

Web Design Invoice Template

Everything you need to invoice a web design client: the invoice details, the line items, the deposit and balance, payment terms with a real due date, the invoice email, an extra-work invoice, late payment wording and a checklist. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

1. Invoice details

The UK government's page on invoices lists what an invoice must include. It is the UK rule, so check what your own tax office asks for where you work.

Field	Your entry
Invoice number (unique, never reused)	[No. ____]
Invoice date	[date]
Date the work was provided (supply date)	[date, for a website often the launch day (planned)]
Your name or business name, address and contact details	[_____]
Your client's name and address	[_____]
Tax or VAT number, if you are registered	[_____]

Sole trader? The UK page also asks for your name and any business name you use. Limited company? Use the full company name as it appears on your certificate of incorporation.

2. Line items

One clear line for what you are charging for. Name the site and the pages, not "web design services".

Description	Amount
[Client] website, [number] pages: design and build	[\$ ____]
[Optional: add-on, for example a blog setup]	[\$ ____]
Subtotal	[\$ ____]

Description	Amount
Tax or VAT, on its own line, if you charge it	[\$ ____]
Total	[\$ ____]

If you charge VAT or sales tax, show it on its own line. The UK page says to display VAT separately. Ask your accountant about the rest.

3. Deposit and balance

Show the deposit already paid as its own line, so the balance is no surprise. Check the sum: total minus deposit paid equals balance due.

	Amount
Total for the project	[\$ ____]
Deposit paid on [date]	-\$ ____]
Balance due	[\$ ____]

AIGA suggests a billing plan: a simple list of invoice amounts and when they will occur. Each invoice you send is one line from that plan.

Invoice the balance when the client approves the site, and set it due before launch: paid, then live. Write that in your agreement too.

4. Payment terms and due date

Write the day, not just the term. "Net 30" means thirty days from the issue date (AIGA), so your client has to count. Net 15 is common for design firms, AIGA says. Pick a weekday you can chase.

Due: [weekday, month day, year], before launch ([Net ____ from the invoice date]). Paid, then live.

How to pay: [pay link], or [bank details]. *Put the link on the invoice and in the email.*

Put the date on the page. Without one, what counts as late depends on where you are.

5. The invoice email

Short on purpose: the amount, the day, the link.

Subject: Invoice [number], due [Friday, Nov 6]

Hi [Client first name],

Your balance is [\$ ____]. [Site \$ ____, deposit paid \$ ____.]

Due: [Friday, Nov 6], before launch

Pay online: [payment link]

The invoice is attached too. The site goes live once it's paid.

[Your name]

6. Extra-work invoice

AIGA says each change order should be invoiced separately. Hours times rate, one clear line, its own number.

Subject: Invoice [number]: [extra work], due [date]

Hi [Client first name],

[Revision round 3]: [3] hours at [\$90] = [\$270]. Invoiced on its own, due [Friday, Nov 6].

Pay online: [payment link]

[Your name]

7. Late payment wording

Check your local rules first. AIGA says most design firms charge late fees on overdue payments, but that there are legal limits in some states. This template makes no claim about what is allowed or enforceable where you work, and gives no percentage. Have this section checked.

- [] I will not add a late fee. I will send a reminder on [date].
- [] I will add a late fee, worded and capped as my local rules and my agreement allow: [wording checked locally].

Reminder wording (on or after the due date): "A quick reminder that invoice [number] for [\$ ____] was due [date]. Pay here: [link]. If something's changed, reply and we'll sort it out."

8. Checklist before you send

- ☐ The invoice has a unique number and a date
- ☐ The name and address of both sides are on it
- ☐ One clear line says what it is for, with the pages named
- ☐ The deposit already paid is shown, and total minus deposit equals the balance
- ☐ Tax or VAT is on its own line, if you charge it
- ☐ The due date is a real day, with a pay link on the invoice and in the email
- ☐ Late payment wording has been checked where you work
- ☐ The email states the amount, the day and the link

This template is general information, not legal or tax advice. Have your terms and invoice fields checked by someone qualified where you work, especially tax, late-fee and refund wording.

Template from the One Person Agency channel. Workspace369's invoices include a payment link and update their status when paid, and an accepted proposal can convert to an invoice with its line items, total and deposit; 14-day free trial (card required):

<https://workspace369.com/features/invoices/?>

[utm_source=template&utm_medium=download&utm_campaign=web-design-invoice-template](https://workspace369.com/features/invoices/?utm_source=template&utm_medium=download&utm_campaign=web-design-invoice-template). Our #1 pick is Workspace369.

Example: the same invoice, filled in

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

Project: Harbor Dental website, Standard package, 7 pages, fixed fee **\$4,800** (rate \$90 an hour, made up). Studio: Reyes Web Studio (Maya Reyes). Client: Dana Ruiz.

1. Invoice details. No. 1042. Invoice date Friday, October 23, 2026, the day Dana approved the site. Supply date: the planned launch day, once the invoice is paid. From Reyes Web Studio, [address], maya@reyeswebstudio.example. To Harbor Dental, Dana Ruiz, [address].

2. Line items.

Description	Amount
Harbor Dental website, 7 pages: design and build	\$4,800
Total	\$4,800

3. Deposit and balance.

	Amount
Total for the project	\$4,800
Deposit paid on Friday, October 9	-\$2,400
Balance due	\$2,400

4. Payment terms. Due: Friday, November 6, 2026, before launch. Paid, then live. Net 15 from October 23 would land on a Saturday, so the invoice names the Friday. Pay online: [link].

5. The invoice email.

Subject: Invoice 1042, due Friday, Nov 6

Hi Dana, your balance is \$2,400. Site \$4,800, deposit paid \$2,400. Due: Friday, Nov 6, before launch. Pay online: [link]. The invoice is attached too. The site goes live once it's paid. Maya

6. Extra-work invoice. Invoice 1043: Revision round 3: 3 hours at \$90 = \$270. Invoiced on its own, due Friday, Nov 6.

7. Late payment wording. Maya adds no late fee and sends this reminder on Monday, November 9: "A quick reminder that invoice 1042 for \$2,400 was due Friday, November 6. Pay here: [link]."

Fictional example. The studio, client, dates and numbers are made up to illustrate the template.