

**ULTIMATE DIGITAL EXPERIENCES**

**WEBSITE DEVELOPMENT PROPOSAL**

Delivered to:

**EXAMPLE COMPANY**

Contact

**Your Company Name**

# DEAR XXXXX,



**OVERVIEW & GOALS**

It was great to speak with you about your needs and how you will benefit tremendously from upgrading your current site to a state of the art responsive website.

Gone are the days when we knew for certain that everyone was viewing the web on a desktop or laptop computer, so websites were designed and developed for that standard experience. 60-70% of consumers are viewing the web on a variety of devices - tablets, and other mobile devices. If your website doesn’t support those devices, this will negatively affect how users interact with your business. The site will load slowly, the layout is fixed and awkward to navigate, and you will end up with a frustrated user.

Statistics show that most users don’t convert when using small screen devices which means you may be losing out on valuable business opportunities.

Our team can turn this problem around using responsive design. We’ll design a new website to adapt and scale to whatever kind of device the user is viewing from while maintaining your existing look and feel and improving overall performance. We’ll test it on a variety of devices - mobile and non-mobile - to ensure the experience is consistent and easy to use.

We want to improve your conversion by 50% for mobile users who, given the current percentage of users who visit websites on mobile devices currently, should impact sales by 20% per month. Now that’s what you’d call responsive, don’t you agree?

Sincerely, XXXXXXXX

# WHY DO YOU NEED TO GO MOBILE TODAY?



**WHY MOBILE?**

**CONSUMERS**

Need to land on a site where they can find the information they need quickly. Otherwise they leave.

# CREDIBILITY

Not having a mobile solution will drive the consumer off of your site hurting your business.

# COMPETITION

Will take business away from you because of their mobile experience resulting in your financial loss.

# ADVERTISING

Not having a mobile solution is like flushing your advertising dollars down the toilet.

# GOOGLE SEO RANKING FACTOR

Dubbed “Mobilegeddon,” Google’s latest tweak to its search algorithm has arrived. It makes a significant impact on how company’s websites are ranked in search results on smartphones. In laymen's terms it means that if your site is not mobile friendly you will lose your SEO rankings and experience a drop in traffic because you don’t meet Google’s standards

# GOOGLE HTTPS RANKING FACTOR

Google's deadline has come and gone for websites to upgrade from HTTP to HTTPS. Google will be explicitly warning your website visitors if a site is insecure, based on whether it’s HTTP or not.

# GOOGLE PAGE SPEED FACTOR

Page speed is now a ranking factor for mobile searches.

Google called this the “Speed Update,” and has officially announced that it has rolled out worldwide. A slow page speed means it will negatively affect your SEO ranking.

# RESEARCH



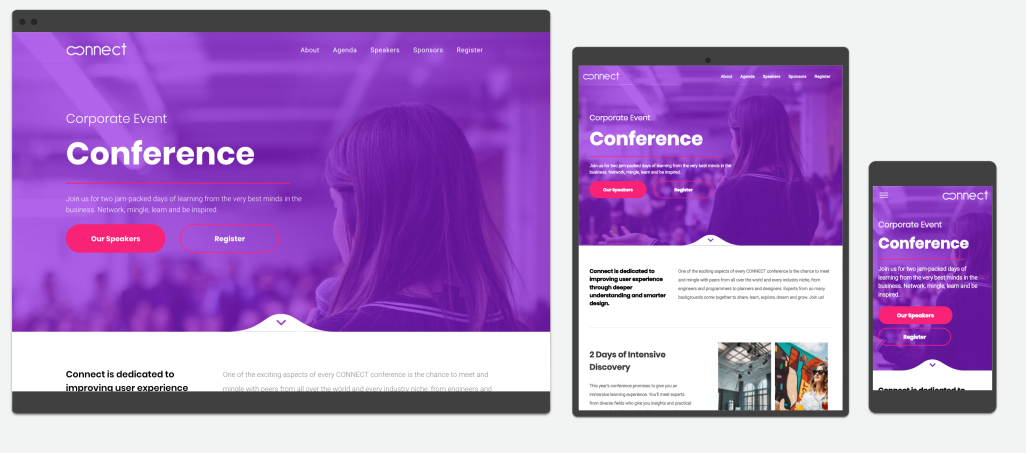
**OUR PROCESS**

The first step is we need to thoroughly understand your business, your business goals, your customers and their expectations and behavior, and how your website factors into all of it. We’ll also look at the competitive landscape to establish context and benchmarks for how your site should function and then improve on that. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

# DEVELOPMENT PROCESS

Once the payment is made you will be assigned a developer that will send you the instructions to get the project started. All clients receive a first draft, two revisions and a final revision, which is plenty and the norm in the industry.

You will receive the first draft in 7-14 business days with a live preview link of your site on desktop, tablet, and mobile.



# DELIVERY OF YOUR WEBSITE

Once we get the thumbs up from you, your site goes live. You receive full access to your website where you have the flexibility to edit your website on pc, laptop, smartphone or tablet.

Below is the budget we've estimated based on the conversation that you had with our web consultant. If you have any questions about our pricing, please leave a comment and let us know.



**YOUR INVESTMENT**

# CORE BUDGET

**Description Price**

**Design & Development - State of the Art Website** $2500,00

## SSL Certificate $0

**On Site SEO** $0

**Google Page Speed Optimization** $0

**Progressive Web App (PWA)** $0

**Hosting $30 monthly billed in 30 days**

**Total** $2,500



Website Development Proposal | Example Company

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At XXXXXXXXX, we’re all about the experience. We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they’re looking for when they arrive at your site and then convert them into paying customers. It’s about creating an online experience that transforms users into followers, customers into ambassadors.



