



Web Design Proposal

August 1, 2016

Dear [REDACTED],

Thank you for taking the time to speak with me this weekend. I'm excited about the possibility of working together to build your website ([REDACTED].com) and help you launch your new endeavor.

From our conversation, I understand that you need a website that combines your [REDACTED] line of tee-shirts and merchandise, and also promotes [REDACTED], [REDACTED], and its artwork. You're looking for a scaled back approach to a website that is much different from the site you envisioned three years ago. You want something that is clean and usable, but that still reflects the subject matter, and communicates with its intended audience.

This proposal includes the scenario we discussed with pricing and a timeline. Please let me know if you have any questions or concerns, or if you want to discuss the proposal further.

We spoke briefly about the possibility of trading services in exchange for the website. I thought carefully about this since our conversation, and have decided that I'd prefer to bill you for the work rather than trading services. Please let me know if this is a problem.



Kind regards,

Angela Holden

Semi-Custom WordPress Web Design

A semi-custom WordPress website uses a pre-made theme, but also has a custom homepage and reflects your branding throughout the site. In this scenario, I will select the pre-made theme.

Deliverables:

- Style guide
 - Color scheme
 - Typography
 - Headers
 - Sub-headers
 - Body copy
 - Logo usage
 - Links
 - Buttons
- Homepage mockup
 - Compelling Calls to Action
 -  and Artwork
 - Newsletter Signup (Mailchimp)
 - Social Media Channels
 - Strong Branding
- Install WordPress on 
- Theme installation
- Theme customization for branding
- Content for the homepage and about pages

- I will interview and record you to create this content

The functionality included will be a contact form with captcha for spam prevention, a third party plugin for commenting and spam prevention, links to your social media channels (Facebook, Twitter, Instagram), and all of your appropriate contact information.

You need an e-commerce solution and will likely use [REDACTED] to set up your store. To integrate with the website, we'll add a link in the main navigation to the store, and also create compelling **Calls to Action** throughout the site to drive traffic to the store. You've also indicated that you want a link to your [REDACTED] where you'll continue to [REDACTED].

All development will take place on my servers. Upon approval, I will migrate and launch the site on your hosting account at [REDACTED].

Timeline

We discussed a timeline for project completion on or before September 1, 2016. My schedule has changed since we last discussed this which extends that date by about 11 days.

I am proposing the following timeline:

- August 1 – 7: Proposal
- August 8 – 14: Styleguide and Content Creation
- August 15 – 21: Custom Homepage Mockup
- August 22 – 28: Website Build
- August 29 – September 4: Website Build
- September 5 – 11: Quality Control, Revisions and Launch

Cost

Project Total: \$1,250.00

Payment Received: \$250.00 on July 13, 2013

Remaining Amount: \$1,000.00

Payment Terms:

1. \$500.00 the week of August 15th upon receipt of the Homepage Mockup
2. \$500.00 the week of September 5th upon Completion and Launch