**PandaDoc**

# Web Design Proposal

**Prepared by**

[Sender.Company]   [Sender.FirstName]   [Sender.LastName]

**Prepared for**

[Client.Company]   [Client.FirstName]   [Client.LastName]

# Introduction

[Client.FirstName] ,

On behalf of the entire team here at [Sender.Company] , I want to thank you for the opportunity to earn your business as your provider of web design services. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

At [Sender.Company] we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

I've included a lot of detail in this proposal, because I want to make it abundantly clear that **[Sender.Company] is the best web design company in business today.** You'll find details regarding the functionality of your future website, our web design process, testimonials from past [Sender.Company] clients, and detailed project pricing.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of agreement at the end, and your electronic signature turns it into a binding project, allowing us to move forward with your web design project immediately.

[Sender.FirstName] [Sender.LastName]
[Sender.Title]
[Sender.Company]

# Words of Encouragement

Nothing is more precious to us than an encouraging word from one of our clients. Rather than simply telling you how dedicated and skilled the  [Sender.Company]  team is, I'd like to offer you a few examples of what our past web design clients have had to say about us:

"

**"Our old website was terrible. It didn't work on mobile, and I don't think it ever generated a lead for our sales team.  [Sender.Company]  built a new site from the ground up, and we're extremely happy with it. We're seeing new leads on a daily basis, making the new site one great investment."**

— John Doe, Happy client

**"[Sender.Company]  did a great job on our website. We regularly update our page layouts and content to improve conversions, and they're always quick to implement changes we request. Their monthly reports are also extremely valuable to us."**

— Chris Coner, Happy client

"

We're proud to be the web design agency chosen by brands who want to take charge of their growth, including:

- Past Client1
- Past Client2
- Past Client3

# Your Website

After speaking with you at length regarding your needs, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts, and increase the volume of leads generated for your sales team.

Your website will include the following pages:

- Page1 Name
- Page2 Name
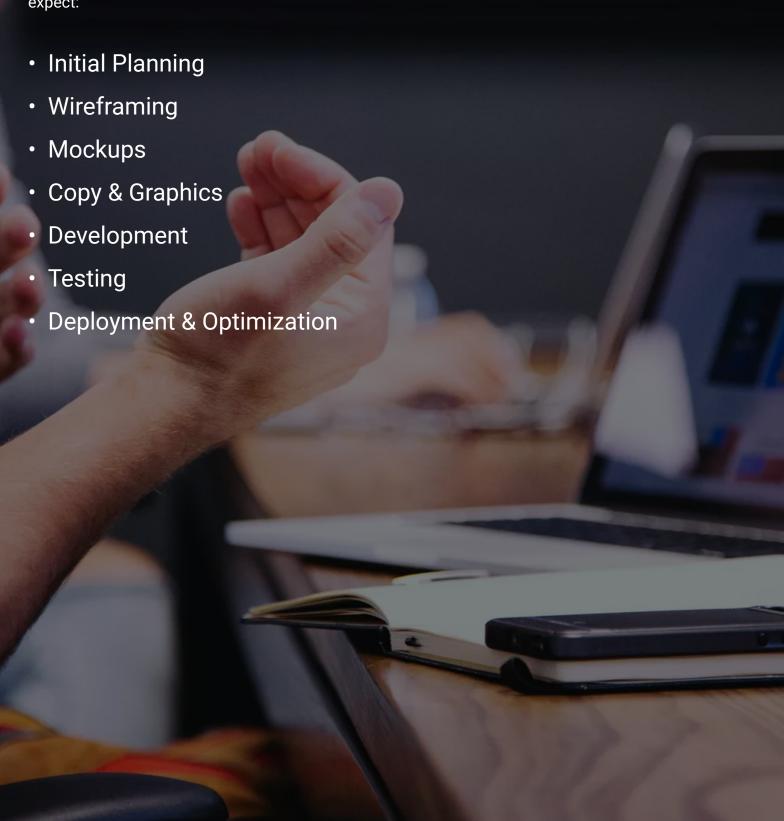- Page3 Name
- Page4 Name
- Page5 Name

There are a few key features that we'll build into your site, which we feel are important given your needs:

- Feature1 Name
- Feature2 Name
- Feature3 Name

Our team is proficient in development using every major CMS, including Wordpress, Joomla, Drupal, and Squarespace. Based on your needs, we feel that [CMS.Name] is the best platform for your website. To ensure consistent reliability and scalability, we'll host your website on [Hosting.ProviderName] .

# Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

- Initial Planning
- Wireframing
- Mockups
- Copy & Graphics
- Development
- Testing
- Deployment & Optimization

# Our Development Process

## Initial Planning

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

## Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

## Mockups

Once all site mockups are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

## Copy & Graphics

Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy and graphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.

## Development

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

## Testing

Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

## Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 12 months. During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

# Project Timeline

The table below represents our projected timeline for your web design project.

| MILESTONE | DATA REACHED |
| --- | --- |
| Technical & Design Specification Documents | [Specifications.CompletedDate] |
| Wireframes | [Wireframes.CompletedDate] |
| Mockups | [Mockups.CompletedDate] |
| Copy & Graphics | [Copy&Graphics.CompletedDate] |
| Development | [Development.CompletedDate] |
| Testing | [Development.CompletedDate] |
| Public Launch | [Launch.CompletedDate] |

# Pricing

The table below details the costs associated with your web design project.

| NAME | PRICE | QTY | SUBTOTAL |
|------|-------|-----|----------|
| Initial invoice | $0.00 | 1 | $0.00 |
| Project invoice 2 | $0.00 | 1 | $0.00 |
| Project invoice 3 | $0.00 | 1 | $0.00 |
| Final invoice | $0.00 | 1 | $0.00 |

| | |
|---|---|
| Subtotal | $0.00 |
| **Total** | **$0.00** |

# Project Terms

 [Sender.Company]  will build a website for  [Client.Company]  according to the description laid out in this proposal. Any additional features, pages, or other changes to project requirements may affect the timeline and costs laid out in the tables above, and will require a separate change order document.

Invoices will be generated on the dates listed in the pricing table above, and are due within 15 days or receipt by  [Client.Company] . Payment may be made by wire transfer or credit card. Credit card payments are subject to an additional 2% convenience fee. Payments made past an invoice's due date are subject to a $100 late fee.

All works produced as a result of the above described web design project will become the sole intellectual property of  [Client.Company] . [Sender.Company]  reserves the right to use visual representations of the final product as part of our project portfolio.

## Acceptance

[Sender.Company]                                                    [Client.Company]

[Sender.FirstName]  [Sender.LastName]              [Client.FirstName]  [Client.LastName]