CLIENT NAME

PROPOSAL & SCOPE OF WORK

AUTHOR: Anna Irish Burnett

Version: 1.0.0

00/00/2025

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| SCOPE OF WORK VERSION HISTORY | | | |
| VERSION | APPROVED BY | REVISION DATE | DESCRIPTION OF CHANGE |
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FirstName,

Thanks for contacting me regarding your upcoming website development project for Business Name. I specialize in HTML 5 website design and development and am excited to work with you to accomplish your goals. I've prepared this document as a more thorough introduction to my services and a detailed breakdown of the scope, deliverables, timeline, and pricing for your upcoming project.

ABOUT ANNA IRISH BURNETT

I am a freelance developer specializing in HTML 5 websites. I design, build, and support websites for private and public institutions worldwide. Applying a well-tested framework to each project allows me to complete web development and application projects on time and within budget without sacrificing features or functionality.

I also highly value working together in a calm, collaborative, kind, and positive manner. While what we make together is important and valuable, and I take my work seriously, the creation process is more enjoyable and successful when we approach it in a lighthearted and cheerful manner. I firmly believe that “lessening the imagined consequences of messing up liberates us to devote to a task all of the energy and talent we actually possess” ([The School of Life](https://www.theschooloflife.com/)). By choosing to work from this liberated position, I will make mistakes, but I will also devote all my energy and talent to working on your project.

MY APPROACH

I apply a six-step framework to every development project. This allows us to break projects down into distinct phases to monitor progression and results along the way.

1. Plan

Every project begins in the planning phase. In this phase, I work with the customer to discover what your needs, wants, and true objectives are. This allows us to thoroughly plan a complete project up front, avoiding costly delays and unforeseen challenges later on.

1. Design

In this phase, I create mockups based on earlier discussions about style, color schemes, aesthetics, etc. You will review the mockups and provide feedback, then I will make any necessary changes and submit them for your review again before moving forward. This review process clarifies my understanding of your needs early on in the project, allowing me to hone in on your requirements and discover any additional needs or challenges we missed during the planning phase.

1. Build

In this phase, I begin the process of building your website. I emphasize adhering to the technical and design specifications outlined in the planning phase. I also perform regular functional tests, which allows me to correct any problems during the build rather than addressing them after project completion.

1. Test & Train

I perform thorough testing on all sites before the final launch. To do this, I test the site on various browsers, operating systems, and devices to verify it is responsive and performs well across all platforms, and I run diagnostic tests for performance, accessibility, best practices, and search engine optimization. I can also train you and/or your staff to easily make minor adjustments or publish new content once your site is live.

1. Launch

The live launch of your site can be a stressful period. Even with thorough testing throughout development, unforeseen challenges can arise. That's why I will monitor and support you during the launch period. When your website is ready for launch, I will stand by to ensure it is successful and quickly address any issues that develop.

1. Support

Once your site launches successfully, you'll still require a technical partner to support ongoing needs. I offer a wide variety of support services for completed projects, including monitoring and optimization

**CLIENT & PROJECT INFORMATION**

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| **ORGANIZATION** | |
| **CLIENT NAME** |  |
| **CLIENT PHONE** |  |
| **CLIENT EMAIL** |  |
| **CLIENT MAILING ADDRESS** |  |

|  |  |  |
| --- | --- | --- |
| **PROJECT** | | |
| **PROJECT NAME** |  | |
| **CLIENT** |  | |
| **BRAND** |  | |
| **PRODUCT** |  | |
| **BEGIN DATE** | **END DATE** | **PROJECT DURATION** |
|  |  |  |

**PROJECT SUMMARY**

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| ***What Does the Project Work to Achieve?*** |
| **The goals for creating the website BlankBlank.com are as follows:**   * Here I write a bulleted list of the goals for their website * Build an audience, increase clients, provide info about services, share contact information, etc. * I make these goals broad and the details go below in the Scope of Work section |

