## 

Web Design Proposal  
For [client]

12.22.2022

**─**

Company Name

123 Main Street

Anytown, US 12345  
AgencyURL.com

# Introduction

Thank you for the opportunity to submit a proposal for your website project. At our agency, we work hard to provide our clients with First Class service, at affordable prices.

We have worked with many clients to provide them with beautiful and functional websites that allow them to engage with their audience, provide them with the information and functionality they need, and reach more people than they ever have before.

If you have any questions about the content of this proposal, please don’t hesitate to let me know. Thanks!

-- Name - Owner, Agency

# Project Overview

We will create a new website for [client]. The purpose of the website will be to [goal]

# Scope

1. The website will include all relevant information about [client] and [services].
2. We will work with [client] to create graphics and other media that will go on the website, to help users learn more about [services].
3. The website will be built on a platform that allows [client] to manage and update the content on the website if they choose. We are also able to make these changes upon request as part of the hosting and maintenance package.
4. We will provide unlimited revisions to the design and function, before launching the site.
5. [and more…]

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# Our Process

To make everything run as smoothly and efficiently as possible, we have a process that we follow when building out a website. This ensures that everything is completed in a timely fashion, and with no surprises on either end.

## Initial Demo

First, we will build out an initial demo website. While it’s primary purpose is to give you an idea of what we are able to do for you, it can also act as a good starting point for the next step, where we discuss your specifications, and create a plan.

## Mapping Out Your Site

Using the demo as a guide, we will work with you to develop a detailed set of design and technical specifications. This will act as our roadmap for the project.

## Development

When the map is complete, we will start on the development process, building out everything to your specification, and integrating all functionality we have discussed.

## Graphics and Content

We will work with you to ensure all content is ready and assigned a page. Our graphic design team will also build all necessary graphics for the home page and other pages. This includes infographics, charts, photos and imagery, and a logo, if necessary.

## Testing

Once everything is in place, we will test the site in all major browsers, looking for anything that needs to be corrected. Your team will also have the opportunity to test the site in a demo format, to give feedback. You will be allowed to request additional revisions at this point as well.

## Deployment

Once you have signed off on the website, we will take it live on your domain, and closely monitor the site to ensure there are no hiccups. From there we will begin to backup the site regularly, and make necessary updates to keep your website running smoothly.

# Timeframe and Costs

The typical project time for a website of this type is around 4-5 weeks. This can be adjusted in either direction based on your needs - just let us know.

## Costs

The total cost for everything described in this proposal, including everything related to the development and deployment of the website, will be $[price]. This includes a significant discount from our normal price of $[higher price] for this type of website.

A deposit of 50% of the total cost will be due up front, and the balance will be due upon the deployment of the website.

# Optional Monthly Maintenance Plan

[Agency] provides a monthly hosting and maintenance option.

We will monitor and maintain your website to ensure minimum down times. Changes, additions, and maintenance to your site are included in the monthly fee. Our normal rate for changes is $99 per hour. As part of the monthly maintenance package, we will:

• Backup the website, including all files and databases.

• Make sure all plugins are using the best version.

• Add or change any website content, as directed by the client.

• Periodically review the website, to ensure everything is working properly.

• Monitor PHP compatibility

All changes are performed manually, to ensure that compatibility issues don't occur.

This package will cost $79/month. It can be canceled at any time by either party, with 30 days notice.

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| **Your Name**  **Your Agency** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date |

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| **[client]** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date |