

# Website Development Proposal

**Prepared for:** FANSS.co Coaching

**Prepared by:** Fanele Digital Studio

**Date:** 22 August 2025

## 1. Executive Summary

This proposal outlines the design and development of a professional, inspiring, and conversion-focused website for FANSS.co Coaching, a Cape Town-based life coaching service. The website will serve as both a portfolio and a lead-generation platform, showcasing services, client success stories, and resources to help visitors take the first step toward personal growth.

## 2. About the Client

**Business Name:** FANSS.co Coaching **Industry:** Life Coaching & Personal Development

**Mission:** To empower individuals to unlock their potential, overcome limiting beliefs, and create a life aligned with their values.

**Target Audience:**

- **Age:** 25–45
- **Location:** Primarily South Africa, with potential global reach via online sessions
- **Interests:** Self-improvement, career growth, mindfulness, work-life balance
- **Pain Points:** Feeling stuck in career or personal life, lack of clarity, low confidence

## 3. Project Objectives

- Build a trustworthy and motivational online presence
- Clearly communicate services and coaching approach
- Enable easy booking of discovery calls
- Showcase client testimonials and success stories

- Provide free resources (articles, guides) to establish authority

## 4. Scope of Work

### Phase 1: Discovery & Planning

- Brand tone and visual identity alignment
- Competitor analysis (local and international coaches)
- Sitemap and wireframe creation

### Phase 2: Design

- Warm, uplifting color palette (soft greens, gold accents)
- Clean typography for readability
- Hero imagery featuring real coaching sessions and nature backdrops

### Phase 3: Development

- Responsive design for mobile, tablet, and desktop
- CMS integration (WordPress for easy updates)
- Blog section for articles and resources
- Booking system integration (Calendly or Acuity Scheduling)
- SEO optimization for “Life Coach Cape Town” and related keywords

### Phase 4: Testing & Launch

- Cross-browser/device testing
- Speed optimization
- Security setup (SSL, anti-spam)

## 5. Deliverables

- Fully functional, responsive website
- Booking system integration
- Blog with 5 starter articles
- SEO-optimized pages
- 30 days of post-launch support

## 6. Timeline

Phase	Duration	Dates (Tentative)
Discovery & Planning	1 week	25–31 Aug 2025
Design	2 weeks	1–14 Sep 2025
Development	3 weeks	15 Sep–5 Oct 2025
Testing & Launch	1 week	6–12 Oct 2025
<b>Total Duration</b>	<b>7 weeks</b>	

## 7. Investment & Payment Terms

Service Component	Cost (ZAR)
Discovery & Planning	R5,000
Design	R12,000
Development	R18,000
Testing & Launch	R5,000
<b>Total</b>	<b>R40,000</b>

### Payment Schedule:

- 40% deposit upon approval
- 40% after design approval
- 20% upon project completion

## 8. Why Choose Fanele Digital Studio

- Experience in service-based business websites
- Strong focus on user experience and conversion
- Transparent communication and milestone tracking
- Proven SEO and content strategy expertise

## 9. Simple Wireframe Sketch

Code

Code -----

| LOGO | MENU: Home | About | Services |

HERO IMAGE + Motivational Headline	
"Book Your Free Discovery Call" [Button]	
ABOUT SECTION: Photo + Intro Text	
SERVICES: 3 Columns (Career, Mindset, Life)	
TESTIMONIALS: Client Quotes + Photos	
BLOG PREVIEW: 3 Latest Articles	
CALL TO ACTION: "Start Your Journey Today"	
[Book Now Button]	
FOOTER: Contact Info   Social Links   Legal	

## 10. References & Sources

- **WP Minds** – Coaching Website Wireframe Examples  
<https://wpminds.com/coaching-website-wireframe-examples>
- **Skillcrush** – Beginner’s Guide to Website Wireframing  
<https://skillcrush.com/blog/website-wireframe>
- **HubSpot Blog** – Website Wireframes: Processes & Tools  
<https://blog.hubspot.com/website/website-wireframe>
- **Calendly** – Scheduling Integration <https://calendly.com>
- **Acuity Scheduling** – Appointment Booking <https://acuityscheduling.com>
- **Yoast SEO** – WordPress SEO Optimization <https://yoast.com/wordpress-seo>