

Web Design Proposal Template

Proposal for: [Client company]

Prepared by: [Your name, your studio]

Date: [Date]

Valid until: [Date, 30 days out]

1. Situation

[What the current site is failing to do, in their words. The traffic that does not convert, the CMS nobody can update, the brand that has moved on since the site was built.]

2. Objectives

By launch, [Client company] will have:

- [Objective stated as a business outcome, for example "a site the marketing team can update without a developer"]
- [Objective]
- [Objective]

3. Measures of success

Measure	Today	Target
[Conversion rate, enquiries per month, page speed, bounce rate]	[Current]	[Target]
[Measure]	[Current]	[Target]

4. Scope

Pages included: [Number] unique page templates: [Home, About, Services, Service detail, Case study, Blog index, Blog post, Contact].

Pages beyond this list, or additional unique layouts, are quoted separately.

Platform: [WordPress / Webflow / Shopify / Next.js].

Responsive: Designed for [desktop, tablet and mobile]. Tested in [current versions of Chrome, Safari, Firefox and Edge].

Not included: [Copywriting, photography, illustration, translation, ongoing hosting, third-party licences, SEO campaign work].

5. Approach

Phase 1: Discovery

[Stakeholder session, analytics review, competitor scan, sitemap and page-level content plan.]

Phase 2: Design

[Wireframes for key templates, then visual design. Presented for review at each stage.]

Phase 3: Build

[Development, CMS setup, responsive testing, accessibility and performance passes.]

Phase 4: Launch

[Content load, redirects, analytics, final QA, go-live and handover training.]

6. Revisions

Each design stage includes [two] rounds of consolidated feedback. A round means one set of comments gathered from your side, not sequential requests from different reviewers.

Further rounds, or changes to a direction already signed off, are billed at [rate].

7. Content and assets

[The single most common cause of delay on a web project.]

- Copy is written by: [client / us, quoted separately]
- Images and video supplied by: [client / us, quoted separately]
- Brand assets, logos and fonts supplied by: [client]
- Content deadline: [date, before build begins]

If content arrives after [date], the launch date moves by the same number of working days.

8. Timeline

Phase	Weeks	Ends with
Discovery	[1-2]	[Approved sitemap and content plan]
Design	[3-5]	[Approved visual design for all templates]
Build	[6-9]	[Staging site ready for review]
Launch	[10]	[Live site and handover session]

This timeline assumes [feedback within [X] working days at each review, and all content supplied by the date above].

9. Investment

	Option A: [Name]	Option B: [Name]	Option C: [Name]
Pages	[Number]	[Number]	[Number]
Included	[Design and build]	[Everything in A, plus copywriting]	[Everything in B, plus ongoing care]
Duration	[Weeks]	[Weeks]	[Weeks]
Fee	[Amount]	[Amount]	[Amount]

Third-party costs: [Theme, plugin and stock licences are billed at cost and listed before purchase.]

Hosting and domain: [Client holds the accounts, or we manage them at [amount] per month.]

Payment: [50% to book the start date, 50% on launch / three milestone payments].

10. After launch

[Thirty] days of bug fixes at no charge, covering anything that does not work as specified.

Ongoing support, content updates and new features are available on a retainer at [amount] per month, or ad hoc at [rate].

11. What we need from you

- A named decision-maker who can sign off each stage
- Consolidated feedback within [X] working days
- Content and assets by [date]
- Access to [hosting, domain registrar, analytics, existing CMS]

12. Scope and changes

This proposal covers the work described above. Additional pages, templates or features are quoted before work begins. Either party may end the engagement with [notice period] written notice, with fees due for work completed.

[Add ownership of the finished site and source files on final payment, confidentiality, and liability here, or reference the master agreement.]

13. Next steps

1. Select an option and sign below, or reply with questions.
2. We confirm the start date and issue the first invoice.
3. Discovery session in the first week, with [named stakeholders].

14. Acceptance

Option selected: [A / B / C]

Signed for [Client company]: _____ Date: _____

Signed for [Your studio]: _____ Date: _____