Sample Website Proposal

Client

January 01, 2014	*Prepared by:* Kip Shaw
	Prepared for: Contact at Client

Introduction

Thank you for the opportunity to submit a proposal for the redesign of your website. Working together, I believe we can create a site that is simple to navigate and has a professional yet welcoming design.

Based on our preliminary discussion at your office, I have identified and listed below the Needs and Solutions that we will want to address in this project.

Needs

- You need a website to reach out to the community and also to serve and support your current customers.
- Because of the rapidly growing use of smart phones for viewing websites, the website needs to scale well to the size of the device it is being viewed on. This is referred to as a "mobile friendly" layout.
- Furthermore, you need a website that can be maintained by one of your employees, without the need to regularly employ us to make changes. The employee needs to be able to add and revise both text and photos and additional pages if necessary.

Solutions

Sunny Web Shops will provide you with a fresh new web design that is easy to navigate and provides useful information to current customers. The design will also convey to potential customers that you are a professional, reliable company.

The design will integrate the current logo and color palette so it will maintain a familiar look to current customers, but will at the same time show them that you are improving your web presence in order to serve them better.

Content Management System

Central to the new design from Sunny Web Shops will be a robust Content Management System (CMS) that will allow you to make changes easily to the website, without requiring a dedicated workstation or additional software. Not only will the CMS save you website revision costs but it will also ensure that the website stays fresh and up to date.

Website Organization

The new design will have five main landing pages:

1. Home Page
2. About
3. Services
4. Products
5. Contact

These five pages will be "hardwired" into the new design by Sunny Web Shops and links to them will appear in the horizontal menu bar at the top of the page (below the logo and other header content).

And the CMS allows you to add new pages.

Workflow

Preliminary Design

Working in conjunction with you, we will provide you with a preliminary design concept for the new website. That design concept will include the basic layout, color palette, font choices, etc.

You can at that point request one round of design revisions within the scope of the Fee Schedule (see below). If more revisions are deemed necessary at that point by you, the work will be done at our hourly rate of $40. (This is rarely necessary, especially for a simple website project such as this, but if necessary will be discussed fully before any fees are assessed.)

Integration of Content Management System

If you have chosen to have us include a Content Management System in the website, once the design is approved, then Sunny Web Shops will incorporate the Content Management System into the design if you have chosen to have one integrated into the site, and if so, we will also run a training session with you or your specified employees, showing them how to use the Content Management System. This can be done on site or online. And we'll provide documentation for your reference.

Launch

When you have finished incorporating all the content by using us or the CMS, we will launch the site!

Fee Summary

Website Design and Setup $495

- work with client to create a custom website interface: layout, colors, and fonts
- set up website architecture and navigation system
- implement nameplate/logo placement and design
- create website mirror for beta testing purposes
- create layout that scales well to mobile devices

Website Pages - 5 @ $45 $225

Using the webpage template developed during the initial design phase, this includes integration of the main landing pages into site architecture and navigation.

Project Total $720

Optional Items

(Note: Optional item fees are not included in the above Project Total)

Content Management System $250

Together, we will identify the areas that you want to be able to update on your own without having to hire us for those tasks. We will then integrate a "Content Management System" (CMS) into the design and provide a training session and documentation.

Website Hosting - $19 per month, paid annually $228

We provide state-of-the-art hosting services, but you are not required to host with us. We will be glad to discuss with you the advantages of hosting with us.

Domain Name Registration - $2 per month, paid annually $24

We provide automatically renewable domain name registration, but you are not required to have us provide this.

Fee Schedule

If you want us to go forward with the project, here is the schedule for payments of the fee:

- 50% due upon acceptance of the proposal before work commences
- 50% plus any incurred additional hourly fees when contracted work is done and before launch of website

Sunny Web Shops will launch the website when requested, providing that there is no balance due.

Terms and Conditions

- Once project fee is paid in full to Sunny Web Shops any text, graphics, photos, contents, trademarks, or other artwork furnished to you for inclusion in the website are owned by you.
- Sunny Web Shops assumes that you have permission from the rightful owner to use any images or design elements that are provided by you for inclusion in the website, and will hold harmless, protect, and defend Sunny Web Shops from any claim or suit arising from the use of such elements.
- The agreement contained in this contract constitutes the sole agreement between you and Sunny Web Shops regarding all items included in this agreement.

Next Steps

To proceed with this project, we ask you to take the following steps:

1. Accept the proposal "as is" or discuss desired changes. To do so, feel free to use the comment feature contained in this proposal. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign the proposal by clicking on the "Accept" button.
3. Submit initial payment of 50% of total project fee upon receipt of our invoice for such.

Once these steps have been completed we will begin the project.

Examples of Our Work and References

You can see a list of some of the current websites designed and developed by Sunny Web Shops here:

http://sunnywebshops.com/our-recent-work

References are available upon request.