Website Design Proposal Template

Introduction

Your company needs a digital presence in this digital world.

A good website can exponentially increase your reach, while working for you 24/7, virtually for free.

Websites also give you the benefit of a professional business email, and let you take control over your customer communication through blogs, knowledge bases, and contact pages.

However, a bad website can give the impression of an unprofessional company, one that cannot keep up with the current technology, or one that doesn't care enough about its image. Your website should also be continuously updated to show your clients the information they need today, and to keep them coming for more.

It's not just a matter of creating a website, it's a matter of creating the right website.

Your Needs

Your company needs to provide your users with the right information, and to market the right products.

Here's what we've found about your current needs:

Brand Awareness

In a competitive industry like yours, a website can give you the boost you need to improve your brand awareness and reputation.

Your current website doesn't fully represent your company values and mission, and customers may not get a clear idea of your company's personality.

Your website must follow the tone you want to establish with your customers, as well as provide clear ways for them to connect with you.

Traffic Generation

By optimizing your website, you can get more organic traffic through search engines than the traffic you're currently getting.

You can also target more keywords to attract the potential clients that are more likely to buy. Once the clients are on your website, the website needs to separate them depending on the likelihood of purchase.

To achieve this, your website needs a proper funnel, so you can generate the leads you need, and cater to their needs to increase the chance of conversion.

Customer Connection

Your website needs to develop a connection with your customers, and give them a reason to return. It should immediately give your users the perfect idea of the kind of company you have.

To achieve this, your website must be easy to find and easy to navigate. It should also be constantly updated to give your users timely information.

Solution - Your Website

This is the kind of website you need developed:

Home Page

Your home page needs to load fast, and needs to immediately provide the right information to your users.

It will have your company's color scheme, a modern design, and the calls to action you need for users to buy your products, sign up for your newsletter, get free trials, and learn more about your products.

It will also have the full menu of your website, with all pages at a maximum of three clicks away.

Mailing List

Your website will have a fully automated mailing list, where customers can leave their email for more information. This mailing list will connect with your business email provider, to automatically load your new users and their subscription information.

About Us Page

This page is vital to create a connection with many customers. In it, users can see who's behind your business, and can put a face to the company.

The page also helps you connect with users by redirecting them to the right person of the right department.

Case Studies

Better than listing your most notable clients, is to tell people how your company has helped them.

Case studies let people find the kind of problem they're having, and envision how your company can help them. These case studies will be extremely helpful for years to come.

Products and Services

Your users may already have an idea of what your company does, but your website will tell them what you can do for them in context.

We'll organize a list of your company's products and services so your customers can decide which ones they're interested in learning more about, and can browse to their satisfaction.

We'll also provide the pricing in a place that's easy to see, making sure your users can see the products and their benefits right before the pricing, to increase conversion chances.

Finally, we'll put the call to action at the bottom of each page, so your users can easily convert once they're ready.

Deliverables & Retainer Services

This is what we're offering to your company, and the investment recommended:

Research:

We start by identifying the main goals of your website design. With the help of you and your team, we land ideas and translate them into actionable and measurable goals.

It may be useful for you and your team to write out your goals in preparation for the meeting, and set up a summary of what you want to see in the website, who it's for, how many users it will be in contact with, and what the primary goal is.

Deliverable: In-detail result projection. Three different mock-ups of your page design.
Timeframe: 3 days
Price:

Website Design:

We'll start by developing a design according to your brand's image.

We'll go through you each step of the way, ensuring the design is up to your standards. We'll offer you different corporate art styles, showing you how they cater to your audiences, so you can choose the one that best fits with your business.

Finally, we develop three different page designs according to your specifications, and show them to you in the shape of a mock-up, so you see your new website in action.

Deliverable: In-detail result projection. Three different mock-ups of your page design.
Timeframe: Ona week
Price:

Website Development:

Once a mock-up and design style is chosen, we'll start developing your website accordingly. This will include the development and implementation of everything listed under "Your Website".

We'll reach you for your approval at each step of the way, to ensure everything is being developed to your needs.

Deliverable: Finished website.
Timeframe: 2-3 weeks.
Price:

Website Training:

When the website is implemented, we will train you on how to use your website. You can choose up to 5 more people to get trained with you.

This training will show you how to use each feature, how to add or remove items, how to modify every page, and how to use the website's integrations.

