

Web Design & Development Proposal

Prepared for: [Client name]

Prepared by: [Provider name]

Date: [Date]

1. Project Summary

[Describe the site or app being built and its goals in one paragraph — e.g., "a 6-page marketing site with a blog and a contact form, replacing the current outdated site and improving mobile load time."]

2. Phases

Discovery & Sitemap — [duration, e.g., 1 week]

Design — [duration]

Development — [duration]

QA & Launch — [duration]

3. Deliverables

[List exactly what's included — e.g., "6 responsive page templates, CMS setup in [platform], contact form integration, and mobile/tablet/desktop breakpoints."]

4. Revisions

This proposal includes [Number, e.g., 2] rounds of revisions per phase. Additional revisions are billed at [rate, e.g., \$85/hour].

5. Investment & Payment Schedule

Project Fees

Name	Total	
Design	\$2,000.00	
Development	\$3,000.00	
QA & Launch	\$1,000.00	
Subtotal		\$6,000.00
Total		\$6,000.00

Billed as: [describe, e.g., "40% to start, 30% at design approval, 30% at launch"].

6. Hosting & Maintenance

[State whether hosting/maintenance is included or billed separately — e.g., "Hosting is not included. Ongoing maintenance is available at \$150/month after launch."]

7. Ownership

Upon final payment, final design files and site code transfer to Client. [Provider name] retains the right to display the work in its portfolio.

8. Governing Law

This agreement is governed by the laws of the State of [State].

Signatures

By signing below, each party agrees to these terms.

[Client name] ("Client")

Signature: _____ Printed name: _____ Date: _____

[Provider name] ("Provider")

Signature: _____ Printed name: _____ Date: _____

This template is a general starting point, not legal advice — customize it and have it reviewed for your situation.