<Client Company/Logo>

June 12, 2012

For: <Your Name>

By: <Client Name>

<Proposal Name>



General Instructions: Follow the italicized instructions for each section below to create your own persuasive web design proposal. Do your best to limit your proposal to 4-5 pages or less, as this should be all you need to identify the client’s problem, propose your services as the solution to that problem, and help the client understand all the ways your services will benefit the client. A lot of designers focus on the new “look” or website aesthetics, but most clients are more interested in how the new design can help them get more customers and keep the ones they have. The most persuasive design proposals will connect the dots for the client; they’ll talk about how the new design elements will help the client make more money.

Goals and Objectives

Instructions: Use the first paragraph to identify the problem or frustration that led the prospective client to offer the design project in the first place. Then use 3-4 bullet points to break down different services you’ll provide to help the client overcome that problem or frustration. Begin each bullet point with an “action word.” Finally, use the paragraph after the bullet points to talk about the negative consequences that will happen if the client doesn’t fix the problem.

Establishing an online presence will allow {client\_name} to engage with its customers all around the world, but doing so effectively requires a website that reflects its unique business identity. {client\_name} should avoid prepackaged designs and opt for a unique design that not only looks great, but meshes perfectly with its long-term vision. In short, {client\_name} needs a site that:

* Integrates layout, logos, and custom graphics seamlessly into a single digital platform
* Is easy to customize and maintain without sacrificing quality
* Looks great regardless of whether visitors view it on a computer, tablet, or mobile device

{client\_name} needs an online platform to engage with visitors and persuade them to do business with it. However, you won't be able to accomplish these goals if your website blends in with all the other bland business sites your visitors are accustomed to navigating away from.

Delivering Results

Instructions: Use 3-4 bulleted sections to describe positive results your services will create for the client. Focus on major results you think the client will value the most. Spend a few lines after each result you list to 1) describe why the result is helpful to the client’s business; and 2) break down the actions you’ll take to create that result for the client.

{my\_company}’s web design services will deliver the following results for {client\_name}:

* A layout that catches the eye on computers, tablets, and mobile devices – All of our designs are based on a responsive framework, which allows your site to adapt according to the device used to access it. This framework will ensure your site always displays just the way you intended it to.
* Custom logos and graphics incorporated into your website – Slapping cheap-looking logos and graphics onto a website at the last minute can ruin an otherwise great design. Our graphic designers consult with you before your design is finalized so we can inject your graphic identity into your site in a way that enhances – not blemishes – it.
* Painless website customization and maintenance – A great website should be able to grow with the business it represents. We don’t want you to be forced to hire a tech wizard every time you need to adjust your website, and you won’t have to because you’ll have a powerful content management system that’s easy to use – even without a lot of technical knowledge.

Recommendations for Your Company

Instructions: Use this section to talk about the specific combination of services you believe will solve the client’s problem. Under each recommendation, talk about: 1) what actions you will take to execute it; and 2) how those actions will benefit the client. Don’t be afraid to recommend related services (such as hosting or logo design) if you believe they will help the client fix their problem.

For {client\_name} to achieve the goals and objectives described above, we recommend the following web design services as part of our online presence solution:

Consultation with {my\_company} to Translate Your Vision into a Website Design

We’ll meet with you and listen to your vision of how you want your website to look. After we get your input, our designers will turn your thoughts into a detailed plan for a beautiful, professional website to achieve your vision.

Customized Logo and Graphics Design

We’ll collaborate with you and discuss how to incorporate your graphic identity as an essential component of your new site. Our graphic designers will ask for your input and share their thoughts, paying special attention to every detail along the way.

Creation of Professional Website That Achieves {client\_name}’s Vision

We’ll take the logo and graphics we’ve created just for you and integrate them into a layout that matches your vision. The end result will be an eye-catching, fully responsive website that represents who you are as a company, driven by a powerful open-source content management system.

Your Investment

Instructions: Estimate the price for your service package and come up with a label for it that describes a clear benefit to the client. Breaking down your service package into 3 or 4 chronological phases (if applicable) will help the client understand what will happen when, as well as make your solution appear valuable. But keep the breakdown at a high level and don’t break down your price; it’s crucial your price is easy to understand.

|  |  |
| --- | --- |
| Service Item | Cost |
| Customized Web Presence Solution   * + Consultation with site designers – We’ll meet with you, listen to your vision of how you want your site to look, and agree on the best way to achieve that vision in a clean, professional way.   + Consultation with graphics and logo team – We’ll meet with you before the design process begins to plan how to use your graphic identity to distinguish you from your competitors, enhance your visitors’ experience, and expand brand recognition.   + Professional website design – We’ll review the input you give us and integrate it into a beautiful, professional website you’re able to customize and maintain all on your own. | $ |
| Total | $ |

Why Choose {my\_company}?

