



WEB DEVELOPMENT PROPOSAL

Month XX, 2017

Thank you for considering working with UNLIMITED WEB DESIGNS We understand the importance of this project and look forward to participating in the profitability of you venture. We have spent a great deal of time looking over the proposal in order to not miss details that we have become familiar with due to our years of experience. This is the outline and we feel very confident that we are close to the actual number of hours and amount of energy that the project will consume on both sides. Once we have an acceptance the deposit will be collected and the work will begin. We will ask you to complete a more in depth aspect of design outline o again insure that we are completely congruent with your ideas and direction. From these outlines we will construct a more detailed contract and architecture of the site. This will include a stronger set of timelines and as well may shift hours from one aspect of the project to the other. You will be completely clear of the entire process while it is in progress. Again Thank You and We look forward to working with you.

- Outcome:** Web Development Services:
- Static Pages:** Up to 15 static pages are included for the sake of this estimate. Tentatively planned page titles/subjects are About Us, Terms and Conditions, Privacy Policy, FAQs.
- Images:** Images supplied by you, as desired and appropriate, will be incorporated. Professional stock images may be used; if these carry a cost, your approval will be sought first.
- Design/Code:** Site will have attractive visual design, created with your feedback and to your satisfaction, and be easily navigable and usable. Code will be W3C-standard HTML and CSS, and pages will be designed to display well on all major browsers at all common monitor resolutions.
- Usability:** Simplicity, cleanness of visual design, and ease of operation for the end-user will be high-priority considerations at each stage of the design process.
- Dynamic Apps:** Simple content management system for static pages. [LIST ANY INTERACTIVE OR DATA-DRIVEN FEATURES OR FUNCTIONS ONE BY ONE, DESCRIBING EXACTLY WHAT THEY WILL ALLOW THE USER TO DO. INCLUDE A DESCRIPTION OF ANY ADMINISTRATION PAGES AND WHAT THEY WILL ALLOW THE CLIENT TO DO.]
- Web Hosting:** We suggest that you host the site with us; we have a dedicated server at a cost of \$50.00/month. You may latter want your own dedicated server and we will be able to guide you thru the process. As traffic increases there will be an increased charge in hosting based on data transfer rates. Prices are competitive. Switching of hosting is a complicated procedure when website is up and functioning, planning for growth in advance is suggested.
- Domain Name:** [DETAILS OF WHAT DOMAIN NAME(S) ARE REGISTERED OR WILL BE REGISTERED, WITH WHAT REGISTRAR, IN WHOSE NAME, AT WHAT COST]



- Search Engines:** We sell our *SEO (Search Engine Optimization) Packages independently*. Please go to <http://www.unlimitedwebdesigns.com/node/13> to find a package that will accommodate your needs. The success of your site will depend on the continued marketing of this site. **We also recommend an S.E.R.M. option in order to create an online reputation through marketing (packages available upon request).**
- Testing:** Web site will be tested for compatibility with all common operating systems, browsers and monitor resolutions according to standard company policy.
- Site Statistics:** Detailed site statistics are provided by the web host, and will be easily accessible to you at any time.
- Domain Email:** info@DomainName.com, and up to 20 additional emails if needed. If you need more emails please let us know how many to accommodate this in our Mail Server. An additional charge will be included for more than 20+ emails.
- Costs:** Web development fee: **\$X,XXX.XX** **please refer to estimate work sheet*. This figure is an estimate, not a quote. It is based on the information provided, and may be inappropriate if additional information is forthcoming, or specifications change.
- Web hosting will be \$600.00 for the first year.
- Going forward, **[COMPANY]** will continue to be invoiced, for web hosting charges once a year by UNLIMITED WEB DESIGNS.
- Payment Terms:** 50% of total web development fee invoiced and due before work begins. A 25% payment will be invoiced at 50% completion, 15% payment will be invoiced at 75% completion and the last 10% upon completion.
- Change Orders:** The addition of pages or significant functions or features not specified here may result in additional costs; UNLIMITED WEB DESIGNS will make this clear via Change Orders.
- Contract:** A standard Agreement and Specification will be provided upon verbal acceptance of this estimate.
- This estimate is good for 15 days from the date above.
- Schedule:** Work will begin within one week of signing of contract and receipt of deposit payment. Approximately **[NUMBER]** weeks will be required from start to finish, assuming that the processes of providing content, feedback, and approval are free from delays. **Please refer to the contract for what can change the delivery date of a site.**
- Future Updates:** All sites require continued care and maintenance as they evolve and grow. We have several post packages available or we can bill a straight hourly rate based on needs. Our suggestion is to first use the hourly rate and after a schedule is determined move towards a monthly package.