

Web Design Proposal Template

Fill in every [bracket], delete the guidance in italics, and send it as a PDF or a link. Written for web designers; works in Google Docs, Word, Notion or any proposal tool.

Website Proposal for [Client business name]

Prepared for: [Client contact name], [Client business name]

Prepared by: [Your name], [Your studio]

Date: [Date]

Valid until: [Date, for example 14 or 30 days from today]. After this date, the scope and prices may change.

1. What this project is

Two or three sentences in the client's own words: what the site is for and who it is for.

[Client business name] needs a website that [main goal, for example: lets new patients book an appointment]. The site is for [main audience, for example: people in Springfield looking for a family dentist]. We will know it has worked when [one measurable or observable outcome, for example: the booking form is live and every service page is findable from the menu].

2. Scope

This is the section that stops the project growing. Be specific enough that you could point to a line and say "that is or is not included".

Pages included ([number], up to):

1. [Home]
2. [About]
3. [Services]
4. [Contact]
5. [Page name]
6. [Page name]

Included in every package:

- Design in [your tool, for example Figma], built on [platform, for example Webflow / WordPress / Squarespace]
- Mobile and desktop layouts
- [Contact or booking form, connected to the client's email]
- Basic on-page setup: page titles, descriptions, image alt text
- [Launch on the client's domain and a handoff session of [number] minutes]

Revision rounds: [2] rounds, included.

- A round means one consolidated set of feedback from [one named person] on [design / the built site].
- Feedback arrives as a single list within [5] business days of each draft. If it takes longer, the schedule in section 4 moves by the same number of days.
- Anything after the last included round is quoted separately as a change request (section 6).

3. Packages

Offer three options. Make them differ by scope (pages, rounds, extras), not only by price. Delete the rows you do not need.

	[Starter]	[Standard]	[Full build]
Price (fixed fee)	[\$ ____]	[\$ ____]	[\$ ____]
Pages	[up to 4]	[up to 6]	[up to 10]
Revision rounds	[1]	[2]	[3]
Design mock-ups	[Home page only]	[All pages]	[All pages]
[Copy editing]	–	–	[Included]
[Blog or CMS setup]	–	[Included]	[Included]
[Care plan, first month]	–	–	[Included]
Timeline	[3 weeks]	[4 weeks]	[6 weeks]

Optional add-ons *(each priced separately; the client picks any, or none):*

- ☐ [Extra page: \$ ____ each]
- ☐ [Copywriting: \$ ____ per page]
- ☐ [Photography or stock images: \$ ____]
- ☐ [Monthly care plan (updates, backups, small edits): \$ ____ per month]

Recommended for you: [Package name], because [one sentence tied to their goal].

4. Timeline

Date the client's side as well as yours. Your launch date depends on their copy, photos and feedback arriving.

Step	Who	Target date
Deposit paid and proposal accepted	[Client]	[Date]
Kick-off: logins, brand files, written copy and photos due	[Client]	[Date]
Design draft ready	[You]	[Date]
Feedback on design (round 1)	[Client]	[Date]
Build ready for review	[You]	[Date]
Feedback on build (round 2)	[Client]	[Date]
Balance paid	[Client]	[Date, before launch]
Launch	[You]	[Date]

If the client's copy, photos, logins or feedback arrive late, the later dates move by the same number of days.

5. Price and payment terms

Total (fixed fee): [\$ ____] for the [package name] package, plus any add-ons ticked above.

Payment	Amount	Due
Deposit	[__% / \$ ____]	When you accept this proposal. It books your start date and is applied to the final invoice.
[Milestone, optional]	[__% / \$ ____]	[When the design is approved]
Balance	[__% / \$ ____]	[__] days before launch, or [on delivery of the finished site]

- Invoices are due [on receipt / within 15 days]. *(Choose your terms and write the date down.)*
- Late payments: [your policy, for example: work pauses until the invoice is paid]. *(Check any late-fee rules where you work before adding a percentage.)*
- Accepted payment methods: [list].

