

Website Development & Design Proposal

Sent: ----- Accepted: -----

FROM

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TO

client@email.com

The Challenge: What Our Client Needs

- 1.

Our Solution:

Deliverables

We will be responsible for delivering the following:

-

You can see these steps reflected in more detail below.

The Process

To build the web presence and web assets that (insert Client's name) needs, we should start with clear, actionable steps.

We can start here:

Goals

First, we'll work together to identify and establish goals for the website, goals that align with your mission, audience, brand, and team.

Research (Discovery)

Once we established the goals of the website, we'll move on to identify and prioritize opportunities. Researching and creating a solid plan is how we evaluate the situation and project potential successful strategies.

We'll look at current website data, including competitors, market trends, customer reviews, internal interviews, and other areas of interest or metrics to find, integrate, and innovate useful solutions and pinpoint valuable opportunities.

Copywriting and messaging

Design and copywriting are two separate skill sets. Copywriting is creating content that prompts the user to either buy a product, subscribe to a list, or take some other action on the website. The headline, words, phrases, sentences, and paragraphs used in the content have to persuade and cause readers/users to take a specific action.

Wireframing

We will layout pages and other web assets using colorless blocks representing future elements and sections where site content will live. We will look at the overall site structure without all the specific details to get a general overview of how it will function.

Initial designs and revisions

We will design a system through typography, color, illustrations, photography, and many other web assets. We will ensure these assets align with your brand's products, services, and target market. We will then use the wireframes and sitemap to construct final designs, pages, forms, and other web assets.

Testing on browsers and devices

Our recommendation is to build a responsive site that looks good and functions across devices. We test sites thoroughly and can design websites that respond to different screen sizes. Equally important is assuring your site meets accessibility standards for site users with disabilities.

Timeline

Phase 1 (1 week): Initial meeting, research, & Interviews

The initial discovery meeting. We will prepare a questionnaire for you to fill out before the appointment, then we can have a meeting to discuss your answers and make any adjustments. We will research market trends, collect data on competitors, and analyze reviews and feedback.

Phase 2 (1-2weeks): 2-Week Check-In & revisions

Working with copywriters and creating wireframes, SEO Strategy, design concepts, and systems. We will ask for feedback, suggestions, and we make any adjustments to ensure we're all on the same page.

Phase 3 (1 weeks): Final Reveal & Project handover

Includes final designs, developer handoff, and responsive testing.

Next Steps

We will send you a contract to look over and approve. We can adjust the details of the contract upon your request.

Once we agree on the contract details, we can further discuss the specifics and onboard us within your team and workflow.

Should you have any questions, need clarifications, or would just like to discuss the ideas, please feel free to contact us directly.

Happy Customers

Add Testimonials here:

