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LOCAL WEB DESIGN PROJECT PROPOSAL

PREPARED FOR



JOHN DOE

Flippa | Client Address City AU

support@flippa.com

Dear **JOHN DOE**,

Our team has reviewed your business requirements and has prepared the following detailed proposal. We believe given our experience and expertise in design and web technology, we would be able to provide you the best website development service in both design, speed, and value.

In this proposal we have outlined specific items for you to review and agree on. This includes:

- **GENERAL OVERVIEW** – This provides the general aims of the service, what we want to achieve in the web design service and other associated products that we also offer.
- **SCOPE OF WORK** – This outlines the inclusions and limitations of the work we provide within the service that we are proposing.
- **TIMELINE** – This provides for the expected deliverables per week, the actual process for our development, the projected completion date of the project, and projected times when you can review the ongoing work before it is completed.
- **CLIENT REQUIREMENTS** – This outlines the requirements expected from you to provide before we create your website.
- **PRICING PAGE** – This lists the price for the actual web design service and other prices relevant to this proposal.
- **MOCKUPS** – These are design mockups created specifically to give you an idea on what you would want for your new website and how you want it to look like.

Should you find everything to be acceptable, please sign the conforme attached to this proposal and send it back to us so that we can start building your new website.

Please let me know if you have any questions. We look forward to working with you!

ERDY YUDANTO

CEO & Owner

GENERAL OVERVIEW

Every business needs an effective web presence, whether purely virtual or brick-and-mortar store. The best web presence starts with a premium web design, built specifically for SEO and digital marketing and designed according to your local niche.

DOMINATION has successfully designed and implemented web sites for numerous clients, including their creation and maintenance. We provide premium web design and effective digital marketing solutions for businesses looking to expand or establish their online presence.

In each project, our goal is to create premium professionally designed WordPress websites that showcases the best technology and is built for SEO and digital marketing. This involves using the latest technology and using the best design for the business niche to execute a clean, elegant, premium website for your business.

The main aim for this proposal is to establish the requirements and agree upon the design, content, timeline, and features required for your new website development.

Please note that our service does NOT include hosting or SSL.

SCOPE OF WORK

Web Design

The Web Design Package provides a high-quality WordPress site based on unique and customized WordPress themes specifically created for your business. Fast, high-quality premium web development service with extendable support built from the ground up for SEO.

KEY FEATURES

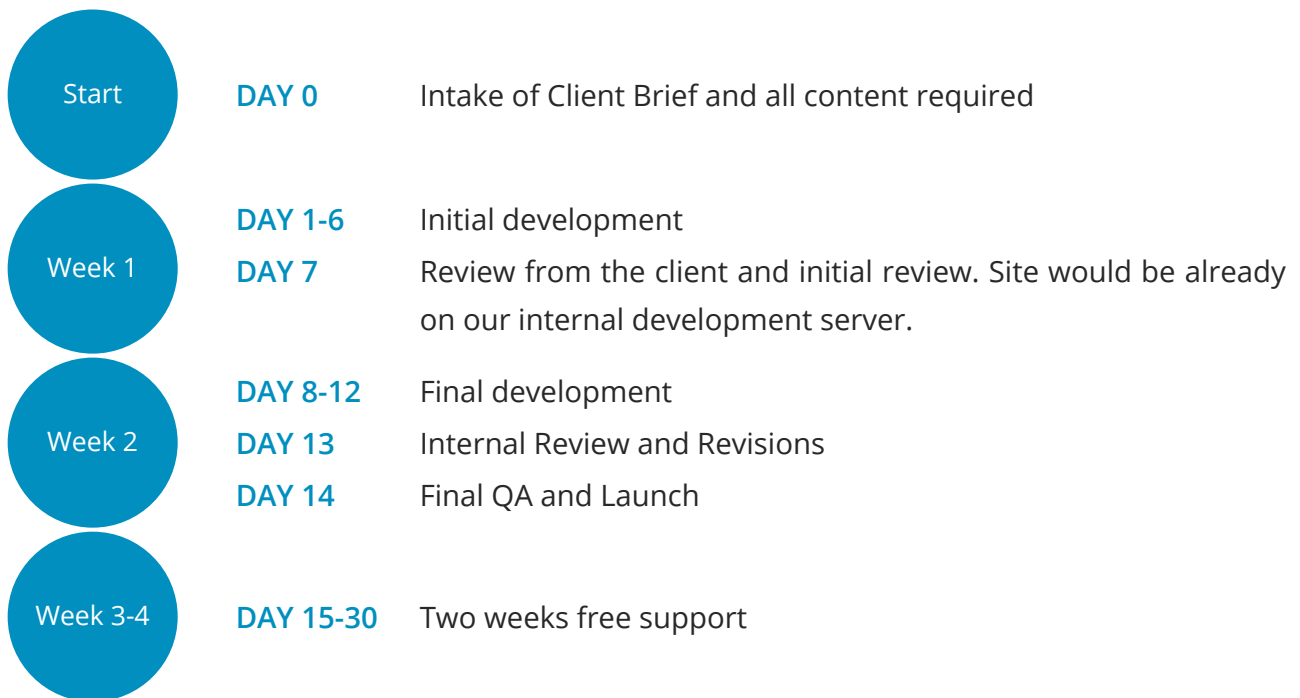
- Fast WordPress development based on custom WordPress themes created specifically for local industry niches
- One week turn-around time from start of campaign to initial client assessment and approval
- Two weeks turn-around time from start of campaign to deployment. Any additional feature tacks on additional time
- Up to 30 pages migrated
- Up to 15 premium stock photos bought and used specifically for the site
- Custom design, created specifically for your business based on your brand
- SEO-optimized websites with features integrated such as blogs, social media icons, HTML and XML site maps, etc.
- Responsive web design ensures the website is displayed correctly across all screens
- Social media icons, favicons, widgets, contact forms, etc.

CLIENT REQUIREMENTS

- A hosting service (we can make recommendations if needed)
- A domain service (we can make recommendations if needed)
- Logo (size)
 - If no logo is available, our service can create new logos
- Content for the Website
 - We will use Lorem Ipsum unless there are specific content provided
 - We can create content for the website if needed
- Additional Images
- A selected Mockup
- Signed Conforme
- A completed Client Brief

TIMELINE

Our Web Design service takes an approximate of two weeks to execute from intake to launch assuming all requirements are submitted before time and the revisions on each review are minimal. Most web development projects take time due to the lack of feedback from the client. While we want to create your website as fast as we can, we would also need your cooperation by always providing your feedback when needed within the process.



Please note that any added work, features requested, or delay on reviews or submission of requirements will incur delay in the development of your website.

OUR FEES

Our rates are very reasonable and offer the best value for your website design. We also provide a detailed work report after the project to show you all the items we created for your website, and all other relevant information you need for your new website including connected accounts and credentials.

WEB DESIGN SERVICE

USD1,497.00

This pricing covers the basic WordPress Website development package covered under Scope of Work: Web Design. Please note that any other request outside the scope of work will be billed under our Web Development per hour rates.

WEB DEVELOPMENT PER HOUR

USD99.00

This price covers any other development hours that was used in order to execute your feature requests, additions, or any other work that was not originally part of the Web Design service as detailed on the Scope of Work.

WEB MAINTENANCE PACKAGE

USD200.00
(PER MONTH)

This price covers the monthly web maintenance package as outlined under Scope of Work: Monthly Web Maintenance. Please note that any unused maintenance package does not rollover to the next month.