



# Sample - Website Design Proposal

**Prepared For**

Brilliant Client

Sample Company

**Created By**

Lance Cummins

Nectafy

781-916-8009

[lance@nectafy.com](mailto:lance@nectafy.com)

<http://nectafy.com>

## Objective

### Objective

Your company needs to establish a strong brand message with a new website for your new nationwide expansion.

By determining your target demographic, and helping you establish the right voice, we'll create a website that speaks clearly to the right people, and then makes it easy for them to take the next step toward becoming your customer.

In terms of back-end portal functionality, we'll walk you through your needs, and create a user experience that is simple and integrated with your brand.

If you were a real company, instead of a sample one, we would detail out the goals that we established together in a goal-setting meeting. That would keep this from being so dull, too.

Those goals actually form a critical part of our web design process, because we don't just build a website to be pretty, we build it to help you achieve your goals.

## Our Solution

### Overview

We'll help you create the messaging and branding for your website. The site will be clean and inviting. And we'll make sure the site looks and works great on mobile devices as well as desktops.

We'll create a home page and up to 25 other pages (to be determined once we get going).

Since this is a brand new site, we'll take care of creating critical business listings in recognized online directories so you get maximum exposure in local searches.

### Kickoff Meeting

- Discuss the details and finalize the layout of a site map.
- Initiate the discovery process to develop the back-end portal functionality.
- Create the project schedule together.
- Nail down keyword phrases that we need to address as we build the site.

## Responsive Design

- Because the mobile market is growing at an unbelievable rate, we will build your site to be optimized for mobile devices such as iPad and iPhone, thus increasing your potential audience and reducing the friction that comes from trying to navigate a desktop website on your mobile phone.
- We'll design the home page to be compelling, but also move the customer in their thought sequence by helping them find what they need quickly.
- We'll design each page listed in the final site map. Our focus will be on clean layout that looks great on multiple devices, and making it very easy for users to find their way around your site.
- Each of the secondary pages we create can contain up to 3 graphics (either custom photography or stock) or interactive elements like a slider or tabs.
- We'll build a blog section that you can use to "teach" your customers about your product or service (since we don't really know what you do at this point).
- We will make sure that you are absolutely thrilled with the look and feel of the design before we take the next steps. That way you get exactly what you're looking for! This will include a "two-round" revision process. We'll design your website and send you images of the design to look over. If you have changes, we'll make adjustments based on your feedback, and we'll send it all to you again to review. If you have more revisions, we'll do some more changing and submit the design to you again. If you have more changes after that, any more time that we spend on design will be charged to you at a rate of \$115/hour. (But don't worry, the two-round revision process should be plenty of time to make any changes you'd like.)

## Copy Writing

Copy writing refers to the text and phrasing that is used throughout your site. The copy on your site is the most critical component of connecting with a user and moving them to connect with you.

- We'll take the information you've already provided and write the copy in a personal, yet professional, face-to-face style. This is distinctive of Nectafy. We believe that your business is a person-to-person business, so we want to make sure your website

matches how you interact with people in the real world.

- Our process will include a "two-round" revision process. We'll write the copy and we'll send it to you to look over. If you have changes, we'll make adjustments based on your feedback, and we'll send it to you again to review. If you have more revisions, we'll do some more changing and submit it to you again. If you have more changes after that, any more time that we spend on copywriting will be charged to you at a rate of \$105/hour. (But, again, don't worry, the two-round revision process should be plenty of time to make any changes you'd like.)

## **Software Platform**

- We'll build the front-end marketing site on WordPress or HubSpot. WordPress is one of the most economical ways to get the benefits of a Content Management System without the high price tag of a proprietary system. The interface is simple to use, and is built to be very search engine friendly. HubSpot's COS is perfect if you're really wanting to integrate every facet of your site with an automated marketing tool.
- For the back-end functionality, we'll build a custom portal based on the goals you provided in our initial phone calls.