Deliverable: Completed training
Timeframe: 2-4 hours
Price: Free of charge

Website Launch

Once the website is fully developed and you and your team are fully trained on how to use it, we'll launch your website.

The launch process is fully supervised to ensure success. We typically launch during the weekend; that way, if there are any issues, we'll take care of them without losing too much traffic. We've launched websites hundreds of times, so you can rest easy knowing we'll take care of everything and avoid any headaches for you.

We'll monitor your website's health, ensuring there isn't any downtime for any reason. We also supervise the navigation flow to make sure all old links redirect to the new page.

We'll contact you first thing on Monday to give you an analysis of the first weekend, and to let you know if we had to fix any issues.

Deliverable: Page online
Timeframe: Upon completion of payments
Price: Free of charge

Our Process

Here's how we tackle website design:

Step 1: Initial Interview and Planning

We start by sitting down with you and your team to learn what you expect from your website. We learn about your pain points and take notes of your needs.

In this meeting, we show you about our competition research, so you can see how similar companies are currently dealing with similar issues, and how you can do it better.

Finally, we translate all of that into actionable points of website creation, to ensure the right reason is behind each creation step.

Step 2: Website layout

Once we know what you want out of your website, we can start planning how your website will work and look like.

To do this, we create a sketch of your most important pages, so you can see where everything will be, and how everything connects.

Although these sketches aren't too detailed yet, they'll give you an idea of how everything looks like, and what navigation is like.

Step 3: Content creation

Once the design is approved, we focus on developing the website's content. Our experienced copywriters will develop the written content for your website, all according to your company's tone and personality.

Our designers develop support images and icons, to fully flesh out your website and your content.

Our web designers, on the other hand, will take care of the technical part of web development. Data scientists will set up your website's analytics page and integrate your website to the software you're already using. They'll also take care of interlinking and of linking any old link to your new website.

All content is SEO-friendly to ensure search engines like Google can easily find your pages, file them, and show them to your audience.

Step 4: Design and Development

Now, we focus on developing those sketches into a fully-fledged design. This design already includes your color scheme, your company artwork, and your visual style.

We'll use placeholder text when needed so you get a full idea of how the final page will look like, even as we continue developing content.

Step 5: Testing

Once your website is ready, it's time to evaluate how well it works. Our Quality Management team will go through the website, looking for any imperfections to be ironed out. They perform to completion the most common navigation tasks that your users will be performing. This will let them know of any potential error.

Our team will also look into potential issues that many happen in the future. To do this, we go through a checklist based on past learnings and common mistakes, to ensure your website is working before we start using it.

Step 6: Launch and optimization

When the website has passed all tests and our team makes sure it's up to our standards, we launch your website.

We closely monitor your website throughout the first few days, looking for any potential error or issue, and checking bounce rates and navigation time to ensure your users are having a proper experience.

Once we make sure your website isn't experiencing any issues, we audit your website once every month for 12 months, ensuring we patch any minor issues, creating backups, updating content, and ensuring security.

Project Timeline

Here's the timeline of your website's development:
- **Initial Interview and Planning**: Up to one week.
- **Website layout**: Up to one week.
- **Design**: From one to two weeks.
- **Content creation**: From one to two weeks.
- **Testing**: From three to five days.
- **Launch and optimization**: Five days to launch and test, one audit per month for twelve months after launching.

In total, your website takes from three to six weeks to develop from the ground up, giving you full support for the next twelve months after launch.

Investment and ROI

We price your website development according to the amount of work, like coding, content creation, and graphic design.

Here's how it looks like:

Website Design and Development (*this covers every design and development step, and can be*	$4'990 (single payment)

divided into a 12-payment plan)	
Website Hosting (*this covers the cost of your personalized domain and email addresses*)	$35 per month
Website's Monthly Audit (*this audit shows you traffic, bug corrections, navigational details, and more*)	$25 per month

Why Should You Choose Us?

With hundreds of successful website launches from small to large companies across the world, we have the expertise to ensure your website is fully developed and making money as you need it to.

But don't take our word for it.

Developing a successful website

The Coffee Tree needed a new website, desperately. The coffee shop had been around for over 3

"Our website looked like something you'd find in Geocities," said Linda Carter, the owner of The Coffee Tree. "We needed a brand new website that showed we're more than your average coffee shop, we're part of the community."