Instructions: Use this section to talk about the special value you can add to the client’s business that no other design agency can. In the first paragraph, describe what the client will save or get (a fast website, great visitor usability, and more conversions are all good options) if they hire you. Break down your company’s most compelling assets into bullet points and emphasize why those assets are important for the client’s business.

{client\_name} needs to establish its online presence via a professional website. Choosing the right design services can make the difference between a mundane, forgettable experience for your visitors and one that engages them and distinguishes you from your competitors. {my\_company} will listen closely to {client\_name}’s vision. We obsess over every detail of that vision, incorporating graphic design early into the process to ensure every aspect of our design works as a unit. And {my\_company} won’t stop until we deliver your visitors an unforgettable online experience, and you a unique expression of your business identity. Here are a few more things about us that will help us achieve {client\_name}’s vision:

* {my\_company} offers a wide variety of design options so you can find the perfect fit – When a business relies on a prepackaged web design, it risks losing its unique identity. You don’t have to worry about that with us. Our design options vary by the amount of content you require, ranging from basic blogs to forums or ecommerce sites; whichever one you choose will feature a unique layout, logos, and graphics.
* {my\_company}’s designs are based on powerful open-source content management systems – We recognize a great website isn’t a stagnant creation, so we design yours using free, easily customizable content management systems. After we finish your design, you’ll be able to use these content management systems to maintain your site and adjust it as needed- even if you aren’t tech-savvy.
* {my\_company}’s designs are responsive to computers, tablets, and mobile devices so visitors can always experience them fully – We aren’t satisfied until we can guarantee that all of your visitors will experience your site in the way that you envisioned it. Everything we design is responsive because we understand you only get one chance to make a good impression on a visitor.

Project Timeline

Instructions: Use this chart to break down your design services into chronological phases. Describe what each phase entails in the “activities” section and give an estimated completion date for each phase. You might not need to use this section for basic design jobs.

If {client\_name} selects {my\_company} to provide the web design services described, our timeline would proceed as follows:

|  |  |  |
| --- | --- | --- |
| Phase | Activities | Completion |
| Site Layout and Aesthetics Consultation | Collaboration between {client\_name} and {my\_company}’s site designers to discuss {client\_name}’s vision of the site and its layout; preliminary sketches of proposed design. | 11/01/XX |
| Logo and Graphic Design Consultation | Collaboration between {client\_name} and {my\_company}’s graphic designers to discuss how to utilize {client\_name}’s graphic identity to enhance its website; preliminary sketches of graphics and {client\_name} feedback | 11/11/XX |
| Professional Website Design | {my\_company} will review the input received from the layout and graphic design consultations; {my\_company}’s site designers will integrate input to develop a professional website for {client\_name}. | 12/01/XX |

Next Steps

Instructions: This is your “call to action” section. Make a limited offer that expires on a certain date, which motivates the client to act. Use bullet points to specify exactly what the client has to do to accept your offer. Finally, tell the client what will happen immediately after they accept the offer to set expectations.

As outlined in the Investment section, our pricing is valid until [DATE]. To take advantage of this proposal and proceed with the project as outlined, {client\_name}’s next steps must be to

* Accept the proposal as-is
* Discuss desired changes with {my\_company}
* Finalize and sign the contract
* Submit an initial payment of 50 percent of total project fee

Once completed, {my\_company} will contact {client\_name} to schedule a project launch meeting to make introductions and gather information before beginning the work.

We’re happy to make changes to project scope on {client\_name}’s request at any time, but may be subject to additional billing.

Terms and Conditions

Instructions: This section protects you from potential legal liability. Use it to talk about who owns your work product, whether you’ll be able to use portions of it on your website as examples, and how legal proceedings will go down if something goes wrong. Have an attorney look it over to give you guidance on how to apply it to your specific business.

Once the project fee is paid in full to {my\_company}, any elements of text, graphics, photos,

contents, trademarks, or other artwork furnished to {client\_name} for inclusion in

website are owned by {client\_name}.

{my\_company} assumes {client\_name} has permission from the rightful owner to

use any code, scripts, data, and reports are provided by {client\_name} for inclusion

in its materials, and will hold harmless, protect, and defend {my\_company} from any claim

or suit arising from the use of such work.

{my\_company} retains the right to display graphics and other web content elements as

examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of {client\_name}

and {my\_company}. Regardless of the place of signing of this agreement, {client\_name} agrees that for purposes of venue, this contract was entered into in [STATE] and any

dispute will be litigated or arbitrated in [STATE].

The agreement contained in this contract constitutes the sole agreement between {client\_name} and the {my\_company} regarding all items included in this agreement.