- Ownership: the finished site and its files transfer to the client once the balance is paid in full.
 - Third-party costs (domain, hosting, plugins, stock images, platform plans) are not included unless listed. They are billed to the client at cost [plus __%, if you mark up].
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6. What is not included, and change requests

Not included in this proposal:

- [Copywriting, unless you ticked it above]
- [Photography, video or illustration]
- [Hosting, domain registration and platform subscription fees]
- [Ongoing updates and maintenance after launch, unless a care plan is ticked]
- [SEO beyond the basic setup in section 2]
- [Anything not listed under "Pages included"]

Change requests. If you ask for something outside the scope above, including extra pages, extra revision rounds, or new features, we will send a short written quote with the price and the effect on the timeline. Work starts once you approve it. Nothing outside the scope is started without your approval.

7. What we need from you

- One person who gives final feedback: [name]
 - Written copy for each page by [date] *(or tick the copywriting add-on)*
 - Logo, brand colours and fonts by [date]
 - Photos by [date]
 - Access to [domain registrar, hosting, current site] by [date]
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8. Acceptance

To accept this proposal, choose a package and any add-ons, then sign below (or reply "Accepted" from your email, if we have agreed that is enough) and pay the deposit. Your start date is booked when the deposit is received.

Package chosen: [_____] **Add-ons:** [_____]

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

Signature or typed name: [_____]

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

Sending lots of these? Workspace369 turns this into a link your client reads, accepts and signs online: [https://workspace369.com/features/quoting/?](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-proposal-template&utm_content=accept-line)

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

This template is general information, not legal advice. Have your terms checked by someone qualified where you work, especially payment, ownership and late-fee wording.

Template from the One Person Agency channel. We also make Workspace369, which can hold proposals like this one. 14-day free trial: [https://workspace369.com/features/quoting/?](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-proposal-template&utm_content=footer)

[utm_source=template&utm_medium=download&utm_campaign=web-design-proposal-template&utm_content=footer](https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-proposal-template&utm_content=footer). Our #1 pick is Workspace369, and we make it.

Example: the same proposal, filled in

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

Website Proposal for Harbor Dental

Prepared for: Dana Ruiz, Harbor Dental · Prepared by: Maya Reyes, Reyes Web Studio · Valid until: 30 days from the date sent

1. What this project is. Harbor Dental needs a website that lets new patients book a first visit online. It's for families within 10 miles of the practice. It has worked when the booking form is live and every service page is reachable from the menu.

2. Scope. Up to 6 pages: Home, About, Services, New Patients, Insurance, Contact. Designed in Figma, built on Webflow. 2 revision rounds: one on the design, one on the built site, each as a single list from Dana within 5 business days. Anything after round 2 is a change request.

3. Packages.

	Starter	Standard (recommended)	Plus
Fixed fee	\$3,200	\$4,800	\$6,900
Pages	up to 4	up to 6	up to 10
Revision rounds	1	2	3
Copy editing	—	—	Included
Care plan, first month	—	—	Included
Timeline	3 weeks	4 weeks	6 weeks

Optional add-ons: extra page \$350 · copywriting \$250 per page · monthly care plan \$150/month.

4. Timeline. Deposit and acceptance by the 1st · copy, photos and logins due the 5th · design draft the 12th · feedback the 17th · build ready the 24th · feedback the 29th · balance due 3 days before launch · launch on the 2nd of the next month. Late copy or feedback moves the dates by the same number of days.

5. Price and payment. Standard package, \$4,800 fixed fee. 50% deposit (\$2,400) when the proposal is accepted, to book the start date. Balance (\$2,400) due 3 days before launch. Invoices due on receipt. The site and files transfer once the balance is paid.

6. Not included. Copywriting, photography, hosting and domain fees, SEO beyond basic page setup, updates after launch. Anything else is quoted as a change request: for example, "A third revision round on the built site is \$400 and adds 3 business days. Reply 'approved' and I'll start."

7. What we need from Harbor Dental. Dana gives final feedback. Copy for each page, logo files and photos by the 5th. Webflow and domain access by the 5th.

8. Acceptance. Package: Standard. Add-ons: none. Accepted by Dana Ruiz, typed name, with the deposit paid.

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