

# Web Design Proposal Template

A battle-tested 8-section proposal structure for \$5K–\$50K web projects. Replace the placeholder text in [brackets] with your specifics.

## 1. Project Overview

[Client Name] is launching/redesigning [project description]. The goal is to [primary business outcome — increase conversions, simplify navigation, modernize brand, etc.]. This proposal outlines the scope, timeline, and investment to deliver that outcome.

## 2. Discovery & Strategy

Week 1: Stakeholder interviews (3–5 sessions), competitive audit (5 competitors), user persona alignment, sitemap finalization. Deliverable: Strategy brief approved by your team.

## 3. Design

Weeks 2–4: Wireframes (low-fidelity), visual design system (typography, color, components), and 8–12 high-fidelity page designs. Deliverable: Figma file with one round of revisions per page.

## 4. Development

Weeks 5–7: Frontend build in [Webflow / Next.js / WordPress], CMS integration, mobile responsiveness across 4 breakpoints, performance optimization (target Lighthouse  $\geq 90$ ). Deliverable: Staging URL for QA.

## 5. Launch & Handoff

Week 8: Final QA, DNS migration, analytics setup, training video for your team, 30-day post-launch support. Deliverable: Live website + handoff documentation.

## 6. What's Included

- Up to [12] page designs
- Up to [2] revision rounds per page
- CMS setup with [3–5] content types
- Form integrations (contact, newsletter)
- On-page SEO setup
- Analytics implementation
- 30 days of post-launch support

## 7. What's Not Included

- Custom illustration or photography (we recommend Unsplash + Pexels at this budget)
- Ongoing content writing
- Paid advertising setup
- Email marketing platform setup

## 8. Investment & Timeline

Total: **[\$24,500]** · 8-week timeline · Payable in 3 milestones (40% kickoff, 30% design approval, 30% launch).

**Optional add-ons:** Custom illustration package (\$3,500), Webflow CMS training session (\$800), Paid acquisition setup (\$2,200).

**Tip from Auxo:** Proposals that lead with Section 1 (Overview) and Section 8 (Investment) — and bury Sections 2–5 in the middle — have a 23% higher win rate than proposals that lead with scope details. Frame the outcome and the price first.