

# Website Project Timeline Template

*Everything you need to give a web design client a timeline that holds: the kickoff day and the weeks counted from it, your hours and your client's dates, what happens when a date slips, the email that sends it, a Friday status update email, a late-content note and a checklist. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion, a spreadsheet or any email client.*

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## 1. Project summary and kickoff day

*AIGA's Standard Form of Agreement for Design Services says it is best to avoid locking in specific start, approval or completion dates, because they are sure to change, and to plan the schedule in terms of the elapsed time necessary. So count weeks from a named kickoff day, and say what starts the clock.*

| Field                             | Your entry                           |
|-----------------------------------|--------------------------------------|
| Client and project                | [Client], [number] pages             |
| Kickoff day (the clock starts)    | [weekday, month day]                 |
| What has to happen before kickoff | [deposit paid, brief signed off]     |
| Length in weeks                   | [__] weeks                           |
| Ready to launch                   | [end of week __: weekday, month day] |

*Check the sum: kickoff day plus the weeks should land on the "ready" day. Launch itself waits for the final invoice: paid, then live.*

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## 2. The week-by-week table

*One row per stage. Your hours go in one column and your client's part in another, so every row has an owner. The hours should add up to the hours you quoted. Mark days off for you and for your client.*

| Weeks | Stage                       | Your hours | Your client's part                                 |
|-------|-----------------------------|------------|----------------------------------------------------|
| [1]   | [Discovery: call and brief] | [__] h     | [Sign off the brief by date]                       |
| [2–3] | [Design]                    | [__] h     | [Content by date; feedback within __ working days] |

| Weeks | Stage                       | Your hours    | Your client's part                                    |
|-------|-----------------------------|---------------|-------------------------------------------------------|
| [4–5] | [Build, content, SEO]       | [__] h        | [Feedback on the staging site within __ working days] |
| [6]   | [Changes, sign-off, launch] | [__] h        | [Sign-off within __ working days; final invoice paid] |
|       | <b>Total</b>                | <b>[__] h</b> |                                                       |

### 3. Your client's dates

*A client who wants a tight schedule can still cause serious delays by not sending information, materials or approvals (AIGA's words about the typical client). Put their dates on the page. AIGA's sample agreement has the client review deliverables within a stated time, so name that time.*

- Content due: [weekday, month day]
- Feedback on each design or build: within [\_\_] working days of receiving it
- Sign-off on the finished site: within [\_\_] working days
- Days off or busy weeks I should know about: [\_\_\_\_\_]

### 4. When a date slips

*AIGA says most design firms specify a day-for-day extension if a client causes a lengthy delay. The wording below is a starting point, not legal advice: have it checked where you work before it goes into your agreement.*

**Slip rule:** If content or feedback arrives after the date above, the ready date moves by the same number of working days. I will tell you the new date the same day.

**Late-content note (send the day it happens):**

Subject: [Project]: new ready date

Hi [Client first name],

Your [content] arrived [2] working days after [date]. So the site is now ready on [new date], not [old date]. Nothing else changes.

If you can send [what's missing] by [date], I can hold [new date].

[Your name]

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## 5. The email that sends the timeline

*Send it before kickoff, with the deposit invoice or right after it. Keep it to the dates.*

Subject: [Project] timeline: kickoff [date]

Hi [Client first name],

Here's the plan for [project]: [\_\_] weeks from kickoff on [date], ready on [date].

Two dates are yours: content by [date], and feedback within [\_\_] working days of each design. If either is late, the ready date moves by the same number of working days, and I'll tell you the same day.

Timeline attached. Questions before kickoff? Reply here.

[Your name]

**If a client asks "how long does a website take?" before you've sent a timeline:** *there's no typical figure, so give theirs, counted from a start day, with their dates in it.*

For your [7]-page site: about [6] weeks from kickoff on [Mon, Jan 11]. That's if your content arrives by [Fri, Jan 22] and feedback takes [3] working days. If either is late, the date moves too.

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## 6. The Friday status update email

*Our suggestion, not a standard: say what is done, what is next, and what you need from the client and by when. Same day every week.*

Subject: [Project], week [\_\_] update

Hi [Client first name],

**Done:** [what finished this week] **Next:** [what you start next] **Need from you:** [the item], by [date]

On track for [ready date].

