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WEB DESIGN PROPOSAL

[Date]

Prepared For: [Client Name]
[Client Contact Information]

By: [Your Name]
[Your Contact Information]

Proposal Summary

[Client] is hiring [Your Name] to [provide a short summary of the services you be providing, i.e. design and development of new x page website, redesign and update of current website –

- use bullet points for easy reading and review
- and keep this brief.]

Project Description

[This section is for a detailed description of the project. Include all agreed upon items and be as exact as possible. This will help you later on in a case of client scope creep. If the project is set to occur in more than one stage, break that out here. Provide an estimated timeline as well. Be sure to include "estimate" for description and also that timeline is contingent upon getting content from client.]

Example:

Project Item

1. Design Phase

a. During the design phase I will create a mood board, page structure and wireframe for discussion.
b. A client project management system will be set up for us to communicate and provide feedback.
c. I will create 3 PSD files for you to review based on our discussion.
d. You will choose one design with any requested modifications.

Estimated Timeline: 4-6 Weeks
Fee*: $1000

2. Production Phase

a. During the production phase I will build your site on a private subdomain on my server.
b. You will have the chance for up to 3 rounds of requested revisions.
c. Additional revisions will require a work order at a rate of $100/hour.
d. Your site will be tested on major desktop browsers (Safari, Chrome, Edge, Firefox and Opera) and on popular mobile devices.

Estimated Timeline: 6-8 Weeks
Fee*: $3000

3. Testing Phase

a. Once final site is approved, you may test site with approved individuals who will be given access to the site.

b. You will have one round of additional revisions after testing.

Estimated Timeline: 2 weeks

Fee*: $500

4. Launch Phase

a. I will move the site to your web host. Hosting to be provided by you or I can do this for you for an additional fee to be discussed.

b. 30 days post-launch I will make any requested changes for errors or broken pages, etc. Changes to design are not included and will be charged at a fee of $100/hour

c. Post 30-days after launch, any revisions requested will be done at the hourly rate.

Estimated Timeline: 1 week

Fee*: $500

[*Note for Fee, you can put a set fee, i.e. $500 or you can put an hourly rate with an estimate, i.e. $100/hour for estimated 3-5 hours.]

Fee Schedule

Pricing in this proposal is effective through [date]. One half of total project fee is due upon acceptance of this proposal and a signed contract. The remainder is due upon completion and prior to launch.

Client Deliverables

Please note that this timeline is based on the timely provision by client of all content for the website. Content includes written copy, images, videos and other requested media. Graphics files must be provided in editable, vector format. Photographs must be provided in high resolution format of at least 300 dpi or above. Text should be provided either in a Microsoft Word document or in a Google Doc.

Next Steps

[Client] will sign and return this proposal by [date]. A contract will be prepared for signature upon receipt of the signed proposal. Work will commence upon receipt of deposit and signed contract.

Signed and accepted:

_____ _____

[Client Name] [Date]