

# The web design quote

Quote Q-2026-041, issued Thursday, October 8, 2026

From: [your agency], [address], [email]

For: Ashgrove Eye Care, an optometry practice with two locations in Boise, Idaho

Approver for this quote: [practice owner's name]

Accept by: Friday, November 6, 2026

Start by: Monday, December 7, 2026

Launch: eight working weeks after the start date

## 1. WHAT THIS QUOTE COVERS

1.1 A new nine-page website on WordPress that replaces the practice's current site, with an appointment request form that sends each request to the location the patient picks.

1.2 The nine pages are Home, About the practice, Eye exams, Contact lenses, Children's eye care, Insurance we accept, Downtown location, Overland Road location and Book an appointment.

## 2. PRICED LINES

2.1 Page layouts designed, four unique layouts with two revision rounds on each: 4 at \$1,680 = \$6,720

2.2 Pages built from those layouts, adapting to phones and desktop screens: 9 at \$420 = \$3,780

2.3 Appointment request form that sends each request to the chosen location's front desk: \$1,400

2.4 Insurance list kept in one place and shown on both location pages: \$700

2.5 Discovery workshop of two hours, and a sitemap the practice signs off before design starts: \$980

2.6 Copy editing of the practice's own text for all nine pages: \$1,260

2.7 Content entry and image preparation, up to 40 images: \$630

2.8 Testing in current Chrome, Safari, Edge and Firefox on desktop, and on one iPhone and one Android phone: \$560

2.9 Redirects from the 31 addresses on the current site to their new pages: \$420

2.10 Launch, and 30 days of fixes to anything that doesn't work as quoted: \$700

2.11 Project management, a weekly 20-minute call and a written status note for eight weeks: \$1,120

Total: \$18,270, fixed for the work in sections 1 and 2

## 3. WHAT THE PRICE ASSUMES

3.1 The practice sends final text for all nine pages by the end of week two. Late text moves the launch by the same number of working days and doesn't change the price.

3.2 The approver named above answers each round of design feedback within three working days.

3.3 The practice supplies up to 40 photos. Stock photos are bought only with the practice's written OK and billed at cost.

3.4 The form collects a name, phone number, email address, preferred location and preferred day. Connecting it to the practice's scheduling or patient records software is not included.

3.5 Hosting and the domain stay in the practice's own accounts.

#### **4. PRICES FOR LIKELY ADDITIONS**

- 4.1 Another page built from an existing layout: \$420
- 4.2 Another unique layout, designed with two revision rounds, including its first page: \$2,100
- 4.3 A third revision round on one layout: \$350
- 4.4 A third location added to the form, with its own location page: \$630
- 4.5 Any other change is priced at \$140 per hour before work on it starts.

#### **5. DATES AND THE PRICE**

- 5.1 This quote can be accepted until November 6, 2026. After that date it has to be reissued.
- 5.2 Once accepted, the total in section 2 and the prices in section 4 hold for a start on any date up to January 11, 2027.
- 5.3 A start after January 11, 2027 is re-quoted with the same lines and quantities at the agency's rates on the new start date, and the practice can accept or decline the new total.
- 5.4 The first payment reserves the start date. If the practice moves the start, the payment carries over to the new date.

#### **6. PAYMENT**

- 6.1 50% on acceptance, which reserves the start date: \$9,135
- 6.2 30% when the four layouts are approved: \$5,481
- 6.3 20% at launch: \$3,654
- 6.4 Each invoice is due within 14 days of its date.

#### **7. CHANGES AFTER ACCEPTANCE**

- 7.1 The approver asks for changes in writing. The agency prices each one from section 4 within two working days, and work on it starts once the approver accepts that price in writing.

#### **8. NOT INCLUDED**

- 8.1 Writing new page text from scratch, photography, maintenance after the 30 days in 2.10, search advertising, and hosting or domain fees.

#### **9. ACCEPTANCE**

Accepted for Ashgrove Eye Care: \_\_\_\_\_ Date: \_\_\_\_\_

For [your agency]: \_\_\_\_\_ Date: \_\_\_\_\_