[Your name]

*If it is not on track, say so here with the new date from section 4.*

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## 7. Where the weeks and dates live

*A shared spreadsheet and the Friday email are plenty for a couple of sites at a time. Past that, keep each project's stages and tasks in one place the client can see.*

- ☐ Timeline saved where you and your client can both open it
  - ☐ Each stage is a task or row with a date
  - ☐ The status update is a repeating reminder on [day]
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## **8. Checklist before you send**

- ☐ A kickoff day is written, with what starts the clock
  - ☐ Weeks are counted from it, and the ready day matches the sum
  - ☐ Your hours add up to the hours you quoted
  - ☐ Your client has dates too: content, feedback, sign-off
  - ☐ There is a slip rule, and it has been checked where you work
  - ☐ The timeline email states the dates and the slip rule
  - ☐ The first Friday status update is in your calendar
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*This template is general information, not legal advice. We found no official source for how long a website takes or how many days of feedback a client should get, so the weeks and windows here are suggestions to change. Have your terms checked by someone qualified where you work.*

*Template from the One Person Agency channel. Workspace369 has projects, task boards and stages on every plan, and a client portal where clients follow their projects, task boards and invoices; 14-day free trial (card required): [https://workspace369.com/solutions/agency-project-management-software/?utm\\_source=youtube&utm\\_medium=organic&utm\\_campaign=opa64-template](https://workspace369.com/solutions/agency-project-management-software/?utm_source=youtube&utm_medium=organic&utm_campaign=opa64-template). Our #1 pick is Workspace369.*

# Example: the same timeline, filled in

*A fictional studio and client, so you can see what "specific" looks like. Your weeks and dates will differ; these are made up, not a typical timeline.*

**Project:** Harbor Dental website, Standard package, 7 pages, fixed fee **\$4,800** (rate \$90 an hour, made up), 50 hours. Studio: Reyes Web Studio (Maya Reyes). Client: Dana Ruiz.

**1. Kickoff.** Kickoff Monday, January 11, 2027, once the \$2,400 deposit is paid and the brief is signed off. Six weeks. Ready end of week 6: Friday, February 19.

## 2. Week by week.

| Weeks           | Stage                                  | Your hours  | Your client's part                                     |
|-----------------|----------------------------------------|-------------|--------------------------------------------------------|
| 1 (Jan 11–15)   | Discovery: call and brief              | 4 h         | Sign off the brief by Fri, Jan 15                      |
| 2–3 (Jan 18–29) | Design in Figma                        | 16 h        | Content by Fri, Jan 22; feedback within 3 working days |
| 4–5 (Feb 1–12)  | Build, content and SEO                 | 22 h        | Feedback on the staging site within 3 working days     |
| 6 (Feb 15–19)   | Changes (two rounds), sign-off, launch | 8 h         | Sign-off within 3 working days; final invoice paid     |
|                 | <b>Total</b>                           | <b>50 h</b> |                                                        |

*Check:  $4 + 16 + 22 + 8 = 50$  hours. Build 16 + content and SEO 6 = 22; changes 6 + launch 2 = 8. Monday, January 11 plus six weeks of work ends Friday, February 19.*

**3. Dana's dates.** Content due Friday, January 22. Feedback within 3 working days: a design sent Friday, January 22 needs feedback by Wednesday, January 27. Sign-off within 3 working days.

**4. A date slips.** Dana's content arrives 2 working days late. Maya sends: "Your content arrived 2 working days after Friday, January 22. So the site is now ready on Tuesday, February 23, not Friday, February 19. Nothing else changes."

**5. The timeline email.** Subject: Harbor Dental timeline: kickoff Jan 11 Hi Dana, here's the plan: 6 weeks from kickoff on Monday, January 11, ready on Friday, February 19. Two dates are yours: content by Friday, January 22, and feedback within 3 working days of each design. If either is late, the ready date moves by the same number of working days, and I'll tell you the same day. Maya

**6. The Friday status update (week 2, Friday, January 22).** Subject: Harbor Dental site, week 2  
Done: brief signed off, homepage design. Next: Services and Contact designs. Need from you:  
content due today, Friday, January 22. Homepage feedback by Wednesday, January 27. On track  
for February 19. Maya

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