YOUR  
LOGO

**COMPANY NAME**

WEB DESIGN PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your website design needs. We specialize in creating engaging, user-friendly, and visually appealing websites tailored specifically for businesses like yours. Our goal is to design a website that not only looks great but also effectively converts visitors into customers.

# Problem or Opportunity

[Client Name] is facing challenges with their current online presence. This includes outdated design, poor user experience, or lack of mobile responsiveness. A professionally designed website can significantly improve brand perception, user engagement, and conversions.

# Proposed Solution

We propose designing and developing a custom website that meets [Client Name]’s specific business objectives. Our solution includes:  
  
- A modern, responsive design  
- Improved navigation and user flow  
- Optimized pages for SEO and conversions

# Scope of Work

Our web design services include:  
  
- Initial consultation and strategy session  
- Custom homepage and internal page designs  
- Mobile optimization  
- Content integration (text, images, video)  
- Basic on-page SEO setup  
- Testing and final deployment

# Timeline

Proposed timeline and key milestones for project delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Planning | Initial meeting and strategy session | [Start Date] |
| Design Phase | Wireframes and mockups presented | [Date] |
| Development Phase | Site built and reviewed | [Date] |
| Launch | Site deployed to live server | [Completion Date] |

# Pricing

Transparent breakdown of web design service costs:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Design & Development | Custom homepage and subpages | [Amount] |
| Mobile Optimization | Responsive design for all devices | [Amount] |
| SEO Setup | Basic on-page SEO integration | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative digital agency that delivers results-driven websites for growing businesses.  
  
- Experience: [X] years in web design and development  
- Team: Web designers, developers, and digital strategists  
- Mission: To help clients achieve their online goals with great design and smart functionality

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Website redesign for a service business  
- Outcome: Increased average session duration by 50% and reduced bounce rate  
  
Testimonial:  
“[Your Company Name] delivered a clean, fast, and effective website that really works. Highly recommended.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit upfront; 50% upon project completion.  
Timeline: Project duration estimated at [X] weeks.  
Revisions: Includes up to 2 rounds of design revisions.

# Acceptance

To proceed with the web design project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_