Our Solution

After taking one look at the website, we agreed with Linda: she needed a brand new website. We sat down with Linda and stripped down her coffee shop image to its basis: the logo, the color scheme, and the mission and vision.

Then, we got to work. We developed a new website that would work for her, 24/7. Her website was to include her menu, the different coffee roasts she manages, her working hours, her staff, and even her dog.

Linda had told us how, although her cafe was doing ok, she was barely selling her ground coffee bags, and how she wanted to improve her sales online. To achieve it, we developed an online store, as well as a small, interactive test so users could choose the kind of coffee beans that they'd like the most, by just answering a few questions.

We also developed SEO-friendly content so users could find her website by looking for keywords like "coffee beans around me", and "ground coffees near me", so she could sell coffee locally.

We developed a "The Coffee Tree in the Community" page, where we showed photos and stories of the coffee shop participating in community events, funding charities, and giving free water to the town's marathon.

We also made sure to list the apps that the coffee shop works with right along the working hours, so users could order with one click.

We even touched up her logo to modernize it without losing the coffee shop's brand and name.

Our Results

After less than two months, her ground coffee online sales alone had already paid for the website. Linda had to speak to her coffee producers to increase her monthly orders to keep up with the demand.

She also reported a 35% increase in orders online, and an influx of new customers arriving at the coffee shop for both ground coffee and espresso drinks.

"This website has surpassed every expectation I had. We're selling more ground coffee than we can buy, and the website design is so good, you can practically smell the coffee through the screen."

-Linda Carter, owner of The Coffee Tree

Our guarantee

With an investment, there's always a risk. We, however, know this risk is worth taking, and are willing to put our money where our mouth is, by removing the risk factor from the equation.

Our guarantee is quite simple: If your new website doesn't increase your online conversion rate by 25% in the first three months, you don't need to pay for the website.

Let's say your current online conversion rate is of 10%. We guarantee that, by the end of those three months, your conversion rate would be at least of 12.5%, if not more.

This guarantee is only valid when following the project terms listed below:

Project Terms

This Website Design Proposal ("Proposal") is being made between [Customer Name] located at [Address] and [Company Name] on [date]. [Customer Name] and [Company Name] may also be referred to as "Party" or together as the "Parties".

Description of the Services:

[Customer Name] and [Company Name] will decide on the description of services before signing the contract, and [Customer Name] may update the scope of the services by filing a "Change Order" form and getting approval from [Company Name] to change this contract.

More services and changes may generate extra fees.

Costs and payment

Cost & Payment

Total cost of services:
Amount due at signing:
Amount due upon completion:
Timeline:

Preliminary design completion date:
Review date:
Final review:
This final review must include written feedback on the website.
Completion:

Copyright Notice

A Copyright notice that states [Company Name] and its logo will be displayed on the bottom of each page of your website, along with a link to [Company Name]'s website.

Intellectual Property

[Customer Name] will own the website [Company Name] will design, along with the vistuals, the written content, and any graphic art developed for it. [Company Name] isn't required to keep copies of the website or fragments of it. [Customer Name] will not hold [Company Name] responsible for any third-party claims.

[Company name] will own any and all copyrightable work, ideas, products, inventions, and other information created in connection with the services being provided, and will remain legal owners of them, not holding [customer name] responsible for any third-party claims.

Confidentiality

[Company Name] will not share or disclose any confidential information belonging to [Customer Name] without a written consent. This may include but isn't limited to trade secrets, payment information, and any other information not publicly available.

Assignment

The Parties will not assign responsibilities they have under this Agreement to anyone else unless both Parties show agreement to the assignment in writing.

Contract Termination

If [Customer Name] decides to terminate this contract, they may do so by providing a fifteen (15) day written notice and paying [Company Name] for all completed services.

If either Party fails to follow through with their responsibilities or obligations under this Agreement, the other Party can end this Agreement by giving a five (5) day written notice. This Agreement will automatically terminate if and when both Parties have performed all of their obligations under the Agreement and all payments have been made.

Acceptance

Please sign below to indicate acceptance of this agreement:

[Customer Name]
Name:
Signature:
Date:

[Company Name]
Name:
Signature:
Date:

Next Steps

If you want to start creating your website, here's what you need to do:
1. Review the proposal in its entirety.
2. Sign the fields above.
3. Wait for our contact regards your invoice details and billing.