

Web Design Contract Template

Fill in every [bracket], delete the guidance in italics, and send it as a PDF or a link. Written for web designers building a small business website; works in Google Docs, Word, Notion or any proposal tool. It is a template for a small project, not a full legal contract.

Website Design Agreement: [Client business name]

Client: [Client business name], [client address]. Contact: [Client contact name], [email]

Designer: [Your name], [Your studio], [your address]. Contact: [email]

Date: [Date]

Project: [Short name, for example "5-page website for harbordental.example"]

1. The parties and the project

One short paragraph: who is agreeing to what.

[Your studio] ("I") will design and build the website described in section 2 for [Client business name] ("you"), on the terms below.

2. What I will deliver

List the deliverables so "a website" means something you can point to. The scope of work and the revision rules can live in your proposal: refer to it here by date.

- [Number] pages: [Home, About, Services, Contact]
- Built in [Webflow / WordPress / Squarespace / Framer / Wix Studio]
- [Number] rounds of revisions on the design, as set out in [the proposal dated ____]
- [Launch on your domain, on the platform plan you choose]

Anything outside this list is a change request (section 6).

3. Who owns what

Decide this in writing before you start. AIGA's Standard Form of Agreement says the designer keeps ownership of the intellectual property in their work until a written agreement transfers it, and that you should make any transfer contingent on full payment. In the US, the Copyright Act says a transfer of copyright ownership is not valid unless it is in writing and signed by the owner. Where you work may differ: have this section checked.

- **The final website.** Ownership of the final design and the build passes to you when the final invoice is paid in full. Until then I keep it, and you may [review it on the staging link].
- **Option: a licence instead.** (If you would rather keep ownership, say so: "I keep ownership and grant you a licence to use the site for [your business] for as long as you pay [plan/fee]." AIGA describes licences as an alternative to assigning.)
- **Your content.** Your logo, text, photos and brand stay yours. You confirm you have the right to give them to me to use.
- **Third-party materials.** Stock photos, fonts, plugins and templates stay with their owners and are used under their licences, which are [bought by you / included at cost]. (AIGA: ownership of third-party materials stays with the vendors.)
- **Drafts and working files.** [I keep my working files and unused drafts / I hand over the working files on request.] (Pick one and write it down.)
- **Portfolio.** [I may / I may not] show the finished site in my portfolio.

4. Fees and payment

Project fee	[\$ ____] total, for the work in section 2
To start	[\$ ____], due [on signing / within 15 days of the invoice]
Before launch	[\$ ____], due [within 15 days of the invoice, and before the site goes live]
Paid by	[Card / bank transfer / other]

- Each invoice is due [15] days after it is issued. (AIGA says "Net 15" is common for design firms. Pick the terms you can live with.)
- The site goes live once the final payment is received. [If a payment is late, work is put on hold until it is paid.] (AIGA suggests saying a project may be put on credit hold if required payments are not made.)
- Check any late-fee rules where you work before you add a percentage.
- Third-party costs (domain, hosting, plugins, themes, stock images, platform plans) are not in the project fee. They are [paid by you directly / billed at cost].

What to charge (the math is yours). Price it from your hours, not a guess. Add up your hours times your rate, then the fixed items, then split it.

Example, made up: 40 hours at \$100 an hour is \$4,000, plus \$800 of fixed items (stock photos, a plugin licence and setup) is \$4,800. Two payments: \$2,400 to start and \$2,400 before launch. Your numbers will differ, so do not read these figures as a norm.

