Website Proposal Template

**[Logo]**

Prepared by:

**[Company Name]**

**[Logo]**

**[Company Name]**

**[Website]**

**[Contact Details]**

**Introduction**

**[Client Name]**,

I’d like to start by thanking you for taking the time to read this proposal and for allowing [Company Name] the opportunity to earn your business. We pride ourselves on our web design expertise and business professionalism, and greatly look forward to working with **[Client Company Name]**.

**[Problem Statement, in brief – *This varies from client to client, but you want to show that you clearly understand the specific problem the client is hoping to solve*]**.

**[Brief overview of your company and the general services you provide, pinpointing particular services that address the issues in the problem statement paragraph]**.

We have taken care to put together this proposal for you and have included as much detail as possible in as clear and concise a way as possible. In this proposal you will find the following:

* Detailed Problem Statement, page 3
* Our Proposed Solution, page 4
* Project Milestones, page 5
* Testimonials, page 6
* Pricing, page 7
* Terms and Conditions, page 8

Kind regards,

**[Your Name]**

**[Position at Company]**

**[Signature]**

**Detailed Problem Statement**

{A problem statement needs to be as detailed as possible, while short as possible. It is there to show the prospective client that you understand their problem, their business, and their position in the competitive environment.}

**[What is the problem?]**

*For example:* *Traffic to the company’s online store has dropped dramatically over the last 12 months, with sales dropping by 18% over the same period*.

**[Who does this affect?]**

*For example: This affects the company, its employees, and it greatly affects suppliers and partners.*

**[When did the problem start? And by when does it need to be fixed?]**

*For example: The problem started when there was a website overhaul, and the company brought content development and marketing operations in-house. Sales on the site need to climb by 15% in the next 6 months.*

**[Where does the root of the problem lie?]**

*For example: The main cause of this problem is a scattered content strategy, lack of online payment options, and a difficult user experience. Plus, three new competitors have entered the space with exemplary site optimization skills and hassle-free ordering and paying processes for customers.*

**[Why is it important the problem be fixed?]**

*For example: Sales will begin to go up when the user experience is improved and ordering and paying for products made easier, and a better content and marketing strategy and more effective content distribution model will drive traffic to the site.*

**Our Proposed Solution**

{While the Detailed Problem Statement answers the Who, What, When, Where, and Why, the Proposed Solution answers the How. Again, detail is key.}

**[Start with general services your company offers.]**

*For example: We at [Company Name] offer website design and optimization services. Our standard package consists of logo design, website design, User Experience, etc.*

**[Now, suggest the fixes required for the problem and how they will benefit the client. Start with the benefit.]**

*For example: To improve overall user experience, repositioning the [client company name] as the shopping destination of choice, the website needs to be overhauled with the user in mind. To reduce loss of customers and turn visits into sales, more online payment options must be added, and finding, discovering, ordering, and paying for products must be simplified. To drive traffic to the store and ensure additional daily sales, a blog, email newsletter, and regular social media updates must become part of the company’s marketing goals and strategy.*

**[Explain now, what you are offering the client as a whole].**

*For example: Our basic starter pack will help with your user experience and online payment challenges, while unifying the brand across multiple platforms, and in general strengthening brand look and feel. To address the traffic issue, we are willing to offer our basic content strategy consultation service, which is an extra service, as part of the basic package at no extra cost.*

**Project Milestones**

{Fill the process graph with milestones for the project: add dates of completion if possible}.

**Testimonials**

{Pick testimonials from clients for whom you did similar work to that being proposed in this proposal.}

|  |  |
| --- | --- |
| **[Client]** | “Client Testimonial” |
| **[Client]** | “Client Testimonial” |
| **[Client]** | “Client Testimonial” |
| **[Client]** | “Client Testimonial” |
| **[Client]** | “Client Testimonial” |
| **[Client]** | “Client Testimonial” |

**Pricing**

|  |  |
| --- | --- |
| [Product/Service] | [$0.00] |
| [Product/Service] | [$0.00] |
| [Product/Service] | [$0.00] |
| **Total Price** | **[$0.00]** |

**Terms and Conditions**

{Place your company’s terms and conditions here on the last page}