



Web Development Proposal

Prepared for:

Client Name

Client Company Name

Contact:

email@company.com

(555) 555-5555

www.Company.com

Prepared by:

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Introduction

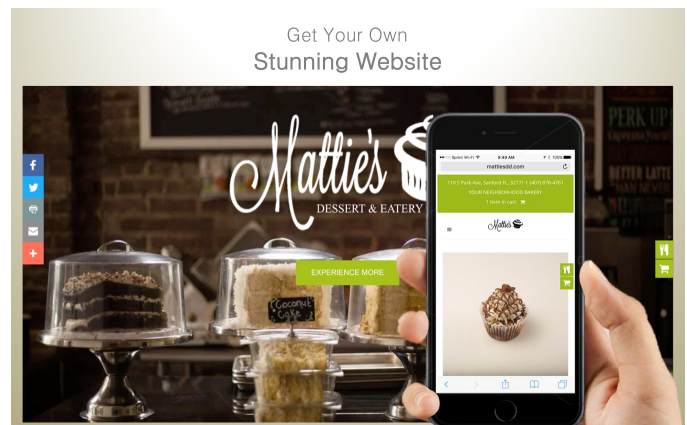
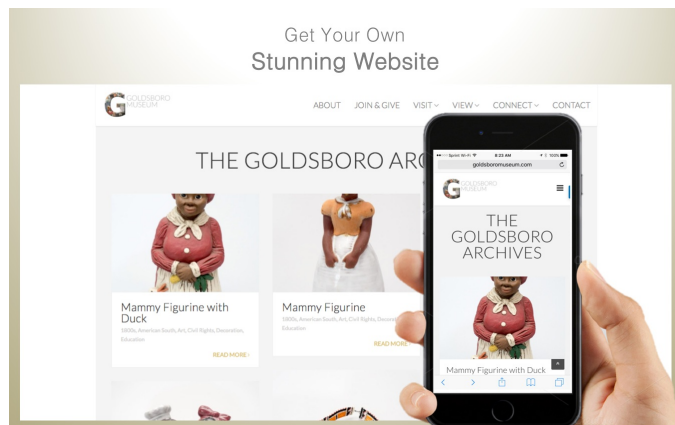
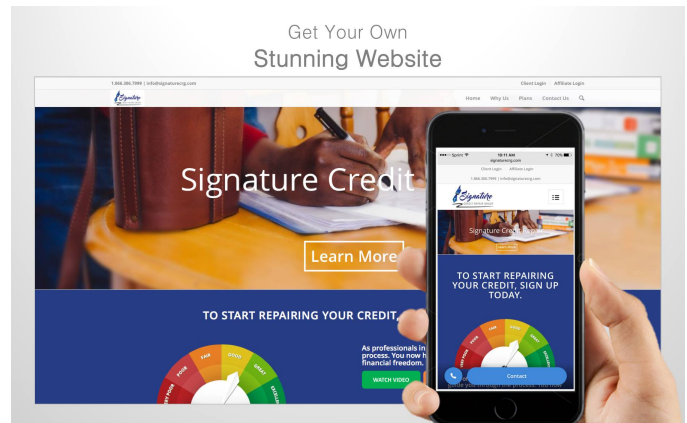
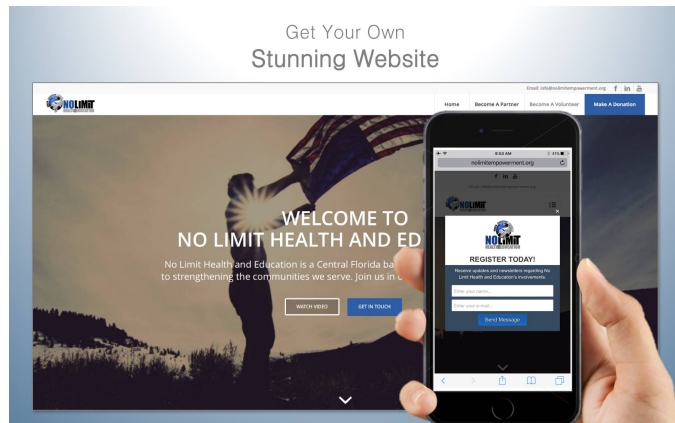
Overview

A prominent online presence can help Client Company Name grow its business, while also providing current customers with access to information on its products or services at any time. New Vision Web Dev has successfully designed and implemented websites for many clients around the region by providing custom web design packages focused on the client's needs and goals.

