Website proposal and scope of work outline

The sections a clear website proposal needs: summary, what is in and out of scope, revisions and timeline, client dependencies, price, deposit and milestone payments.

Copy, adapt and send. Replace anything in [brackets] with your own details.

SUMMARY

- [ ] Client: [name]. Prepared by: [you]. Date: [date]. Valid until: [date].
- [ ] The problem in their words: [one or two sentences from the discovery call].
- [ ] The outcome this project delivers: [goal, and how success will be measured].

IN SCOPE

- [ ] Pages: [list, with sections per page]. One-off setup: [design system, templates].
- [ ] Features: [forms, booking, shop with up to X products, blog, search].
- [ ] Design and copy: [who supplies each]. Migration: [X] items from the old site.
- [ ] Technical: [hosting setup, SSL, redirects from the old site, analytics, backups].
- [ ] Accessibility target: [for example WCAG 2.2 AA] and browsers and devices tested.
- [ ] Training: [one session of X hours] and a handoff document.

NOT IN SCOPE

- [ ] [Copywriting, photography, logo design, translations, ongoing SEO].
- [ ] [Third-party fees: domain, hosting, licenses, stock images, paid plugins].
- [ ] Anything not listed above, handled by a written change request.

PROCESS, REVISIONS AND TIMELINE

- [ ] Phases: discovery, design, build on staging, review, launch, aftercare.
- [ ] Revision rounds per phase: [number]. Extra rounds at [rate].
- [ ] Timeline: [weeks per phase]. Assumes feedback within [X] business days.
- [ ] Client provides: content by [date], access to [accounts], one decision maker.

PRICE AND PAYMENT

- [ ] Total: [amount] ([fixed price / estimate with a range]).
- [ ] Deposit [X] to start, [X] at design approval, final [X] before launch.
- [ ] Ongoing care after launch: [plan name, monthly price, what it covers].
- [ ] Payment terms: [due in X days]. Late fees: [as allowed and agreed].

NEXT STEPS

- [ ] Accept in writing, sign the contract and pay the deposit to book a start date.
- [ ] Kick-off call within [X] days, then the content collection checklist.
- [ ] [Designer note, delete before sending: the project estimator prices every line and prints a client estimate, /design-field-kit/project-estimator/ on webdesignsurvivalist.com.]