

Website design & development proposal for

Example Company

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Email: info@webdesigncorp.com

Web: www.webdesigncorp.com

[logo here]

Date

<date here>

Client

<client name>

Contact: <client contact>

Phone: <client phone>

Email: <client email>

Project title

Website design and development for <client name>.

Project description

The project will involve designing a website for <client name>, a widget wholesaler from Inverness.

The website will be designed to the very highest standard and will reflect <client name>'s established corporate identity.

We will use <Expression Engine> an open source content management system (CMS) which will allow you to easily add content such as products, text and images to the website with a minimum of technical knowledge, within a tightly defined design framework.

We will design the site with Google in mind, however a further online marketing campaign using search engine optimization (SEO) is strongly recommended at some stage in the future, in order to maximize the number of visitors to the site. This work can be done by us, or can be done by another suitable agency.

We also recommend building up a mailing list of potential and current clients, in order to send a monthly newsletter to them with good news + special offers.

Scope

We would undertake to do the following:

Planning and wireframes

Photoshop / Fireworks design of homepage look and feel, based wireframes & client suggestions. Up to 3 alternative look-and-feel versions are included in the quote.

Image research.

Design of up to 20 interior page templates, based on signed off wireframes. Up to 10 iterations of each are included in the quote as standard.

Coding and cross-browser testing of all templates.

Extensive cross-browser testing at multiple resolutions.

Creation of up to 8 contact / enquiry forms, if required.

Pages to be coded to be SEO friendly. Note: Keyword research and other SEO is not included in this quote.

Setup of <Expression Engine> content management system (CMS), for editing text and images on main website.

Remote training with CMS, delivered via Skype. (up to 1.5 hours) Note, onsite training can be arranged for an additional cost.

Basic user guide to CMS. (supplied as video or PDF)

Optional

We anticipate the client has a relatively small number of high-value customers. Therefore it is worth considering creating some custom-designed email newsletter and promotional templates to keep in touch with the customers and increase customer loyalty and brand awareness.

This is an optional extra and would include:

Setup of email marketing system for capturing email addresses.

Creation of email newsletter and promotional templates.

Testing of emails in multiple email software, including on iPhone, iPad, Blackberry.

Remote training with email marketing system, delivered via Skype. (0.75 hours) Note, onsite training can be arranged for an additional cost.

Budget

Website design & development

The budget for the design & development of the website, including integration with the CMS would be <budget>.

Images

Image research is included in the budget. The price of purchasing images or custom photography is additional. All image purchases will be agreed with the client in advance.

Copy writing

Copy is to be supplied by the client, therefore we have not quoted for it. Should additional copy be required we shall be happy to quote for it.

Training

Remote (Skype) training and CMS user guide (generally delivered as training videos) is included within the budget.

Website hosting

<budget>

Optional extras:

Email design, setup and training

<budget>

Monthly email cost:

<budget>/mth (for up to 500 subscribers)

Onsite training

<budget>

Timescale

We would anticipate the project taking 10-14 weeks to complete. The exact speed of design & development will be affected by client turnaround times, for example responding to designs etc.

About <Web Design Corp>

We're a small company that helps our clients get impressive results from their websites.

Our approach is simple.

We believe what matters about a company's website isn't how pretty it is or how clever the programming is, it's how successful the site is. And as any good business person knows, success doesn't come overnight.

That's why we like to work with you over a reasonable period of time to gradually improve the results your website achieves.

Clients

Our clients include national and multinational companies such as <massive company ltd> and <even more massive company ltd>, as well as smaller businesses, such as <small business ltd> and <smaller business ltd>.

Testimonials

If you're going to be building your business based on systems a web development company has created, it's important you can rely on them.

Here's what some of our customers say about us:

Working with <Web Design Corp> is amazing. Those guys rock.

John Smith, Pizza Corp

The reason we use <Web Design Corp> is that as well as producing really high-quality work, they're reliable, easy to deal with and able to turn around quick deadlines. I can't recommend <Dave> and his team enough!

Peter Piper, Random Company

<Dave Founder>'s background

The company was set up by owner <Dave Founder> in 2011 after working as a web designer for other agencies since 2009.

Dave has been a professional web designer since 2007, and has been designing websites since 2005.

<Anything else impressive here>

The team

We have a team of full-time staff, and a network of freelancers we call on for specific expertise or to assist when we get busy. Our core team consists of:

Core team:

Dave Founder, Designer / Owner

Pete Co-Founder, Developer

Johnny Come-lately, Junior Designer

Additional experts:

Paul Snaps, Photographer

Will Shakes-Pier, Copywriter

Jaz Script, Developer

The dull stuff

This proposal is valid for 2 months from the date at the top.

A 40% deposit is due prior to project commencement. The balance is payable on completion.

This proposal is for information purposes only and does not form a contract.

We aren't currently VAT registered.

Thanks!

Thanks for considering working with us ... we really appreciate it!

If you've got any questions, just ask us and we'll try to answer them. Email info@webdesigncorp.com or call Dave on 800 8000 800.