



WEB DESIGN & DEVELOPMENT
PROPOSAL

Client Name

01/01/2022

PROPOSAL CREATED BY:

ADD YOUR NAME

Add your email address

Add your website URL



Dear (insert client name),

A well-crafted website needs to **connect, engage and convert.**

Blending the analytical with the correct visual elements translates into a business-transforming website.

Thank you for considering **(your business name)** for your website needs.

This proposal describes the web design and development elements, services and terms of services.

As a Digital Marketing consultant, I am committed to the success of my clients and will be assigned to your web design process as the project manager and will serve as the primary communication point for the duration of the build.

To your online success!

Your Name





Package Details:

Design and development inclusions for Groth Brothers.

Website Design:

- Domain Setup*
- Hosting Setup*
- WordPress Installation
- Theme Development
- Contact Form Functionality
- Newsletter Opt-In Form
- Social Media Integration
- Footer Optimisation
- Yoast SEO Plugin Implementation
- Google Maps Integration
- Google Analytics Implementation
- Implementation of key SEO foundations

Pages:

This outlines the pages to be designed/developed within the site.

- Home
 - About
 - Services
 - FAQs
 - Testimonials
 - Contact
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Bloggers Pack:

Add a blog/news to the website and includes:

- Blog Page Design
- Blog Article Page Design
- Social Share Buttons

Pre-Launch SEO Services:

- Basic Keyword Research & Mapping
- Optimisation recommendations for the content provided
- Implementation of key SEO foundations to main pages
- 1-hour consulting session to co-ordinate content & images
- Google Analytics Implementation
- Google Search Console implementation & sitemap submission
- 1-hour WordPress training session once the website is launched

Speed Optimisation:

- Premium cache plugin
 - Premium image optimisation plugin
 - In-depth cache configuration from web browser to a server
 - In-depth image optimisation and configuration
 - Asset optimisation
 - All images you upload to your website will be automatically compressed
-



Fee Summary & Acceptance:

Let's do this!

Website design & development:

\$Add Your Quoted Amount here.

*domain purchase costs & hosting costs not included

Owner/Representative:

Signature: _____

Date: / /





Service Terms:

Please add your own service terms here.