**WHY US?**

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

Oh, and if you’re wondering, we’re mobile first. It’s not just the way of the future. It’s the way of right now.

Date: XXXXXXX



**STATEMENT OF WORK**

**& CONTRACT**

Between "us", XXXXXXX, and "you", Example Company

You Example Company, located at 123 Fake Street are hiring XXXXXXXX, located at ADDRESS XXXX to design and develop a responsive web site for the estimated total price of $2,500.00 + $30 monthly for hosting as outlined in our previous correspondence.

# SERVICES RENDERED

**DESIGN**

You will receive the first draft in 7-14 business days with a live preview link of your site on desktop, tablet, and mobile. All clients receive a first draft, two revisions and a final revision.

TEXT CONTENT

Writing text copy is not included in this contract. If you’d like us to write new content,

we’re happy to provide a separate estimate for that.

**PHOTOGRAPHS**

You’ll need to supply graphic files to us in an editable, vector digital format or in .PNG or .JPG. Photographs must be in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries and style of photography/images. If you’d like us to search for photographs for you, we can provide a separate estimate for that. Cost of buying stock photographs or a photo shoot is not included in this contract.

**BROWSER TESTING**

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person’s experience of a design should be appropriate to the capabilities of a browser or device.

**DESKTOP BROWSER TESTING**

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), and Mozilla Firefox.

**MOBILE BROWSER TESTING**

Testing popular small-screen devices is essential in ensuring that a person’s experience of a design is appropriate to the capabilities of the device they’re using. We test our work in:

* + - iOS: Safari
    - Android: Google Chrome, Firefox
    - Android: Browser, Firefox

We currently don’t test Blackberry OS or Blackberry QNX, Opera Mobile, Symbian or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

**HOSTING**

All client's websites are hosted on Amazon Web Services (AWS), one of the industry’s most trusted and secure cloud-based solutions. There is no limit to bandwidth or storage. All client’s websites are hosted by us due to the fact that with our platform your site will receive automatic updates. Your website will always work on every operating system, every device and screen. You will receive unlimited updates for the lifetime of the account as long as you are a current customer. We don’t offer support for email.

**CHANGES AND REVISIONS**

We don’t want to limit your ability to change your mind or make decisions later when you might be better informed. All clients receive a first draft, two revisions and a final revision. The price at the beginning of this contract is based on the drafts we estimate we’ll need to accomplish everything you’ve told us you want to achieve, but we’re happy to be flexible. If you want to change your mind or add anything new, that won’t be a problem as we’ll provide a separate estimate for to cover the additional work.

**ERRORS**

We can’t guarantee that our work will be error-free (we’re human!) so we can’t be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you’ve advised us of them.

# 2.0 MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

# CHARGES FOR SERVICES PERFORMED

* 1. Functionality or feature requests above and beyond those listed in the budget and/or the functionality specs may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of our company.

# TERMS OF PAYMENT

* 1. **BILLING SCHEDULE**

We’re sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We’re also sure you’ll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: $2,500.00 + $30 monthly hosting

XXXXX will invoice Example Company for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed at the time of the delivery of the website.

* 1. **CLIENT AGREEMENT TO PAY**

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. The remaining 50% will be billed at the time of the delivery of the website. In the event payment is not made within 7 days, XXXXXXX will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs XXXXXXX pays for carrying overdue invoices from Example Company.

* 1. **COLLECTION COSTS**

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

# 5.0 CANCELLATION OF PLANS

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, all payments that were made are non-refundable. You agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

# RESPONSIBILITIES OF XXXXX AND EXAMPLE COMPANY

* 1. **XXXXXX’S RESPONSIBILITY FOR RELEASES**

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

* 1. **CLIENT RESPONSIBILITY FOR RELEASES**

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them. We’ll own the unique combination of these elements that constitutes a complete design and we’ll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

* 1. **CLIENT RESPONSIBILITY FOR ACCURACY**

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

# 7.0 CONFIDENTIALITY

XXXXXXX acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by XXXXXXX on behalf of Example Company or disclosed by Example Company to XXXXXXX.

# 8.0 TERM AND TERMINATION

This Agreement shall become effective as of DATE HERE and shall continue until terminated by either party upon not less than 60 days’ notice in writing given by either party to the other.

* 1. **TERMINATION FOR CAUSE**

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

* 1. **PAYMENT FOR NON-CANCELABLE MATERIALS**

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Example Company, that any such materials and services, are non-cancelable.

* 1. **MATERIALS UNPAID FOR**

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

* 1. **TRANSFER OF MATERIALS**

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Example Company to XXXXXX, XXXXXX shall transfer, assign and make available to Example Company all property and materials in its possession or control belonging to Example Company. Example Company agrees to pay for all costs associated with the transfer of materials.

# GENERAL PROVISIONS

* 1. **GOVERNING LAW**

This Agreement shall be governed and construed in accordance with the laws of the State of XXXXXXX.

* 1. **REPRESENTATIONS AND WARRANTIES**

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

* 1. **ENTIRE AGREEMENT**

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

* 1. **SEVERABILITY**

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

## John Doe, to accept this contract, please sign below.

## You will be emailed a copy for your records

**Please read the contract on the previous page to make sure you understand all the details involved with us working together. It’s really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.**



**NEXT STEPS**

**If you have any questions at all, please let us know, 555-555-5555. We’re happy to clarify any points and there may be some items that we can sort out together. We’re committed to finding the best way to work together.**

* + 1. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
    2. Sign in the box that pops up to make the acceptance official.
    3. Once we receive notification of your acceptance, we’ll contact you shortly to sort out next steps and get the project rolling.
    4. We’ll email you a separate copy of the signed contract for your records.
    5. If you’d like to speak to us by phone, don’t hesitate to call.

John Doe

Example Company