

The web design proposal

Project: Ketteridge Inns website design and build

Reference: [KI-01]

Date: [date] · Version: 1.0

1. WHO THIS IS FROM, AND FOR

1.1 Prepared for: Ketteridge Inns, [address]. Client contact: [name, title, email].

1.2 Prepared by: [your agency name], [address, email].

1.3 Named approver: [name, title, email]. Only this person's written yes changes anything priced in this proposal.

1.4 Everything priced here holds for 30 days from the date above.

2. WHAT KETTERIDGE ASKED FOR

2.1 Ketteridge Inns runs three inns in the Finger Lakes: the Ketteridge House in Geneva, the Millrace in Hammondsport and the Cold Spring in Aurora.

2.2 Each inn has its own website, built at a different time by a different supplier, and none of them can see the other two.

2.3 A guest turned away from one inn on a full weekend is not offered the other two, which the front desks estimate happens most weekends between May and October.

2.4 Ketteridge wants one website, one availability search covering all three inns, and one set of photography that looks like it belongs to the same company.

3. WHAT WE'RE PROPOSING TO BUILD

3.1 Seven unique page templates: home, property, room, dining, events and weddings, journal article, and enquiry.

3.2 Twenty-eight pages built on those seven templates: one home page, three property pages, eleven room pages, three dining pages, three events pages, six journal articles and one enquiry page.

3.3 One availability search covering the three inns named in 2.1, connected to Ketteridge's existing booking vendor.

3.4 Content entry for the twenty-eight pages in 3.2, from copy and images Ketteridge supplies.

3.5 Photography art direction for one shoot day, including the shot list and attendance on the day.

3.6 Analytics and enquiry tracking, configured and documented in one page of notes.

3.7 Launch, browser and device testing, and a 30-day warranty on anything that doesn't work as described here.

4. WHAT THIS PROPOSAL DOESN'T COVER

4.1 Copywriting. Ketteridge supplies the words for all twenty-eight pages.

4.2 The photographer's own fee and expenses, which Ketteridge pays directly. 3.5 covers our direction only.

4.3 The booking vendor's subscription and per-reservation fees.

4.4 Hosting, domain renewal and any plugin or theme licenses, quoted separately at the vendor's own price.

4.5 Any inn beyond the three named in 2.1, priced at 8.4.

4.6 Any language other than English, priced at 8.7.

5. HOW THE WORK RUNS

- 5.1 Weeks 1 to 2: discovery, sitemap and the content plan behind 3.2.
- 5.2 Weeks 3 to 6: design of the seven templates in 3.1, with two revision rounds at each of concept and detail.
- 5.3 Weeks 7 to 9: build, and connection of the availability search in 3.3.
- 5.4 Week 10: content entry for the twenty-eight pages.
- 5.5 Week 11: testing, corrections and launch.
- 5.6 The shoot day in 3.5 falls in week 4. No property or room page can be built before its images exist, so the shoot date governs the second half of the schedule.
- 5.7 A template counts as approved when the named approver in 1.3 confirms it, or five business days after we deliver it, whichever comes first.

6. WHAT IT COSTS

- 6.1 Discovery, sitemap and content plan: \$3,600
- 6.2 Seven unique page templates, designed and built, at \$2,400 each: \$16,800
- 6.3 Availability search across the three inns, connected to the booking vendor: \$5,200
- 6.4 Content entry, twenty-eight pages at \$95 each: \$2,660
- 6.5 Photography art direction, one shoot day: \$1,540
- 6.6 Analytics and enquiry tracking: \$1,700
- 6.7 Launch, testing and the 30-day warranty: \$2,100
- 6.8 Total: \$33,600

7. PAYMENT

- 7.1 40% on acceptance of this proposal: \$13,440
- 7.2 30% on approval of all seven templates under 5.7: \$10,080
- 7.3 30% on launch: \$10,080
- 7.4 Approved additions under section 9 are invoiced with the next scheduled payment.
- 7.5 Invoices are due 15 days from the date we send them.

8. WHAT ANYTHING ELSE COSTS

- 8.1 Additional unique page template: \$2,400
- 8.2 Additional page built on a template that already exists: \$310
- 8.3 Revision round beyond the two included at each stage in 5.2: \$640
- 8.4 Additional inn added to the availability search in 3.3: \$1,150
- 8.5 Content entry for a page beyond the twenty-eight in 3.2: \$95
- 8.6 Additional photography shoot day, art direction only: \$1,540
- 8.7 A second language edition of the seven templates: \$4,900, plus \$140 for each page of content entry in that language.
- 8.8 Anything not named above: \$135 per hour, quoted and approved before it starts.

9. HOW A CHANGE GETS AGREED

9.1 A change is anything not described in section 3.

9.2 We price it against section 8 within two business days and send it to the named approver in 1.3. Work starts when that person replies yes in writing.

9.3 Anything in section 3 that Ketteridge changes after accepting this proposal is requoted under section 8 before the affected work restarts, and work already completed against the earlier answer is invoiced.

9.4 Every priced change says which dates it moves and by how many working days. A change that moves nothing says so.

9.5 Because of 5.6, any change needing images we don't already have moves with the next available shoot date rather than with the request.

10. WHAT WE NEED FROM KETTERIDGE

10.1 Copy and images for all twenty-eight pages by the end of week 8. Material more than five business days late moves the dates in section 5 by the same number of days.

10.2 Booking vendor credentials and a technical contact there by the end of week 6.

10.3 One named approver under 1.3, with written notice if that person changes.

10.4 If work starts more than 60 days after acceptance, sections 6 and 8 are requoted at our rates in force on the start date.

11. ACCEPTANCE

This proposal describes the work and the price, and it is not the agreement. It becomes binding when the agreement between the parties names it by reference and version, or when both signatures below are dated. Accepting it accepts sections 3, 4, 6, 7, 8, 9 and 10 as written.

For Ketteridge Inns: _____ Date: _____

For [your agency]: _____ Date: _____