Web Site Design and Development Proposal
for *Client's Business Name*

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outlines the work to be done, the timeline for completing the project and the project quote.

Description of Work

The purpose of this project is to create a professional, modern and user-friendly website for *Client Business Name*. This will be achieved with the work as outlined below:

Web Design & Development

The new *Client Business Name* website design and development package will include the following:

- A design template that reflects the work of *Client Business Name*.
- A Content Management System (WordPress) to update content without knowledge of web coding. The Content Management System will allow you to:
    - Add/Delete/Edit text and images within the content pages (and blog posts)
    - Add/Delete/Edit menus and submenus
    - Add/Delete/Edit content pages
    - Update the items on your sidebar
- Photo Gallery for displaying images of events, etc. The photo gallery will allow you to:
    - Add/Delete/Edit images
    - Create and display new galleries
- Set-up of up to 10 pages of content
- A contact form
- A newsletter sign-up box to collect customer email addresses (using 'Aweber/MailChimp/Other service)
- Social media sharing icons displayed on pages and posts (if desired)
- Search Engine Optimization (SEO) friendly pages
- Google Analytics Integration (free website statistics)
- Phone training to learn how to use the Content Management System to make changes to the site
- Written instructions for using the Content Management System

Needed Materials

The following is a list of materials needed in order to start the project:

- List of 3 or more sample websites with what you like and dislike about the site (navigation, layout, color scheme, etc.)
- High resolution logo
- All content to be included on site pages (including blog posts)
- Menu items (home, about us, services, programs, contact us, etc.) and submenu items
- Any images to be used in the design of the website, if any
- All images for the photo gallery and list of categories for photo gallery
- Newsletter information
- Google Analytics account information (if currently in use)
- FTP & hosting account information

Timeline for Project Completion
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The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis.

Your Business Name will provide support for fixing website bugs (not caused by the client) and answering questions related to how to use the new website for 30 days after website launch at no additional charge.

Project Quote

Web Design and Development (as outlined above) .... $X,XXX

This quote is guaranteed until MM/DD/YY.