

Pixella Labs

Where Brands Go Digital **Website Design & Development Proposal**

Prepared by: Pixella Labs

Introduction

At Pixella Labs, we help businesses build a strong and professional digital presence.

In today's market, a website is often the first interaction customers have with a brand. Our goal is to design websites that are not only visually appealing but also easy to use, fast, and aligned with real business goals. This proposal outlines how Pixella Labs can help [Client Name] establish a modern, trustworthy online presence.



Scope of Work

Our proposal for [Client Name]'s website design and development includes a comprehensive approach covering design, core features, and technical setup to ensure a high-quality, effective online presence. Each aspect is carefully planned to align with your business objectives and provide an optimal user experience.



Website Design & Development

- Custom-designed website (no generic templates)
- Mobile-friendly & responsive layout
- Clean, modern UI/UX
- Fast-loading pages



Core Features

- Business overview sections
- Services or offerings page
- Image gallery or portfolio
- Contact form
- WhatsApp / Call-to-action integration
- Google Maps integration (if applicable)



Technical Setup

- Domain & hosting setup guidance
- SEO-friendly structure
- Basic on-page optimization
- Secure deployment

This detailed scope ensures that every aspect of your new website is meticulously handled, from its visual appeal to its technical performance and functionality.

Website Care Plan (Optional)

To ensure your website remains secure, up-to-date, and performs optimally, Pixella Labs offers an optional ongoing website care plan. This plan provides continuous support and maintenance services designed to give you peace of mind.



Content updates

Keep your website fresh and engaging with timely updates to text, images, and other content.



Technical support

Receive expert assistance for any technical issues, questions, or minor adjustments required for your website.



Regular backups

Automated and secure backups ensure your website data is protected and can be easily restored if needed.

Monthly Cost: ₹ [500 – 1,500]

Pricing



Starter Website

₹3,000 – ₹6,000

Best for small businesses & personal brands

- 3–4 page website
- Mobile-friendly design
- Contact form + WhatsApp CTA
- Basic SEO setup
- Fast delivery (5–7 days)



Business Website

₹7,000 – ₹12,000

Best for growing businesses & service providers

- Everything in Starter
- Custom UI/UX design
- Portfolio / gallery section
- Google Maps integration
- Enhanced SEO structure



E-commerce / Advanced Website

₹15,000+ custom quote

Best for brands & online selling

- Online store setup
- Product management
- Payment gateway integration
- Scalable architecture



Ready to Get Started?

To proceed with this project, please confirm via reply or WhatsApp. Once confirmed, we'll share payment details and begin immediately.



Email

nishant.official445@gmail.com



WhatsApp

+91 986412823

Why Pixella Labs

Choosing the right partner for your web presence is crucial. At Pixella Labs, we pride ourselves on a set of core principles that ensure our clients receive exceptional service and outstanding results. Our approach is built on trust, quality, and a commitment to your long-term success.



Studio-led approach

Benefit from a dedicated team of experts, ensuring high-quality, professional results tailored to your specific needs.



Clear communication

We prioritize transparent and consistent communication throughout the project, keeping you informed and involved every step of the way.



Modern & scalable designs

Our designs are not only visually striking but also built with modern technologies, ensuring your website is future-proof and can grow with your business.



Honest timelines & pricing

We provide realistic project timelines and transparent pricing from the outset, so you know exactly what to expect without any hidden costs.



Focus on long-term value, not shortcuts

Our goal is to build a valuable digital asset that serves your business for years to come, focusing on quality and sustainable growth over quick fixes.

These values guide every project we undertake, ensuring that your investment in Pixella Labs translates into a robust and effective online presence that stands the test of time.



Investment

Project Cost: ₹

Payment Terms

1

50% Advance

Before project commencement.

