

WEBSITE PROPOSAL

Prepared for: [Client business name]

Prepared by: [Your business name]

Date: [Date]

Valid until: [Date, 30 days out]

Replace every [bracketed] line and delete what you don't offer.

1. What you told us

[Client business name] wants more [calls / bookings / quote requests] from people in [area] searching for [services]. Today, [what's not working: the site is slow on phones / services aren't listed / there's no way to book].

2. What we'll build

- A [number]-page website: Home, [Service] pages, About, Reviews, Contact
 - Each page written for the searches your customers type, with its own search title and description
 - Your Google reviews and business details on the site
 - A contact form and one-tap calling on phones
 - [Online booking / quote requests / a gallery of your work]
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3. What keeps working after launch

Every month, on the monthly plan:

- Google Business Profile upkeep and new photos
 - Asking your customers for reviews, and replying to them
 - Changes within [number] working days of your request
 - A new page when a new service or area matters
 - A short report: visitors, inquiries, what changed and what's next
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4. Timeline

- [Date]: a first draft of your site to review
 - [Date]: your changes, [number] rounds included
 - [Date]: launch
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5. Investment

Website build (one-time): _____

Monthly plan (per month, cancel with [30] days' notice): _____

Payment terms: _____

6. What we need from you

- Your logo, photos of your work and your team
- Access to your Google Business Profile and your domain
- One person to approve the draft

7. Next step

Sign below and pay the [50%] deposit, and we'll start on [date]. You'll own your domain and your content, and you'll have your own login to your site.

Client

Name: _____

Signature: _____

Date: _____

[Your business name]

Name: _____

Signature: _____

Date: _____

Free template from zarla.com/guides/web-design-proposal-template. Replace every [bracketed] line and delete what you don't need. The contract is a starting point, not legal advice.