**SCOPE OF WORK**

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| ***What Does the Project Entail? What Are the Delivery Methods?*** |
| **Structure of the website:**   * Home Page:   + Summary/Hero Section   + Newsletter - button to sign up   + Blog posts + links   + Whatever content they want on the homepage   + Contact Info * About * Events & Collaborators * Blog * Archive * Shop/Support The Project   **Guidelines for structure/design:**   * What the main content is * Easy to navigate/easy to use * Not too busy, likes whitespace around things * Feeling it gives off - “**creative project**” * Artistic (eclectic, but not too visually overstimulating) - still approachable * Wants the website to **have broad general appeal** * Doesn’t want the website to be intense, cold, boring, or professional * Doesn’t care about where the rectangles are, what the boxes that contain things are like |

**PROJECT DELIVERABLES**

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| **DELIVERABLES & DELIVERY SCHEDULE** | |
| **DELIVERABLE DESCRIPTION** | **DUE DATE** |
| **Contract Finalization** |  |
| **Design Finalization** |  |
| **Content Provided by Client** |  |
| **Site Construction** |  |
| **Testing** |  |
| **Revision Implementation** |  |
| **Client Sign-Off - Beta Site** |  |
| **Site Deployment** |  |
| **Client Sign-Off - Final Site** |  |
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**COST**

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| --- | --- | --- |
| **RATE SCHEDULE** | | |
| **COST** | **DELIVERY SCHEDULE** | **DESCRIPTION** |
| **$0.00** | **In 3 payments** | **For website w/scope delineated above** |
| **$0.00** |  | **Due before development begins** |
| **$0.00** |  | **Due 3 weeks into development** |
| **$0.00** |  | **Due upon website completion** |
| **PAYMENT TERMS** | | |
| **COMPLETION DATE** | **PAYMENT DUE** | **PHASE / WORK DESCRIPTION** |
|  |  | **\*I think I did the above section and this section wrong, update how you want!** |
|  |  |  |

**POINTS OF CONTACT**

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| --- | --- |
| **NAME / TITLE** | **CONTACT INFORMATION** |
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**ASSUMPTIONS**

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| ***List All Made Assumptions*** |
| **Client will provide all content & copy for the website.** |
| **Client will provide logo in a variety of file formats.** |
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**OUTSIDE SCOPE OF WORK**

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| ***What Is Outside the Scope of This Project? What Would Necessitate a Change to the SOW?*** |
| **Items outside the scope of this contract:**   * Creating a logo * Purchasing or renewing a domain name * Writing content/copy for the website * Adding content to the website and providing technical support more than six months after the completion of the website   **Situations that would necessitate a change to the scope of work:**   * Adding additional pages to the website * Adding additional functions or features to the website * Lack of content provided by the client * Removing work from the scope * Changes in deadlines |

**CHANGE CONTROL PROCEDURE**

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| ***Describe the Process Used to Implement Changes to the SOW*** |
| * The party that wishes to make a change to the SOW should contact the other party with their request, including:   + Description of the change   + Reason for the change   + What the change impacts (e.g., which outputs/deliverables)   + The impact on the project if the change isn’t accepted   + Consider the pros and cons against every angle of the project, including:     - Goals and objectives     - Outputs and outcomes     - Benefits     - Costs     - Schedule     - Quality     - Risk * Discuss the change and its ramifications, then determine together the best course of action to take. |

WHY ME?

I design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they’re looking for when they arrive at your site to convert them into paying customers. It’s about creating an online experience that transforms users into followers, and customers into ambassadors.

By listening to you, understanding your target audience, and putting my extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

By signing electronically below, you agree to the scope of work and pricing laid out in this document. You agree to adhere to my standard terms and conditions, which can be found in your contract.

**AUTHORIZATION**

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| --- | --- |
| **CLIENT SIGNATURE** |  |
| **CLIENT PRINTED NAME** |  |
| **CLIENT DATE** |  |
| **PROVIDER SIGNATURE** |  |
| **PROVIDER PRINTED NAME** | **Anna Irish Burnett** |
| **PROVIDER DATE** |  |