Website Proposal for Simply-Cream

# introduction

Thank you for your interest in partnering with me for your website development project. I hold one goal above all others; 100% client satisfaction. I uphold the highest standards for project planning and execution, and I am dedicated to building the perfect website for your company on-time and on-budget. I have built websites for several brands in our local area with great success and I am quite excited to get to work on yours. In this proposal, you’ll find what I feel is the optimal solution for your website development needs.

Thanks again for the opportunity to earn your business!

## Rationale

Simply-Cream requires a full website build to support your digital growth strategy. This website will allow you to expose your brand to audiences via search engines, leverage digital advertising to boost lead generation, and deploy content marketing to build brand awareness and authority.

I am qualified to build the website that you desire due to my experience working with clients in the ice-cream industry.

## Target Audience

I understand that an ice-cream shop will mostly have an audience of families and a young audience in general, therefore making a simpler website would best suit your business.

## Site Outline

I am aware that your business not only offers different flavors of ice-cream but also different flavors of shakes. With a hierarchical website I can build a home page, an ice-cream page with each flavor and description and a page listing all the different shakes with descriptions. Each webpage will connect to the other in a treelike structure. A webpage visitor will be able to go from the home page to any of the other pages. In addition, the visitor will easily find the ice-cream page or shakes page by way of link to either one.