5. What I need from you

- Your text, photos and logo by [date], in [Google Drive / a shared folder].
 - One person who gives the approvals: [Name].
 - Feedback within [3] business days of each review. If a review takes longer, the schedule moves by the same number of days.
 - Access to [your domain and the site platform], under my own login. You own the accounts; I never ask for your password.
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6. Changes

If you ask for something outside section 2, or past the revision rounds in the proposal, I will send a short written price with the time it takes. Work starts once you approve it. *(AIGA calls this a change order: a short document that states what is outside the original scope, the extra time and money, and asks for approval.)*

7. Cancelling

- Either of us can end this agreement with [7] days' written notice.
 - If either of us ends it, you pay for the work completed up to the end date, taken from the amount already paid. *(AIGA says the agreement must describe the cancellation process in advance. It lists billing the time spent, a flat cancellation or "kill" fee, or both. Pick one and write it down.)*
 - [If the work is unfinished, you receive the finished pages and I keep the unfinished drafts.] *(If they cancel at sixty percent, who gets the half-built site and the Figma file? Decide that now and write it down.)*
 - Ownership of anything you have not paid for stays with me.
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8. Acceptance

To accept this agreement, sign below. The first invoice is sent on [date].

Client name: [_____] **Date:** [_____]

Signature: [_____]

[Your name], [Your studio] Date: [_____]

Want the first payment to land with the yes? Workspace369 proposals can ask for a deposit on acceptance: [https://workspace369.com/features/quoting/?](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template&utm_content=accept)

[utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template&utm_content=accept](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template&utm_content=accept)

This template is general information, not legal advice. Have your terms checked by someone qualified where you work, especially ownership, payment, liability and late-fee wording. It has no liability or indemnity terms, so have those added.

*Template from the One Person Agency channel. In Workspace369, clients accept proposals through a link and can pay a deposit on acceptance. Your contract terms stay in your own document. 14-day free trial (card required): [https://workspace369.com/features/quoting/?](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template)
[utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-contract-template).
Our #1 pick is Workspace369.*

Example: the same agreement, filled in

A fictional studio and client, so you can see what "specific" looks like. Your numbers will differ.

Website Design Agreement: Harbor Dental

Client: Harbor Dental, Dana Ruiz. Designer: Maya Reyes, Reyes Web Studio. Date: March 3.

Project: a 5-page Squarespace website for harbordental.example.

1. The project. Reyes Web Studio ("I") designs and builds the website below for Harbor Dental ("you").

2. Deliverables. Five pages (Home, About, Services, Team, Contact), built on Squarespace, with two rounds of design revisions as set out in the proposal dated February 24, and launch on harbordental.example.

3. Who owns what. Ownership of the final design and build passes to Harbor Dental when the final invoice is paid in full; until then Reyes Web Studio keeps it, and Harbor Dental can review it on the staging link. Harbor Dental's logo, text and photos stay Harbor Dental's. Stock photos and fonts stay with their owners, bought by Harbor Dental. Reyes Web Studio keeps its working files and unused drafts, and may show the finished site in its portfolio.

4. Fees. \$4,800 total (a made-up figure: 40 hours at \$100, plus \$800 of fixed items). \$2,400 to start, due 15 days after the invoice; \$2,400 before launch, due 15 days after the invoice. The site goes live once the final payment is received. If a payment is late, work is put on hold until it is paid. The Squarespace plan and domain are paid by Harbor Dental directly.

5. What I need. Text and photos by March 17, in a shared folder. Dana Ruiz gives the approvals. Feedback within 3 business days. Admin access under Reyes Web Studio's own login; Harbor Dental owns the accounts.

6. Changes. Anything outside the five pages gets a written price first. For example: "That's outside the 5 pages. A Careers page is \$450 and takes 2 days. Reply 'approved' and I'll start."

7. Cancelling. Either side can end it with 7 days' written notice. Harbor Dental pays for the work completed up to the end date, taken from the amount already paid. Harbor Dental receives the finished pages; Reyes Web Studio keeps the unfinished drafts. Ownership of anything not paid for stays with Reyes Web Studio.

8. Acceptance. Signed by Dana Ruiz and Maya Reyes on March 3. The first invoice is sent the same day.

Fictional example. The studio, client and numbers are made up to illustrate the template. They are not a price norm.