Web Development Proposal Template
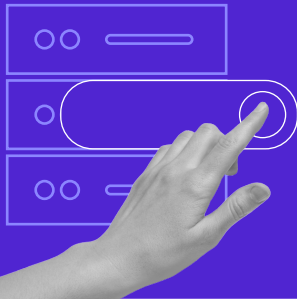
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Executive Summary

The purpose of an executive summary is to summarize the problem your client is facing and highlighting how you can help them fix it. This section should cover the following things:

- **Problem overview**
  What are you trying to solve, what are the pain points your client is facing?

- **Proposed solution or objectives**
  What will you do to solve your client's problem?

Your executive summary might look like this:

Executive Summary

With the rise of eCommerce, Company A has seen a steady decline in in-store purchases at their physical retail stores. It's become clear that Company A's current online store is unable to cope with the increasing number of orders – thankfully, we can help.

Problem overview: Current online store has problems with loading speeds, inventory management has limitations when it comes to setting up and managing product variations, and the current payment provider doesn't support all desired payment methods

Proposed solution: Migrate Company A's online store to our custom-built and optimized WordPress and WooCommerce-powered store backends]

Scope of Work

When it comes to describing the scope of work required, try to be as explicit and clear as possible. This way, it'll be easier for both you and your client to understand what you will deliver and what isn't going to be covered.

This section should cover the following things:

- **Deliverables:** What products or services will your client receive?

- **Resources:** What resources will you need to achieve the desired solution?

Your section on the scope of required work might look like this:

Scope of Work

Deliverables:

- Store frontend design
- Inventory migration
- Inventory setup and configuration
- Payment gateway configuration, testing, and implementation

Resources required:

- Frontend designer – 120 hours
- Backend eCommerce developer – 300 hours
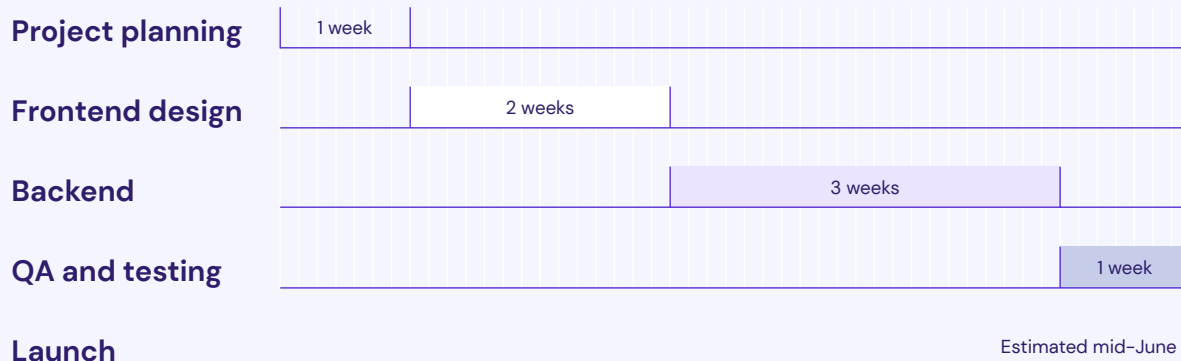- Relevant licenses and software
- Project manager – 80 hours

Timeline

By including a concrete timeline in your web development proposal, you can help the client understand how long different deliverables will take to complete.

This section should cover the following things:

- **Project planning**
  How long will it take for you to plan the overall timeline for the project?

- **Backend programming**
  How long will the actual coding process take?

- **Frontend design**
  How long will the design of your project take?

- **Beta testing and QA**
  How long do you want to plan for quality assurance and overall testing?

- **Website launch**
  What tasks will be taking up time during the launch of the website?

Timeline

Project planning	1 week
Frontend design	2 weeks
Backend	3 weeks
QA and testing	1 week
Launch	Estimated mid-June

Expenditure

Avoid angering your client by being as transparent as possible about the true costs of your web development project. You should include each individual expense in this section of your proposal. Use the following format:

Invoice #	Description	Tax	Cost excl. tax	Total cost
Invoice no. 1	Project planning and resource allocation	15%	$1,500	$1,725
Invoice no. 2	Design	15%	$3,000	$3,450

About Us

In order to establish a working relationship with your client, it's not a bad idea to put names to faces. You'll build trust and make it easier for your client to envision who is working on what during the project.

Use this section to introduce your team briefly. Consider sharing links to your portfolio and website here.

About Us

Here at Company B, we have worked on many eCommerce projects raging from microbusinesses to large enterprise–level stores. Our portfolio is available on our website at www.companyb.com/portfolio

TK   **Tim Knope**
Project Manager

MM   **Mick Muller**
Backend Developer

JT   **John Taylor**
QA and Testing

SJ   **Sarah Jones**
Frontend Developer

JW   **Janine Wagner**
Backend Developer

Contact

Having a separate section for your contact information servers one main purpose: it makes it easy for your client to get in touch with you. You don't want to be in a situation where your client might go with another service provider simply because you were too hard to reach, right?

Include the contact details of all the key people working on the project here. Make sure the email addresses and phone numbers are correct.

Contact

In case you have any further questions or would like to discuss this proposal in more detail, you can reach us either via email or phone. Or, if you're in the neighborhood, please stop by – coffee will be on us.

Company B
Address line
Address line
City, State

+00 0 00 000 000
email@companyb.com
All email addresses are formatted firstname.surname@companyb.com