**Web Design
Business Proposal Template**

Web Design

Business Proposal

|  |  |
| --- | --- |
| **Proposal For** |  |
| **Proposed By** |  |
| **Contact Information** |  |
| **Date** |  |
| **Proposal ID** |  |

**Contents**

[Executive Summary 3](#_Toc199509743)

[Problem Statement and Client Need 4](#_Toc199509744)

[Proposed Solution 4](#_Toc199509745)

[User Experience and Design Strategy 5](#_Toc199509746)

[Benefits and Value Proposition 5](#_Toc199509747)

[Scope of Work and Deliverables 6](#_Toc199509748)

[Pricing and Investment 6](#_Toc199509749)

[Timeline 7](#_Toc199509750)

[Technical Specifications and Platform Setup 8](#_Toc199509751)

[Terms and Conditions 8](#_Toc199509752)

[Call to Action and Acceptance 9](#_Toc199509753)

[Appendices 9](#_Toc199509754)

# Executive Summary

|  |  |
| --- | --- |
| Client Overview |  |
| Objective |  |
| Proposed Solution |  |
| Key Outcomes |  |
| Call To Action |  |

# Problem Statement and Client Need

|  |  |
| --- | --- |
| Current Situation |  |
| Business Impact |  |
| Source And Validation |  |

# Proposed Solution

|  |  |
| --- | --- |
| Component | Explanation |
| Solution Title |  |
| Overview |  |
| Alignment to Need |  |
| Key Features |  |
| Optional Add-Ons |  |

# User Experience and Design Strategy

|  |  |
| --- | --- |
| **Area** | **Description** |
| User Personas |  |
| UX Goals |  |
| Visual Identity |  |
| Mobile Consideration |  |
| Accessibility |  |

# Benefits and Value Proposition

|  |  |
| --- | --- |
| **Benefit Category** | **Client Value** |
| **Operational** |  |
| **Financial** |  |
| Strategic |  |
| **End-User Impact** |  |
| **Support and Service** |  |

# Scope of Work and Deliverables

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Description** | **Timeline** | Owner |
| Phase 1 |  |  |  |
| Phase 2 |  |  |  |
| Phase 3 |  |  |  |
| Phase 4 |  |  |  |

# Pricing and Investment

|  |  |  |  |
| --- | --- | --- | --- |
| **Service / Item** | **Quantity / Period** | **Unit Cost** | **Line Total** |
|  |  | $0.00 | $0.00 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total Investment** |  |  | **$** |

|  |  |
| --- | --- |
| Payment Terms |  |

# Timeline

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Target Date** | **Notes** |
| Discovery Complete |  |  |
| Design Sign-Off |  |  |
| Development Complete |  |  |
| Launch |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **MONTH 1** | **MONTH 2** | **MONTH 3** | **MONTH 4** | **MONTH 5** |
| **MONTH START**  | **01/0000** | **02/0000** | **03/0000** | **04/0000** | **05/0000** |
| **WEEK**  | **1** | **2** | **3** | **4** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Phases, Tasks** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Phase 1, Task A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Phase 2, Task B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

# Technical Specifications and Platform Setup

|  |  |
| --- | --- |
| **Technical Element** | **Specification** |
| CMS |  |
| Hosting Setup |  |
| SEO Foundation |  |
| Security |  |
| Analytics |  |

# Terms and Conditions

|  |  |
| --- | --- |
| **Clause** | **Description** |
| Proposal Validity |  |
| Scope Changes |  |
| Payment Terms |  |
| Confidentiality |  |
| Support Terms |  |

# Call to Action and Acceptance

|  |  |
| --- | --- |
| Item | **Description** |
| Next Step |  |
| Client Signature |  |
| Provider Signature |  |
| Primary Contact |  |

# Appendices

|  |  |
| --- | --- |
| **Appendix** | **Description** |
| Appendix A |  |
| Appendix B |  |
| Appendix C |  |
| Appendix D |  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |