Web Design Quote Template

A one-page quote for a small web design job, plus the rule for when to send a proposal instead. Inside: a quick "quote or proposal?" check, the one-page quote (fixed price), an estimate version for when you can't promise the price yet, the reply email, the "yes" confirmation and a checklist. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

This template gives you a format, not a market rate. We found no official source for a typical web design price, so every number in the example page is made up.

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1. Quote or proposal? (a quick check, for you)

Our rule of thumb, not a standard. Send a quote when all three are true:

- [ ] *You can describe the job in two lines.*
- [ ] *There is one price, with no options to compare.*
- [ ] *The client already knows and trusts you.*

Send a proposal instead if the client is new and needs convincing, there are options to weigh, or the job isn't pinned down yet. AIGA calls a proposal "a discussion document" that defines the scope of work, the process, the schedule and the total price: the scope of work is one part of it. A quote is a yes or a no. If the client asks "what do you recommend?", you have outgrown a quote.

Extra work inside a project you have already agreed is a change order. AIGA calls that "essentially a mini-proposal".

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2. The one-page quote (send this)

Quote [number] · [date sent] Fixed price *(write "Fixed price" only if you can promise it; otherwise use section 3)*

For: [Client name, business] **From:** [Your name, studio]

The job (two lines): [What you will build or change, e.g. "One new Teeth Whitening page, designed and built to match the current site."]

Line	Price
[Line 1, e.g. New page, design and build]	[$ ____]

Line	Price
[Line 2, e.g. One round of changes]	[$ ____]
Total, fixed	**[$ ____]**

Check: line 1 + line 2 = total. On the client's page we show the prices, not your hourly math. New Zealand's consumer site says quotes should show the hours and hourly rate, so check what applies where you work.

Not included: [e.g. copywriting, photography]. **A second round of changes:** [$ ____]. **Payment:** [half to start, half when it is live] *(half is only our example for a business client; New Zealand's consumer site advises consumers not to pay more than 10 percent up front; have deposit rules checked where you work)*. **Taxes:** [prices exclude / include any taxes that apply where you work]. **Valid until:** [date, e.g. 14 days after sending]. *After this date the price may change.*

To accept: reply "yes" to this email [or use the link]. Your start date is booked when [the first payment arrives].

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3. The estimate version (when you can't promise the price yet)

An estimate is a best guess, not a fixed price. Say so at the top, give a range or a "to be confirmed" and say what will settle it.

Estimate [number] · [date sent] This is an estimate, not a fixed price. Based on [what you know], I expect [$ ____] to [$ ____]. I will confirm a fixed price after [a 20-minute call / seeing the content], by [date].

Rules about how far an estimate can move differ by country (New Zealand's consumer site says generally within 10 to 15 percent). Check yours, and don't write "around" on a quote.

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4. The reply email

Subject: Quote [number]: [the job], [$ ____] fixed

Hi [Client first name], here's the quote.

[Line 1] [$ ____] + [line 2] [$ ____] = [$ ____] fixed. Not included: [copy and photos]. [Half to start, half when it's live.] Valid until [date]. Reply yes and I'll start.

[Your name]

Before you send, check: the word "fixed" and one real total; the lines add up; what is not included is named; a valid-until date; a clear way to say yes; no "around", "roughly" or "we'll see".

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5. When they say yes

Subject: Re: Quote [number]: you're booked

Thanks [Client first name], you're booked. First [$ ____] here: [link]. I start [day] once it lands.

Wait for the written yes before you start, so you both hold the same price in writing.

No reply? Two days before the valid-until date, send one line: Quote [number] ends [day]. Shall I hold your start date? *(Only if that's true.)*

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6. Checklist before you send

- [ ] A quote is right for this job (section 1)
- [ ] "Fixed price" or "Estimate" is at the top
- [ ] One total, and the lines add up
- [ ] What is not included is named, with the price of a second round
- [ ] A valid-until date, and a one-line reminder two days before
- [ ] A clear way to say yes
- [ ] Payment terms and taxes are stated
- [ ] Your terms have been checked where you work

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7. Acceptance (add under the quote if you use a link or a form)

To accept, [reply "yes" / sign or type your name] and [pay the first payment]. Your start date is booked when the first payment is received.

Quote number: [____] **Client name:** [_____] **Date:** [_____]

Sending lots of these? Workspace369 lets you send the quote as a short proposal: priced lines, a valid-until date, and the deposit taken when the client accepts (it is called a proposal there): https://workspace369.com/features/quoting/?utm_source=youtube&utm_medium=organic&utm_campaign=opa66-template-accept

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This template is general information, not legal, tax or financial advice. Rules on quotes, estimates and deposits differ by country and state. Have your terms checked by someone qualified where you work, especially payment, deposit and tax wording.

Template from the One Person Agency channel. Workspace369 can send a quote as a short proposal with a deposit on acceptance, on every plan, 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=youtube&utm_medium=organic&utm_campaign=opa66-template. Our #1 pick is Workspace369.

Example: the same quote, 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 (an existing client; the 7-page site was finished last month). **Made-up rate: $90 an hour.**

1. Quote or proposal? One new page, one price, a client who knows Maya: a quote. (The whole 7-page site, $4,800, was a proposal.)

2. The one-page quote.

Quote Q-2031 · sent Friday the 13th. Fixed price. For: Dana Ruiz, Harbor Dental. **From:** Maya Reyes, Reyes Web Studio. **The job:** One new Teeth Whitening page, designed and built to match the current site.

Line	Price
New Whitening page, design and build	$630
One round of changes	$270
Total, fixed	**$900**

How the lines are built (not shown to the client): page 7 h x $90 = $630; one round of changes 3 h x $90 = $270. Check: 630 + 270 = 900.

Not included: copywriting and photography. **A second round of changes:** $270. **Payment:** $450 to start, $450 when the page is live. Check: 450 + 450 = 900. **Valid until:** Friday the 27th (14 days). **To accept:** reply "yes" to this email.

3. The estimate version (if Dana had not decided what the page needed): "This is an estimate, not a fixed price. Based on one page and one round of changes, I expect $800 to $1,000. I will confirm a fixed price after a 20-minute call, by Friday the 20th."

4. The reply. Subject: Quote 2031: whitening page, $900 fixed Hi Dana, here's the quote. Whitening page $630 + one round of changes $270 = $900 fixed. Not included: copy and photos. Half to start, half when it's live. Valid until Friday the 27th. Reply yes and I'll start. Maya

5. When Dana says yes. Subject: Re: Quote 2031: you're booked Thanks Dana, you're booked. First $450 here: [link]. I start Monday once it lands. Maya

If Dana hasn't replied by Wednesday the 25th: "Quote 2031 ends Friday. Shall I hold your start date?" Maya

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