

Web Design Revision Policy Template

A revision clause you can paste into any proposal, plus the reply emails for when a client wants more rounds. Fill in every [bracket], delete the italic guidance, and keep the wording that fits. Written for web designers; works in Google Docs, Word, Notion or any proposal tool.

1. The revision clause (paste into your proposal)

Revisions. This project includes **[2] rounds of revisions**: [one on the design mock-ups and one on the built site].

- A **round** is one consolidated list of feedback from **[one named person]** on [the design / the built site].
- Feedback arrives as **one list within [5] business days** of each draft. If it takes longer, the schedule moves by the same number of days. *(For reference, AIGA's model agreement gives the client five business days to respond and treats the work as accepted if no notice arrives. Pick your own period and write it down.)*
- Anything beyond the included rounds is a **change request**: you send a short written quote with the price and the effect on the timeline, and work starts when the client approves it.
- Fixing something that is broken or does not match the approved design (for example a contact form that does not send) is **not** a round. *(This is a choice, not a rule. Delete it if you prefer to count everything.)*

Never write "unlimited revisions" or "revisions until you're happy". Without a number, the client decides when the project is done.

2. What counts as a round

The client sends	It is	You do
One list of notes on the design or the built site	A round	Do the work and send it back
A typo, or something broken or not as designed	A fix	Fix it, no charge
Notes arriving one by one, or from several people	Not a round yet	Ask for one list from the named person
A new page, feature or whole new direction	A change request	Send a quote (section 5)

If a request goes over about [10]% of the budget or \$[1,000], whichever is greater, consider a new proposal instead of a change request. AIGA's agreement uses those as its example thresholds; set your own.

3. Rounds in your package table

	[Starter]	[Standard]	[Plus]
Fixed fee	[\$ ____]	[\$ ____]	[\$ ____]
Revision rounds	[1]	[2]	[3]
Extra round, each	[\$ ____]	[\$ ____]	[\$ ____]

More rounds belong to a bigger package, so a client who wants more moves up a package instead of asking for a favor.

4. The feedback process

1. You send the draft with the date feedback is due: [date].
 2. [Named person] replies with one list.
 3. You confirm the list and send the next version by [date].
 4. After the last included round, you ask the client to approve in writing ("Approved" by email is fine if you agreed that in the proposal).
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5. Pricing an extra round

The math is for you. The client only sees the price.

Hours an extra round adds: [__ hours] × **your hourly rate:** [\$ ____] = **price per extra round:** [\$ ____]

Example with made-up numbers: a \$4,800 site that takes 48 hours, with the two included rounds already in it, pays \$100 an hour. Each extra round adds 4 hours, so by round five you are at 60 hours and the pay is down to \$80 an hour. Pricing each extra round at 4 hours × \$100 = \$400 (and 3 business days) brings you back to \$100 an hour. The client only sees: round three, \$400.

6. Four reply emails

A. The client wants another round

Subject: Re: One more round?

Hi [Name], thanks for the notes. Round [3] is outside the [2] rounds in your package. It's \$[400] and adds [3] business days. If you'd like to go ahead, send me everything as one list and reply "approved", and I'll start.

Best, [Your name]

B. A tiny tweak

Hi [Name], happy to fix that [typo / detail], no charge. A new layout or new content would be a change request, and I'd send you a quote first.

C. Two people sent different notes

Hi [Name], I've got notes from you and from [Other person] that point in different directions on [the homepage]. To keep the round clean, could [named person] send me one combined list by [date]? I'll start as soon as it arrives.

D. The client wants a whole new direction

Hi [Name], that's a different direction from the design we approved, so it's a new piece of work rather than a revision round. I'll send a short quote for it, with the price and the timeline, and we can decide from there.

7. Change request form

For a new page or feature, use the full form in our free Website Change Request Form template (workspace369.com/templates/website-change-request-form). It has the change, the extra time, the price, the same-terms line and a place to approve.

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

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same policy, filled in

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

Revisions for Corner Bakery's website (prepared by Sam Okafor, Okafor Web Studio, for Priya Nair)

1. The clause. This project includes 2 rounds of revisions: one on the design mock-ups and one on the built site. A round is one list of feedback from Priya on the design or the built site. Feedback arrives as one list within 5 business days of each draft; if it takes longer, the launch date moves by the same number of days. Anything more is a change request, quoted in writing and started when Priya approves it. A contact form that doesn't send is a fix, not a round.

3. Packages.

	Starter	Standard (recommended)	Plus
Fixed fee	\$3,200	\$4,800	\$6,900
Revision rounds	1	2	3
Extra round, each	\$400	\$400	\$400

5. Pricing an extra round. The Standard site is \$4,800 and takes about 48 hours, with the two included rounds already in it, so \$100 an hour. Each extra round adds about 4 hours: $4 \times \$100 = \$400$, and 3 business days. By round five the project would be 60 hours, or \$80 an hour.

6A. The reply when Priya asks for a third round. "Hi Priya, thanks for the notes. Round 3 is outside the 2 rounds in your package. It's \$400 and adds 3 business days. If you'd like to go ahead, send me everything as one list and reply "approved", and I'll start."

7. Change requests. A new page or feature goes on the full form in our Web Design Change Request Template.

Fictional example. The studio, client and numbers are made up to illustrate the template; they are not typical prices.