Web Design Price Sheet Template

Everything you need to turn "how much for a website?" into a price you can explain: a pricing worksheet (for you), a three-package price sheet (for the client), an add-on list, the reply email, and the answer to "that's too expensive". Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion, a spreadsheet or any email client.

This template gives you a method, not a market rate. Rates vary, so every number in the example page is made up.

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1. Your pricing worksheet (internal: never send this)

AIGA calls a standard hourly rate "an important internal tool" for sketching initial budgets. Rates vary with your overhead, the hours you can bill and your target profit margin. Do this once per package, then reuse it.

Your standard hourly rate: [$ ____]

One way to get it: rate = (what you want to earn in a year + your yearly costs) / the hours you can really bill in a year. Example, with made-up numbers: ($60,000 + $12,000) / 800 hours = $90.

Stage	Hours
Discovery and sitemap	[____]
Design (Figma or similar)	[____]
Build (Webflow, WordPress, Squarespace, Framer, Wix Studio)	[____]
Content entry and SEO basics	[____]
Rounds of changes (say how many)	[____]
Launch	[____]
Total hours	**[____]**

Line	Amount
Hours x rate: [____] x [$ ____]	[$ ____]
Outside purchases at cost (photo licenses, plugins, fonts)	[$ ____]
Markup on outside purchases: [___ %] *(AIGA says 20 percent is common; state yours)*	[$ ____]

Line	Amount
Fixed-price items (forms, integrations)	[$ ____]
Suggested price	**[$ ____]**

Judgment call. *AIGA: adjust the total "to reflect market conditions and the ultimate value of the work to the client." Write the final package price here, and one line on why you moved it:* [$ ____] because [____].

Check: hours x rate + outside purchases + markup + fixed items = the suggested price.

Value check (optional). *Hours set your floor. This sets your price.* [number of new customers the site could bring] x [what one new customer is worth to the client] = [$ ____]. *Use the client's own numbers if they give them; label anything you guess.*

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2. The three-package price sheet (send this)

The client sees packages and totals, not your rate. For every package, spell out what is included and what is not (AIGA's wording for each phase of the work).

	Starter	Standard	Plus
Price	[$ ____]	[$ ____]	[$ ____]
Pages	[ ]	[ ]	[ ]
Rounds of changes	[ ]	[ ]	[ ]
Forms and integrations	[ ]	[ ]	[ ]
Launch support	[ ]	[ ]	[ ]
Not included	[e.g. copywriting, photography]	[ ]	[ ]
Timeline	[ ]	[ ]	[ ]

Payment: [deposit on acceptance, balance before launch]. Prices exclude any taxes that apply where you work.

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3. Add-on list

Price the extras before the client asks. Changes outside the original scope can be quoted the AIGA way: as a short change order, with the time and the money stated. Price an added page at or above

what a page costs you inside a package: added pages interrupt the schedule, and a cheaper add-on lets a client build the bigger package for less.

Add-on	Hours	Price
Extra page	[ ]	[$ ____]
Extra round of changes	[ ]	[$ ____]
[Other, e.g. blog setup]	[ ]	[$ ____]

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4. The reply to "how much for a website?"

Name a package and a real price, say what is in it, and ask one question: which call time works.

Subject: Your website: two options, [Standard] is closest

Hi [Client first name],

Thanks for asking. My [Standard] package is [$ ____]: [7] pages, [2] rounds of changes, [a booking form]. I confirm the price after a [25]-minute call.

If the budget is tighter, [Starter] is [$ ____] with [3] pages.

I have [Tuesday at 10:00] or [Wednesday at 2:00]. Which works?

[Your name]

Before you send, check: a real package name and price are in the email; pages and rounds are named; two call times are offered; there is no "it depends", "probably" or "I think".

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5. The reply to "that's too expensive"

Cut the scope, not your rate. AIGA: when a client asks for a lower price, "avoid getting into a discussion of standard hourly rates. Discuss the scope of work instead," and "reducing the scope of work will reduce the overall price."

Subject: Re: Your website: a smaller version

Hi [Client first name],

Totally fair. Let's trim the scope, not the quality. Without [the booking form and two pages], [Standard] comes to [$ ____].

Want that version?

[Your name]

Work out the smaller price first: hours removed x rate + any fixed items removed. Check the sum.

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6. Replies to two more pushbacks

"Can you just do it for [a lower number]?"