## **Add & Update Business Listings**

In conjunction with building the site, we'll make sure your company is listed in 30+ of the most important business directories that not only direct users to your site, but help build your search engine credibility. This includes Google+ Local and Yahoo! Local. This is a critical step for local SEO (a.k.a. search engine friendliness). So when potential clients search for "sweet goodness that you sell," for instance, in your area, you'll be in the mix. For the directories where you're already listed, we'll work with you to get those updated.

## **Training & Technical Support**

- We want you to know how easy it is to update the content on your site, so we'll train you how to use it.
- We'll include up to 2 hours of phone consultation for all topics relating to your site after it's launched.

## **Technical Details**

- Optimized for smart phones and tablets, including iPhone and iPad.
- Accessible for modern browsers, including Safari, Chrome, Firefox, and IE 9 and newer.
- Built for great search engine visibility by clearly tagging content within a page and/or a post. (Elsewhere, the terminology might be called SEO or “search engine optimization.”)
- Includes Google Analytics tracking. (This enables you to measure traffic and effectiveness of marketing campaigns and measure the rate of conversion to see the most effective ways to convert a visitor to a customer.)
- Includes Gravity Forms so you can add as many forms as needed for future expansion.

### Social Media Integration

- The site will have links to allow users to follow you on your social networks.
- Each page/post will have the ability to be shared to the social networks of your choice.

## Timeline

### When We Can Start

We're available to begin work on this project on \_\_\_\_\_, 2015.

The process takes 8-10 weeks, depending on how quickly we get approvals at each point.

So, tentatively, you can expect the site to be ready for testing and launch by the beginning of \_\_\_\_\_ 2015.

## Fees

### Pricing

Services	
Custom Website Design	From \$15,000-\$70,000

---

**Total cost:    [Click For Quote](#)**

## Payment Terms

We invoice 50% to initiate the project, and 50% upon completion of the project.

When the initial payment is received, we will begin the project.

Once final payment is received, the site will be launched for public access.

We accept payment by bank transfer, company check, or other mutual arrangement.

## General Terms & Conditions

### Ownership

Nectafy, LLC will provide a Finished Product(s) to the Client in the form of source, rendered and asset files. These files become the exclusive property of the Client upon acceptance of delivery, however these files are partially based on a non-exclusive code base created and maintained by Nectafy, LLC and in some cases existing code was used to help create the deliverables. Such code and other underlying technologies do NOT become the property of the Client, only the Finished Product(s). In addition, the Finished Product(s) may depend on code, objects (COMs), and other third party utilities that are the property of their respective owners. No rights to these dependencies is expressed or implied. Additional licensing may be required with third party assets.

### Point of Contact & Training

Nectafy, LLC will require one point of contact during the Contract for clarifying requirements for design, key features, usability, and maintenance issues. Nectafy, LLC requires this person be available to answer questions arising from the project within 24 hrs on workdays (subject to reasonable exceptions), and to have authority to make design and related decisions on the system.

### Project Management & Communication

Nectafy, LLC may manage this Contract using third-party project collaboration software. The Client's Point of Contact, stakeholders, and collaborators will all have appropriate access to the project and all associated assets. This system will serve as a primary mode of communication, documentation, and reporting. Any approval marked within the system by the Point of Contact will be considered official written approval.

### Response Time

Nectafy, LLC works exclusively with Independent Contractors. The benefit of a flexible team is rapid scalability and a diverse set of services. Due to the nature of the business model, Nectafy, LLC is not set up to support on call services. Within the duration of this Contract Nectafy, LLC will make every effort to reply to inquiries within 48 hours except where The Client has been previously notified of a period of limited availability. Nectafy, LLC will respond in good faith but cannot guarantee any specific action within a given time frame.

#### **Dependencies**

In the event that any aspect of this Contract is dependent on a separate third party or the Client's in house team, the quality and punctuality of the Finished Product(s) may be subject to said party's ability to meet the required timelines and/or level of quality. Nectafy, LLC is not responsible for any delay or defect caused by separate third party or the Client's in house teams. Additionally, while Nectafy, LLC strives to meet our timelines, delays in content from the Client or similar delays will result in longer timelines.

