# START-UP WEBSITE DEVELOPMENT PROPOSAL & AGREEMENT

**Prepared by:**  
**[Your Full Name / Business Name]**  
Email: [you@email.com] | Phone: [Your Number]

**Prepared for:**  
**[Client Name / Business Name]**  
Email: [client@email.com] | Phone: [Client Number]

**Date:** [Insert Date]

## 1. PROJECT SUMMARY

Thank you for choosing [Your Name/Company] to build your new website.  
The goal is to create a professional, mobile-friendly website for **[Client’s Business Name]** that helps your audience learn about your services and easily get in touch.

This project follows an **Agile approach**, meaning we’ll build your website in small, flexible phases where you can review progress and give feedback at each stage.

## 2. WHAT YOU’LL GET

**Website Type:** Static (HTML, CSS, JS — no database)

**Included Features:**

* Responsive design (mobile, tablet, desktop)
* Up to [5] pages (Home, About, Services, Gallery, Contact)
* Basic SEO setup (titles, meta descriptions)
* Contact form integrated with your email
* Hosting setup and launch support
* Optional domain registration assistance

## 3. AGILE METHODOLOGY

We’ll use a **lightweight Agile process** to keep development flexible, collaborative, and efficient.

**Agile principles:**

1. **Collaboration over strict planning** – we adapt as new ideas come.
2. **Frequent updates** – you’ll see the website evolve after each sprint.
3. **Quick feedback** – short review cycles keep progress fast and aligned.
4. **Continuous improvement** – we refine based on your feedback until launch.

**Sprint workflow:**

* Each sprint lasts about **one week**.
* After each sprint, you’ll receive a demo or preview link.
* Feedback is collected before the next sprint begins.

## 4. PROJECT PHASES

### ****Phase 1 – Discovery & Content (Sprint 1)****

We confirm your pages, content, and overall direction.  
You’ll provide your logo, text, and images (or we can use placeholders).

**Timeline:** 3–5 days

### ****Phase 2 – Design & Development (Sprint 2–3)****

We develop your website design and layout step by step, with weekly previews.

**Timeline:** 2–3 weeks

### ****Phase 3 – Review, Testing & Launch (Sprint 4)****

We make your requested revisions (up to 2 rounds), test responsiveness, and deploy to hosting.

**Timeline:** 5–7 days

## 5. INVESTMENT

| **Description** | **Amount (₱)** | **Notes** |
| --- | --- | --- |
| 5-page static website (design + development) | ₱25,000 | Includes 2 revision rounds |
| Discovery & planning | Included |  |
| Review & launch support | Included |  |
| **Hosting setup (first year)** | **₱3,000** | Includes setup, configuration, and SSL certificate |
| **Domain registration (optional)** | **₱1,000** | .com / .net / .org — valid for 1 year |
| **Total Project Cost (with hosting)** | **₱28,000 – ₱29,000** | Depending on domain option |

**Payment Terms:**

* 50% deposit (₱14,000) to begin
* 50% balance due before final delivery

**Add-ons:**

* Extra page: ₱1,000 each
* Extra revision: ₱1,500 each
* Monthly website maintenance: ₱2,000/month (includes minor edits, updates, and backups)
* Annual hosting renewal: ₱3,000/year
* Domain renewal: ₱1,000/year

💡 Hosting includes SSL (security certificate), basic backup, and free minor support within the first 30 days after launch.

## 6. CLIENT’S ROLE

To keep the Agile process smooth, the client agrees to:

* Provide all necessary content, images, and logo files.
* Give feedback promptly after each sprint.
* Approve final content before deployment.

If content is delayed, project timelines may extend accordingly.

## 7. REVISIONS

Includes **two (2) rounds of revisions** after first delivery.  
Extra revision rounds: ₱1,500 each.

## 8. OWNERSHIP

After final payment:

* You own your website files, images, and code.
* Hosting account will be under your name (or managed by me if agreed).
* I may display your website in my portfolio (with permission).

## 9. TERMINATION & CANCELLATION

If the project is cancelled mid-way:

* The deposit is non-refundable.
* Any completed work will be delivered upon payment for that phase.

If hosting and domain have been purchased, those costs are non-refundable.

## 10. LIABILITY

I will ensure your website works properly upon delivery.  
However, I am not liable for:

* Hosting or domain provider issues
* Changes made by the client after launch
* External plug-in or third-party failures

## 

## 11. AGREEMENT

By signing below, both parties agree to the terms of this Website Development Agreement.

| **Developer** | **Client** |
| --- | --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

## 12. CLIENT START-UP QUESTIONNAIRE

Please answer these to guide planning:

1. What is your business name and what do you do?
2. What’s the main goal of your website? (e.g., leads, information, sales)
3. What pages do you want included?
4. Do you have branding (logo, colours, fonts)?
5. Do you have content and photos ready?
6. Are there websites you like (for style inspiration)?
7. Do you already have domain and hosting?
8. When would you like to launch your site?