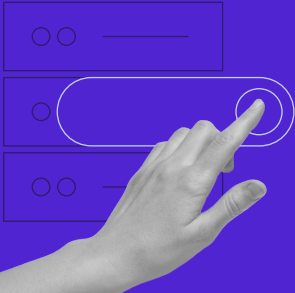


Web Design Proposal Template





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Introduction

The purpose of an introduction is to summarize the problem your client is facing and highlighting how you can help them fix it. This section should cover the following things:

- **Main information about the project**
What's the name and date of the project, who is the client, and who are you?
- **Problem overview**
What are you trying to solve, what are the pain points your client is facing?
- **Proposed solution or objectives**
What will you do to solve your client's problem?

Your executive summary might look like this:

Introduction

With the rise of eCommerce, Company A has seen a steady decline in in-store purchases at their physical retail stores. It's become clear that Company A's current online store is unable to attract enough visitors – thankfully, we can help.

Problem overview: Current online store has problems with loading speeds, outdated navigation, static landing page design, and confusing page layout.

Proposed solution: Redesign Company A's online store to adhere to modern web design principles, increase search engine rankings, page loading speed, and overall conversions.

Scope of Work

When it comes to describing the scope of work required, try to be as explicit and clear as possible. This way, it'll be easier for both you and your client to understand what you will deliver and what isn't going to be covered.

This section should cover the following things:

- **Deliverables**
What products or services will your client receive?
- **Resources**
What resources will you need to achieve the desired solution?

Your section on the scope of required work might look like this:

Scope of Work

Deliverables:

- Store frontend design + wireframes
- New CMS setup
- On-page SEO optimization

Resources required:

- Frontend designer – 200 hours
- Backend eCommerce developer – 120 hours
- Relevant licenses and software
- Project manager – 80 hours

Timeline

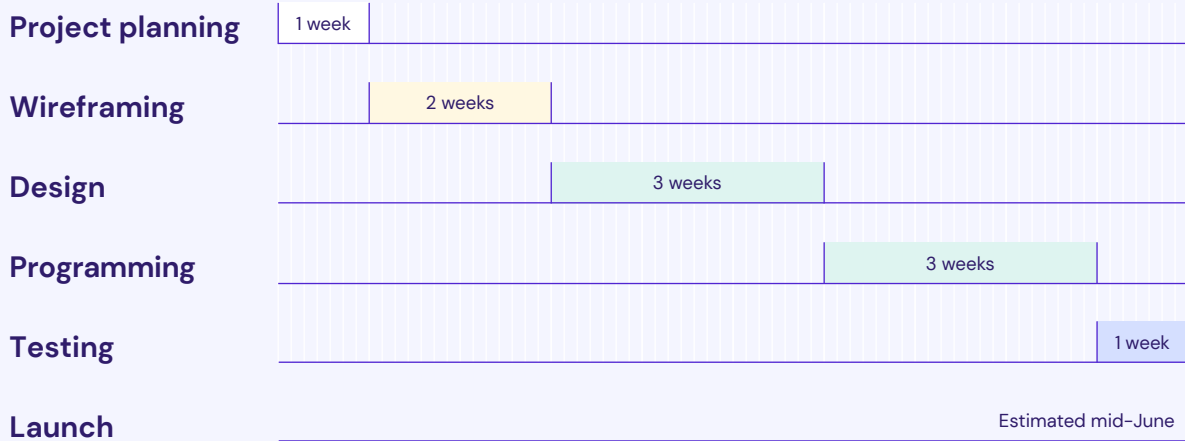
By including a concrete timeline in your web design proposal, you can help the client understand how long different deliverables will take to complete.

This section should cover the following things:

- **Project planning**
How long will it take for you to plan the overall timeline for the project?
- **Designing**
How long will it take to create real mockups of your wireframes?
- **Wireframing**
How many rounds of revisions will you offer on your wireframes?
- **Programming**
How long will the actual coding process take?

- **Testing**
How long do you want to plan for quality assurance and overall testing?
- **Launch**
What tasks will be taking up time during the launch of the website?

Timeline



Expenditure

Avoid angering your client by being as transparent as possible about the true costs of your web design project. You should include each individual expense in this section of your proposal. Use the following format:

Invoice #	Description	Tax	Cost excl. tax	Total cost
Invoice no. 1	Project planning and resource allocation	15%	\$1,500	\$1,725
Invoice no. 2	Design	15%	\$3,000	\$3,450

About Us

In order to establish a working relationship with your client, it's not a bad idea to put names to faces. You'll build trust and make it easier for your client to envision who is working on what during the project. Use this section to introduce your team briefly. Consider sharing links to your portfolio and website here.

About Us

Here at Company B, we have worked on many eCommerce projects ranging from microbusinesses to large enterprise-level stores. Our portfolio is available on our website at www.companyb.com/portfolio.

Headshots of the team, with the following details:



Tim Knope
Project Manager



Mick Muller
Backend Developer



John Taylor
QA and Testing



Sarah Jones
Designer



Janine Wagner
Backend Developer

Contact

Having a separate section for your contact information serves one main purpose: it makes it easy for your client to get in touch with you. You don't want to be in a situation where your client might go with another service provider simply because you were too hard to reach, right?

Include the contact details of all the key people working on the project here. Make sure the email addresses and phone numbers are correct.

Contact

In case you have any further questions or would like to discuss this proposal in more detail, you can reach us either via email or phone. Or, if you're in the neighborhood, please stop by – coffee will be on us.

Company B

Address line

Address line

City, State

+00 0 00 000 000

email@companyb.com

All email addresses are formatted `firstname.surname@companyb.com`