#### **Backups**

Nectafy, LLC maintains internal backups of active project code and design files. This backup system is not intended as a solution for The Client, rather as a code archive through the duration of this Contract. While the Nectafy, LLC backup system is redundant, it is not guaranteed and does not support any content produced by the Client. The Client is solely responsible for the Backup and Restoration of the Finished Product(s) and any associated data. There are paying options available where Nectafy, LLC can take care of client backups in an ongoing fashion.

#### **Security**

Although Nectafy, LLC makes every effort to provide secure Finished Product(s), due to the nature of rapidly advancing technology, Nectafy, LLC can in no way guarantee that the Finished Product(s) will not be subject to security breaches. Nectafy, LLC recommends the use of strong passwords and the observance of standard security practices. In order to minimize the chances of security violations, systems should be updated often. The Client is solely responsible for tracking software updates. Any updates during the life of or after the expiration of the Contract can be negotiated as an addendum to this Contract or as an additional Contract. Once again, Nectafy, LLC is available to help with security monitoring if desired by The Client.

#### **Limited Liability**

The Client alone shall be responsible for: (a) the accuracy and adequacy of information and data furnished for processing; (b) any use made by the Client of the output of the Software or any reliance thereon; and (c) obtaining the required licenses and respect copyright for any and all third part assets including but not limited to fonts, media, and software. The Client shall also be responsible for the continued operation and maintenance of the computer equipment and third party software used with the Finished Product(s), and shall comply with

all operational, environmental and maintenance recommendations and requirements of the applicable licensors, vendors and manufacturers.

The Client agrees that any liability of Nectafy, LLC relating to this agreement and the services performed shall be limited to the amount of fees actually received by Nectafy, LLC, from the Client under this agreement regarding the services in question. In no event shall Nectafy, LLC be liable for any special, incidental, indirect, cover, consequential, exemplary or punitive damages; any damages based on injury to person or property; or any lost sales, profits or data, even if the Client is told that any such damages may occur.

#### **Warranty**

Nectafy, LLC will provide patches and bug fixes for any bugs or issues included in the scope of this contract reported within the grace period of no more than 30 days following the date of project completion as defined by the date the client signs off on the deliverables. All bug fixes outside of the project scope or after the grace period are the responsibility of the client.

Hourly projects are NOT subject to warranty. Design and the placement, editing and arrangement of editorial content are NOT subject to warranty. Should further support be necessary, a support contract may be negotiated.

#### **Credit**

Nectafy, LLC retains the right to use the Client within its roster of clients. A link to the Client website/application website will be placed on the Nectafy, LLC web site as part of its business portfolio. If it is acceptable to the Client, Nectafy, LLC does request the opportunity to put a small link at the bottom of the Client's website denoting its involvement with the creation of the Client's site. Upon request, Nectafy, LLC will not create that link.

#### **Review, Expiration, or Cancellation**

This Contract is valid for the calendar year in which it was signed, upon which point it expires. Upon expiration, both parties may review and amend the Contract and decide whether or not to renew. Either party may terminate this Contract with a full 30 day written notice. All payments will be due and all work will be submitted upon the termination of Contract.

## **Next Steps**

1. Take a look at the proposal and if you have any questions about what it includes, go ahead and ask. We want to make sure that we have everything completely covered before we jump in.
2. Once we get the proposal looking good to you, and you decide that you'd like to proceed, we'll send an invoice to get started on the project.



3. We move forward based on the timeline.
4. At each "milestone" of copy writing and design, you'll sign off with your approval so we know that we're on the right track.
5. You sign off on the completed project, 100% delighted! And, since you absolutely love your new site, you tell others about how we helped you accomplish what you wanted with your website. Perfect!

## Acceptance

Any change to this contract shall be subject to mutual written agreement of the parties.

IN WITNESS WHEREOF, the parties have so agreed as of the date written below:

**Nectafy, LLC**

28 Webster Street | Studio 7 | Rockland, MA 02370



Lance Cummins  
*President/Manager*  
Nectafy, LLC

Signed by:

\_\_\_\_\_  
Sample Company

\_\_\_\_\_  
Date

**GET YOUR OWN CUSTOM QUOTE**