask for a short call.

FULL DETAILS IN PAID GUIDE
- 04

Launch cleanly, then make support predictable.

FULL DETAILS IN PAID GUIDE

PREVIEW STOPS HERE - THE FULL GUIDE CONTAINS THE ACTION STEPS, SCRIPTS, PRICING LOGIC, CHECKLISTS, AND SOURCES.