About Me

New Vision Web Dev can be defined by my passion to improve upon what's in present view. I'm a freelance website designer/developer from Sanford, Florida. I've begun my work as a website designer in 2012. This gives me 5 years experience in strategy, analysis, and building websites for approximately 50 companies. Former co-owner of Innovative Network Systems, LLC, I've decided since to pursue a more specialized and specific role in being hands on with local startups and small businesses.

Recent Web Design Projects



Getting Started

If you are interested in working with New Vision Web Dev for your **web development** project, I can start you off with a 60 minute consultation call. At the end of the call, we can decide together what the best package for you may be in order to help you achieve your goals.

"Tell me more about your goals, **business needs,** and **website expectations**"

Scope of Work

Client Company Name can expect three stages with each package:
Development, Implementation, and Revision.

Stages	Description
Development	Through the development stage New Vision Web Dev will work alongside Client Company Name to both design the website's appearance and create its content.
Implementation	During the implementation stage New Vision Web Dev creates the website according to specifications discussed throughout the development stage.
Revision	After the website has been created there is a revision stage in which if Client Company Name needs changes, I will implement these changes at no additional cost. It is important to pay attention to which package Client Company Name has purchased, as they come with a differing amount of revisions.

How do I scale the work to determine the price?

On average, a website takes 1 month to complete. My price matrix is based on price per work hour * estimated work hours to complete package. (Startup package below is \$600. Price per hour \$20 * 30 hours to complete. Work hours are defined as hours worked during the Implementation stage. Should the project take more than one month to complete, the project is billed in 5 hour increments at the \$20 per hour rate; unless negotiated in terms that include multiple months.)

Custom Web Design Packages

All websites are designed for browsers and mobile or tablets.

Startup Custom Professional Online Presence	Pro Expand your services and Grow Online	E-commerce Sell your services and Products Online
5 Website pages	10 Website pages	25 website pages
Custom Web Design + 1 Revision	Custom Web Design + 2 Revisions	Custom Web Design + 3 revisions
Desktop and mobile friendly	Desktop and mobile friendly	Desktop and mobile friendly
Blog	Blog	Blog
1 contact form	1 custom contact form	2 custom contact forms
Photo Gallery	Media Gallery	Media Integration
PayPal Links	Payment Gateway	Shopping Cart
Map	Google Map	Google Map
Social Media Links	Social Media Integration	Social Media Integration
SEO Friendly	SEO Friendly	SEO Friendly
Wordpress Admin Access	Wordpress Admin Access	Wordpress Admin Access
1 hour training	2 hours training	2 hours training
See SEO optimization price in the additional services	See SEO optimization price in the additional services	SEO Optimization for 25 pages
See Google Analytics setup price in the additional services	See Google Analytics setup price in the additional services	Google Analytics Setup
Package Starts at \$600	Package Starts at \$1,200	Package Starts at \$2,400

"Need a Bigger Plan? Lets Talk."

Additional Package Services

Startup Additional Services	Pro Additional Services	E-commerce Additional Services
Landing Pages \$250/pg	One Pagers \$400/pg	Additional Web Pages \$100/pg
Google Analytics Setup \$150	Online Shopping Cart \$400	Email Marketing Campaign \$100
SEO Optimization \$125/pg	Website Tech Support \$50	Web Speed Optimization \$75
Additional training \$60/hour	Website Maintenance \$250/mo	Social Media Design \$50/group

Not Included

- Hosting
- Domain
- Additional hours
- Technical Support
- Stock Images

Design and consultation services may be provided on an hourly basis for the amount written in the billing section below. Services not listed under this section should be considered an additional expense and beyond the scope of this proposal.

Proposed Costs

Item	Price*	QTY	Subtotal
Startup Custom Professional Online Presence	\$20.00	30	\$600.00
SEO Optimization \$125/pg	\$125.00	1	\$125.00
*Estimated price per work hour			

Subtotal	\$725.00
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Total \$725.00

Terms of Payment

An initial payment equal to 50% of the total project cost is required upfront from Client Company Name. The remaining 50% shall be paid upon completion of the project. Terms of Payment are subject to change based on project stipulations discussed during consultation.

Please review my [Web Design Agreement](#) for additional information.

To make an initial payment online from this proposal, please review the invoice sent separately.

New Vision Web Dev	Client Company Name
Signed By: Christopher Henry	Signed By: Client Name
<hr/>	<hr/>
Date:	Date: