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| Freelance Web Design Proposal |

## Intro

In today’s digital world, your website is often the first impression on potential customers. In fact, more than 60% of today’s purchases start online, and nearly all consumers state that company websites factor into their purchasing decisions. A reliable, well-designed website exposes your products and services to those who seek them and makes it easier for you to compete in a crowded marketplace.

As a professional freelance web designer, I specialize in building business websites that accomplish the following:

* Draw organic traffic from search engines
* Positively position your brand, products, and services
* Drive visitors to purchase or convert to leads
* Support your digital marketing channels

I have had the pleasure of working with many businesses around the world to build successful business websites. I draw from a strong web design background, augmented by an understanding of what makes a website a profitable marketing tool.

In this proposal, you’ll find a wealth of information related to the web design services that I offer. I’ve included visual examples of past work along with testimonials from previous clients. You’ll also find information regarding my approach to web design projects, and the costs associated with your website’s design and creation.

## My Work

I’ve had the pleasure of building websites for several successful brands around the world. My web design portfolio includes the following projects:

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| Judith Ellis Model Portfolio Explore her mesmerizing portfolio, showcasing her versatility and creativity, and prepare to be captivated by the multifaceted essence of Judith Ellis.  Website: <https://www.judithellis17.com/> | Needle & Thread Alterations  Needle & Thread Alterations: Custom suits, alterations, style advice. Expert craftsmanship, personalized service. Look sharp, feel confident!  Website: <https://needleandthread.netlify.app/>​ |

## Testimonials

A positive word from a client is more powerful than anything I can say about my work or abilities. Here are just a few of the glowing reviews I’ve had for my freelance web design services:

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| Judith Ellis New York, NY  February 2024  Working with Brittany to create my model portfolio website has been an incredible experience. From the moment we started discussing the concept to the final launch, Brittany has been attentive, professional, and incredibly talented.  I was amazed by Brittany's ability to capture my vision and translate it into a stunning website that truly reflects my personality and style. The design is not only visually appealing but also highly functional, allowing visitors to navigate through my portfolio seamlessly.  Brittany was not only a skilled web developer but also a great collaborator. They listened to my ideas, offered valuable insights, and made adjustments based on my feedback throughout the process. The level of dedication and attention to detail they demonstrated was truly commendable. | Needle & Thread Alterations Dallas TX,  January 2024  Thanks to Brittany's expertise, I now have a professional online platform that not only attracts new clients but also elevates my brand image. I couldn't be happier with the result! Brittany not only elevated my brand but also enhanced my social media networks, seamlessly integrating them with my website. Her dedication to showcasing my work in the best light possible has truly made a difference in expanding my reach and attracting more clients. I'm incredibly grateful for her talent and commitment to my success! |

## Your Website

I specialize in building business websites that help you achieve your marketing goals without breaking your budget. Every web design project includes the following:

**Responsive Design:**

* Your website will adapt it’s layout based on the size of the viewer’s screen. This ensures that your website will function properly on computers, smartphones, and tablets.

**Content Management System (CMS):**

* I develop my clients' websites using WordPress, Wix, and from scratch. WordPress stands out as the most popular CMS globally, renowned for its robust security, reliability, and user-friendly interface.

**Reliable Hosting:**

* I offer hosting solutions for my clients' websites, either with their own domain for a fee on AWS or on Netlify.app for free. Having tried various hosting services, I've found AWS to provide unmatched reliability and security at competitive rates.

**Monthly Backups (OPTIONAL)**

* For added peace of mind, I offer optional monthly backups of your website stored securely offline. The details and associated fee for this service can be discussed during our initial consultation, tailored to your specific needs. These backups act as an insurance policy against potential threats such as malicious attacks or damage to your site.

**Content Updates (OPTIONAL)**

* To be used effectively, your website should be updated regularly. My monthly fee includes publication of updated content and graphics at your request. This includes changing up to 25% of your website’s content in any given 30 day period.

## Development Timeline

I’ve found that following a structured web design process provides peace of mind to my clients while ensuring each project is delivered on time and on budget. The table below provides a high-level overview of that process, along with projected completion dates for each phase.

Please note that the dates below are **estimates**, and are subject to change as a result of communication or requirements challenges which are common to technical projects.

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| Phase | Date Complete |
| **Assessment** | 1-2 weeks |
| Design | 2-4 weeks |
| Development | 2-4 weeks |
| Testing and Revisions | 1-2 weeks |
| Deployment and Launch | < 1 week |

## Pricing

By including a detailed pricing information in my proposal, I can ensure that both I and my client are on the same page regarding costs and expectations for the project. This can help prevent misunderstandings and disputes down the line.

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| --- | --- | --- | --- |
| Name | Price | QTY | Subtotal |

|  |  |
| --- | --- |
| Subtotal | **$0.00** |
| Discount | **$0.00** |
| Tax | **$0.00** |
| **Total** | **$0.00** |

## Payment

Payment for the project will be due on the following terms:

1. 50% invoiced upon project approval (net-50 terms)
2. 50% invoiced upon public deployment (net-50 terms)

## Approval

Once you’ve reviewed the timeline and pricing above, simply sign below to approve your web design project. I will reach out to you to schedule our initial discovery session and generate your first invoice within 24 hours.

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| Brittany Washington  BRITTANY WASHINGTON | [Client.Company]  [Client.FirstName] [Client.LastName]​ |