I can't do the full [Standard] scope for that. I can do [Starter] at [$ ____], or we can build [Standard] in two phases: [phase one for $ ____ now, phase two later].

(Check that the phases add up to the full price, or say clearly what changes.)

"Why not an hourly rate?"

Packages keep this simple: you know the total before we start, and the scope is written down. Anything outside it gets a short change order with the time and the price.

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7. Checklist before you send

- [ ] Every package says what is included and what is not
- [ ] Your hourly rate is not on the client's page
- [ ] Hours x rate + extras = the package price, and the sums are checked
- [ ] Outside purchases and your markup are stated in your worksheet
- [ ] Add-ons have prices
- [ ] Taxes and payment terms are stated
- [ ] Your terms have been checked where you work

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8. Acceptance (add under the price sheet of your proposal)

To accept, choose a package, [sign or type your name] and [pay the deposit]. Your start date is booked when the deposit is received.

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

Sending lots of these? Workspace369 can build the proposal from your service catalog, so the price fills in for you (it doesn't suggest a price, that part is your method): https://workspace369.com/features/quoting/?

utm_source=template&utm_medium=download&utm_campaign=web-design-price-sheet-template&utm_content=accept

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This template is general information, not legal, tax or financial advice. Have your terms checked by someone qualified where you work, especially payment, deposit and tax wording.

Template from the One Person Agency channel. Workspace369 keeps your services in a catalog and fills their price, unit and description into proposal lines; building proposals from the catalog is on every plan, and so are optional add-on lines, from Cadet, the entry plan (see the pricing page for today's price); 14-day free trial (card required): https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-price-sheet-template. Our #1 pick is Workspace369.

Example: the same price sheet, filled in

A fictional studio and client, so you can see what "specific" looks like. Every number is made up; they are not market rates.

Studio: Reyes Web Studio (Maya Reyes). **Client:** Dana Ruiz, Harbor Dental. **Made-up rate: $90 an hour**, from ($60,000 + $12,000) / 800 billable hours = $90.

1. Worksheet, Standard package (7 pages).

Stage	Hours
Discovery and sitemap	4
Design in Figma	16
Build in Webflow	16
Content entry and SEO basics	6
Two rounds of changes	6
Launch	2
Total hours	**50**

Check: 4 + 16 + 16 + 6 + 6 + 2 = 50.

Line	Amount
50 hours x $90	$4,500
Stock photo licenses at cost	$100
Markup on photos, 20%	$20
Booking form setup (fixed)	$180
Suggested price	**$4,800**

Judgment call: kept at $4,800 because the client is a single-location practice and the booking form saves them front-desk time. Check: 4,500 + 100 + 20 + 180 = 4,800.

Value check (made up): if the site brings Harbor Dental 6 new patients, and one new patient is worth $800, that is 6 x $800 = $4,800. Hours set the floor; this sets the price.

2. Price sheet.

	Starter	Standard	Plus
Price	$2,340	$4,800	$7,500
Pages	3	7	12
Rounds of changes	2	2	2
Forms	Contact form	Booking form	Booking form
Not included	Copywriting	Copywriting	Copywriting

How each total is built (hours x $90 + photos $120 + form):

- Starter: 24 x $90 = $2,160 + $120 + $60 contact form = **$2,340**
- Standard: 50 x $90 = $4,500 + $120 + $180 booking form = **$4,800**
- Plus: 80 x $90 = $7,200 + $120 + $180 booking form = **$7,500**

3. Add-ons. Extra page: 7 hours x $90 = **$630**. Extra round of changes: 3 hours x $90 = **$270**. (Inside Standard a page costs about 6.5 hours, so an added page at 7 hours never undercuts the package: Starter $2,340 + 4 pages $2,520 = $4,860, above $4,800.)

4. The reply.
Subject: Your website: Standard, and a short call
Hi Dana, thanks for asking. My Standard package is $4,800: 7 pages, 2 rounds of changes, a booking form. I confirm the price after a 25-minute call. If the budget is tighter, Starter is $2,340 with 3 pages. I have Tuesday at 10:00 or Wednesday at 2:00. Which works? Maya

5. "That's too expensive."
Subject: Re: Your website: a smaller version
Hi Dana, totally fair. Let's trim the scope, not the quality. Without the booking form and two pages, Standard comes to $3,450. Want that version? Maya
Check: the two pages come to 13 hours x $90 = $1,170, plus the $180 form = $1,350. 4,800 - 1,350 = **3,450**.

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