

To: Client Name or Organization
From: Angela J Holden
Date: July 11, 2025
Re: Web Design + Development Proposal



Dear Heidi,

Thanks for meeting with me today to discuss your website. The following is what we discussed, and I'm happy to propose the following options for you.

Proposal

Restate your understanding of the project here. Propose your solution without giving away a detailed strategy.

Third Party Applications

I encourage my clients to be as self-sufficient as possible in managing the administrative tasks associated with their website. This prevents any so-called "hostage" situations in which I control the master credentials for platforms that maintain the integrity of your site. This means I will recommend and facilitate third-party services like hosting accounts, SSL certificates and premium plugins, but I will ask you to arrange payment for them separately.

I'll walk you through these processes as they arise.

Timeline

Week 1: Discovery & Style Guide
Week 2: Mockups
Week 3 - 5: Website Build
Week 6: QA & Revisions
Week 7: Go Live & Post Launch QA

Maintenance & Updates

For a flat monthly fee of \$250 per month I will provide maintenance and updates for (up to) five hours per month of content edits. For any request that will take longer than five hours, I'll provide a separate estimate.

If you decide to proceed with these services, billing starts 30 days after site launch.

- Hosted on Digital Ocean virtual private server
- Includes SSL certificate to encrypt all traffic
- Includes daily full-site backups
- Month to month – cancel anytime and I'll provide you with website files within 24 hours

Estimated Cost

Base Cost: \$5,000.00

Monthly Maintenance: \$250 per month

Timeframe: 7 weeks

Terms: 50% upfront and 50% upon completion.

A deposit secures your place on my calendar. Completion is upon approval and launch.

Invoices are sent electronically, and payment is due within 24 hours of invoicing.

Please let me know if you have any questions.

Kind regards,

Angela J Holden