Website Redesign Proposal Template

A refresh quote, a redesign quote and the pages that make a redesign quote safe: what stays, what changes, and where old links go. Inside: a quick "refresh or redesign?" check, the stays-and-changes page, the refresh quote, the redesign quote, the old-to-new address map, the reply email 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 website redesign price or hours, so every number in the example page is made up.

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1. Refresh or redesign? (a quick check, for you)

Our rule, not a standard (we found no official definition). A refresh keeps three things: the web addresses (URLs), the content (words and photos) and the structure (pages and menu). Only the look changes. Answer three questions:

- [ ] *Does any web address change?*
- [ ] *Do any of the words or photos change?*
- [ ] *Does the menu or page structure change?*

Three no's: quote a refresh (section 3). One yes: quote a redesign (section 4). A new page on top of a refresh is an add-on, not a reason to call it a redesign, because no old address moves. If you can't answer, ask the client to open the site with you before you quote.

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2. The stays-and-changes page (add to either quote)

Stays the same	Changes
[e.g. logo, photos, 5 web addresses]	[e.g. layout, colors, type, menu]
[e.g. the words on pages that keep their content]	[e.g. two pages merge into one]

Words: [the client sends the new words by (date) and I place them / I keep the current words / rewriting is quoted separately at $__ per page]. **Not included:** [e.g. new photography, hosting or CMS changes, new copy]. *A hosting or CMS move is its own job: Google's site-move guide says to change only one thing at a time.*

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3. The refresh quote

Quote [number] · [date sent] · Website refresh · Fixed price For: [Client, business] **From:** [Your name, studio]

What stays: the web addresses, the words and photos, and the page structure. **What changes:** the look: [colors, type, buttons, spacing].

Line	Price
[Audit]	[$ ____]
[Colors and type]	[$ ____]
[Rebuild the styles]	[$ ____]
[Check on phones]	[$ ____]
[Launch]	[$ ____]
Total, fixed	**[$ ____]**

Check: the lines add up to the total. A new page on top is its own line: [$ ____].

Payment: [half to start, half when it is live] *(half is only our example for a business client; have deposit rules checked where you work)*. **Valid until:** [date]. **To accept:** reply "refresh" [or use the link].

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4. The redesign quote

Quote [number] · [date sent] · Website redesign · Fixed price

What stays: [logo, photos, ___ web addresses]. **What changes:** [layout, menu, ___]. See the stays-and-changes page.

Line	Price
[Audit and structure]	[$ ____]
[Design]	[$ ____]
[Build]	[$ ____]
[Old-address list and redirects]	[$ ____]
[Launch]	[$ ____]
Total, fixed	**[$ ____]**

Words: [who writes them, and by when]. **Redirects:** [number] old addresses redirect to [new pages]; I keep the redirects in place for at least a year. **After launch:** I check every redirect and the sitemap. *Tell the client to expect some ranking fluctuation while Google recrawls the site. Google says any significant change to a site can cause that.*

Payment: [half to start, half when it is live]. **Valid until:** [date]. **To accept:** reply "redesign" [or use the link].

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5. The old-to-new address map

Start from the sitemap, your analytics for the busiest pages and Search Console's links report. Use permanent (301) redirects on the server. Don't send every old address to the home page; if two pages merge, both can redirect to the one new page. Keep the redirects as long as possible, generally at least a year. Check every one after launch.

Old address	New address	Redirect
[/old-page/]	[/new-page/]	[301]
[/old-page-2/]	[/new-page/]	[301, merged]
[/page-that-stays/]	[same]	[none]

Also update the internal links and the sitemap.

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6. The reply email

Subject: Quote [number]: your website, two options

Hi [Client first name], here are both options.

Refresh: a new look, same addresses, words and menu. [$ ____]. Redesign: a new layout, menu and pages. [$ ____]. Half to start. Valid until [date]. Reply "refresh" or "redesign" and I'll start.

[Your name]

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7. Checklist before you send

- [ ] Refresh or redesign, decided by the three questions
- [ ] The stays-and-changes page is attached
- [ ] One total per option, and the lines add up

- [ ] Whose words, and by when
- [ ] The address map and a redirects line (redesign)
- [ ] A hosting or CMS move is quoted separately
- [ ] A valid-until date and a clear way to say yes
- [ ] Your terms have been checked where you work

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

To accept, [reply "refresh" or "redesign" / 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 proposal: priced lines, a valid-until date, and the deposit taken when the client accepts: https://workspace369.com/features/quoting/?utm_source=youtube&utm_medium=organic&utm_campaign=opa68-template-accept

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This template is general information, not legal, tax or financial advice. Rules on quotes, deposits and website changes 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 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=opa68-template. Our #1 pick is Workspace369.

Example: both quotes, 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 7-page site: Home, About, Team, Cleaning, Whitening, Fees, Contact. **Made-up rate: $90 an hour.**

1. Refresh or redesign? Dana says it looks tired. Do any addresses, words or the menu change? No, no, no: a refresh. (Then she asks to merge Cleaning and Whitening into one Services page: two addresses vanish, so that is a redesign.)

2. The stays-and-changes page (redesign).

Stays the same	Changes
Logo, photos, 5 web addresses (/, /about/, /team/, /fees/, /contact/)	Layout, colors, type, menu
Words on the pages that keep their content	Cleaning and Whitening merge into /services/

Words: Dana sends the new Services words first; Maya places them. **Not included:** new photography, hosting changes.

3. The refresh quote.

Quote Q-2047 · Website refresh · Fixed price. Stays: addresses, words, photos, structure. Changes: colors, type, buttons.

Line	Price
Audit (2 h)	$180
Colors and type (6 h)	$540
Rebuild the styles (8 h)	$720
Check on phones (2 h)	$180
Launch (2 h)	$180
Total, fixed (20 h)	**$1,800**

How the lines are built (not shown to the client): 2 + 6 + 8 + 2 + 2 = 20 h; 20 x $90 = $1,800. Payment: $900 to start, $900 when live (900 + 900 = 1,800). One new page on top: 7 h = $630, so

refresh plus page = $2,430.

4. The redesign quote.

Quote Q-2047 · Website redesign · Fixed price.

Line	Price
Audit and structure (10 h)	$900
Design (12 h)	$1,080
Build (14 h)	$1,260
Old-address list and redirects (4 h)	$360
Launch (4 h)	$360
Total, fixed (44 h)	**$3,960**

How the lines are built: 10 + 12 + 14 + 4 + 4 = 44 h; 44 x $90 = $3,960. Payment: $1,980 to start, $1,980 when live (1,980 + 1,980 = 3,960). **Redirects:** 2 old addresses (/cleaning/, /whitening/) redirect to /services/; I keep them in place for at least a year and check them after launch.

5. The address map.

Old address	New address	Redirect
/cleaning/	/services/	301, merged
/whitening/	/services/	301, merged
/, /about/, /team/, /fees/, /contact/	same	none

6. The reply. Subject: Quote 2047: your website, two options Hi Dana, here are both options. Refresh: a new look, same addresses, words and menu. $1,800. Redesign: a new layout, menu and pages. $3,960. Half to start. Valid until Friday the 30th. Reply "refresh" or "redesign" and I'll start. Maya

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