2

50% Final Payment

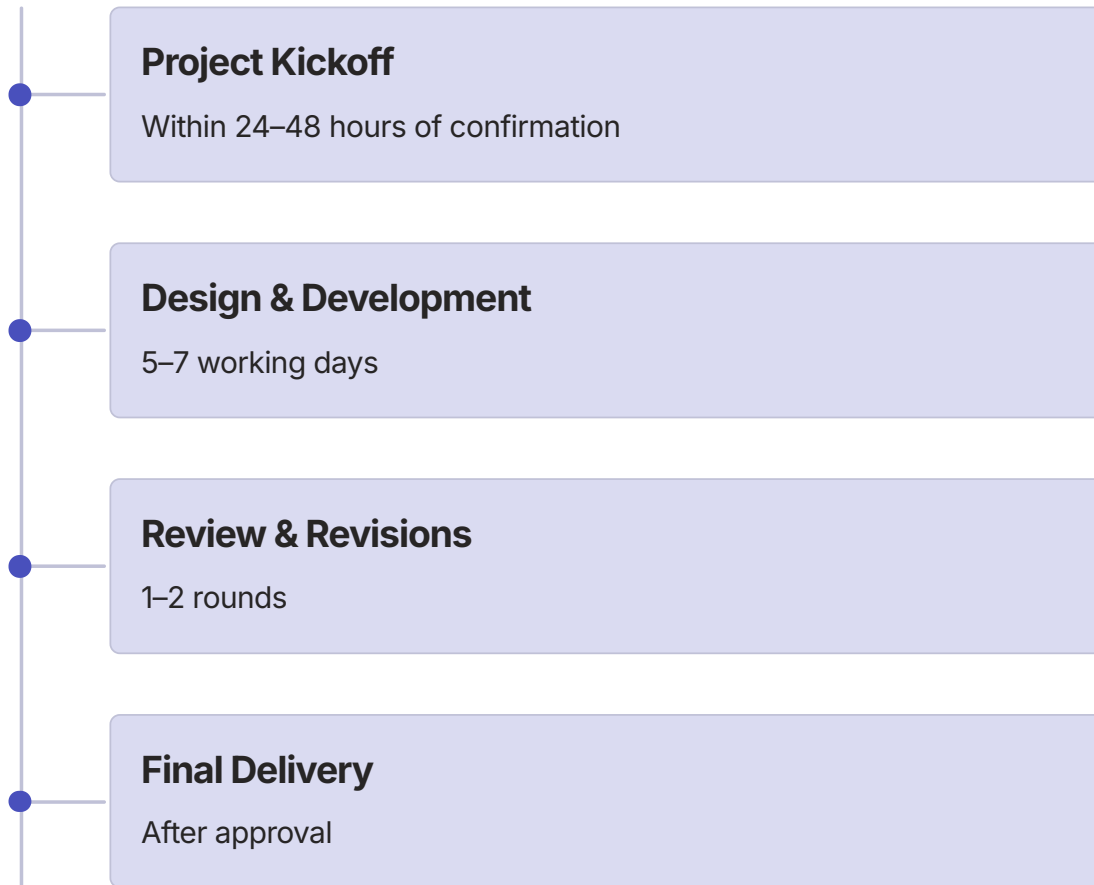
Upon successful delivery and approval of the final website.



(No hidden costs. Clear pricing.)

Timeline

Our website development process is structured into clear phases to ensure efficiency, transparency, and timely delivery. Here's an estimated timeline for your project:



This timeline provides a general estimate, and actual durations may vary depending on the complexity of the project and the speed of client feedback and approvals. We are committed to keeping you informed every step of the way.



Our Approach



Understand

We learn about your business, audience, and goals.



Design & Build

We design and develop a clean, responsive website tailored to your brand.



Launch & Support

We launch the website and provide post-launch support if needed.

Our studio-led approach ensures clear communication, quality execution, and timely delivery.



Thank You for Your Consideration

We appreciate you taking the time to review our proposal. At Pixella Labs, we are passionate about crafting exceptional digital experiences that drive growth and connect businesses with their audience. We are confident that our expertise and dedicated approach align perfectly with your vision for a powerful online presence.

We believe this partnership will yield a website that not only meets but exceeds your expectations, establishing a strong foundation for your digital future.



Your Vision, Our Expertise

Let's build something remarkable together and transform your digital aspirations into a tangible success.



We are genuinely excited about the possibility of collaborating with you and looking forward to working with you to bring this project to life.