# 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 simple, professional, and mobile-friendly website for **[Client’s Business Name]** that represents your brand and helps your audience learn about your services and contact you easily.

This project will follow an **agile approach**, meaning we’ll work together in small, flexible steps to quickly deliver progress, review feedback, and adjust as needed.

**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, descriptions)
* Contact form connected to your email
* Launch support (hosting setup or domain connection help)

✳️ Hosting and domain not included, but setup assistance is available.

**3. AGILE METHODOLOGY OVERVIEW**

We’ll use a **lightweight agile process** to keep development flexible and transparent.

**Agile principles we’ll follow:**

1. **Collaboration over rigid planning** – we’ll discuss and adjust features as the project grows.
2. **Working website early** – you’ll see progress regularly, not just at the end.
3. **Frequent feedback** – you’ll review updates every week (or agreed interval).
4. **Flexibility for change** – small adjustments can be made any time before launch.

**How it works in this project:**

* The work will be divided into short **iterations (“sprints”)** — usually one week each.
* At the end of each sprint, you’ll receive an update or preview.
* You’ll provide feedback, and we’ll prioritize changes for the next sprint.
* After final approval, we’ll deploy and hand over the completed site.

**4. PROJECT PHASES**

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

We discuss your goals, website structure, and gather your logo, photos, and text.

**Timeline:** 3–5 days

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

We build the website in small deliverables, starting with layout and key pages. You’ll see a live preview link after each sprint.

**Timeline:** 2–3 weeks

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

We make your requested revisions (up to 2 rounds), test everything, and launch.

**Timeline:** 5–7 days

## 5. INVESTMENT

| **Description** | **Amount (₱)** |
| --- | --- |
| 5-page website (design + development) | ₱25,000 |
| Discovery & planning | Included |
| Review & launch | Included |
| **Total Project Cost** | **₱25,000** |

**Payment Terms:**

* 50% (₱12,500) deposit to begin work
* 50% (₱12,500) before final delivery

**Add-ons (optional):**

* Extra page: ₱1,000 each
* Extra revision: ₱1,500 each
* Monthly maintenance & content updates: ₱2,000/month

## 6. CLIENT’S ROLE

To keep the Agile process smooth, please:

* Provide content, logo, and assets promptly.
* Give feedback during review cycles.
* Approve completed features before the next sprint.

If final content isn’t ready, I can use placeholder text/images that you can replace later.

## 7. REVISIONS

Includes **two (2) revision rounds** after initial delivery.  
Additional revisions are ₱1,500 each.

## 8. OWNERSHIP & PORTFOLIO RIGHTS

Once the project is paid in full:

* You own the website and all files.
* I may include your website in my portfolio (with your permission).

## 9. TERMINATION & CHANGES

If you stop the project before completion:

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

## 10. LIABILITY

I’ll ensure the website is working correctly at delivery.  
However, I’m not responsible for:

* Hosting or domain issues
* Client modifications after handover
* Third-party integrations or outages

## 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 help us plan your site:

1. What is your business name and what do you do?
2. What’s the main goal of your website? (e.g., promote, sell, educate)
3. What pages do you want?
4. Do you have a logo and brand colours?
5. Do you have photos or should I use stock images?
6. Are there websites you like (for style ideas)?
7. Do you already have domain and hosting?
8. When would you like to launch?