



## Web Development and Design Proposal

Company / Client **YOUR CLIENTS NAME HERE**

Phone **XXX.XXX.XXXX**

Authorized Representative of the Client **YOUR CONTACTS NAME HERE**

Address: ADDRESS HERE

E-mail address: **contact's email address here**

Present www. Url's: **companydomainhere.com**

### Base Web Design and Development Agreement

This bid includes:

- Specify all items you are including (be specific!)
- Redesign of [www.yourwebsitehere.com](http://www.yourwebsitehere.com) web site
- Online Customer Survey Forms
- Flash Photo Gallery with simple CMS
- Spry Asset/CSS driven drop down navigation menus
- Advanced SEO (Search Engine Optimization) structure of the sites
- Search Engine Submission of the sites
- Map Quest Directions
- Online Estimate Request Form
- Testimonial upload page

### Copy / Text

Final text should be supplied by the Client. If custom copy is required, a separate estimate will be provided.

### Graphic Creation

It is anticipated that the Developer will create, capture or receive from the Client all the graphic elements necessary to complete the Client's web site. This includes a basic logo, brochure layouts, branding elements and photography.

### Photography

Custom photography will be supplied by client. If custom photography is required and you need (your company name here) to handle this, an estimate will be provided.

### Payment Terms / Work Flow

A minimum deposit of one third (33%) of the total amount is required to commence work.

Once the first deposit is received by the Developer, a basic site design concept will be made available for the Client's viewing and approval within a reasonable timeframe. There will be 3 concepts made available to the client. Communication between the Developer and the Client is crucial during this phase to ensure that the ultimate publication will match the Client's taste and needs.

Upon completion of this stage, the Client will be asked to confirm acceptance for the basic site design via e-mail or by signing a printed copy of the design. Once this acceptance is received from the Client, the work necessary to complete the project will begin, and the second third (33%) of the total amount will be paid.

Clients should continue, however, to continually view updates to the site and express their preferences or dislikes to the Developer. Upon completion of the web site, an e-mail or letter and invoice will be sent to the Client advising the Client that the work has been completed. Final payment of the remaining 34% balance plus any additional charges incurred will be due within fifteen (15) business days after delivery of this e-mail or letter and invoice.

#### **Client Amends**

Developer prides itself in providing excellent customer service. That is the spirit of our agreement and the spirit of the Developer's business. To that end, we encourage input from the Client during the design process.

#### **Third Party or Client Page Modification**

Some Clients will desire to independently edit or update their web pages after completion of the site as a way to control costs and avoid the expense of a Maintenance Agreement. This is always an option for Clients of the Developer.

Note however, that if anyone other than the Developer attempts to update the web site and damages the design or impairs the ability for the web pages to display or function properly, time to repair the web pages will be assessed at an hourly rate. There is a one hour minimum. In this regard, Clients are encouraged to obtain a Maintenance Agreement.

#### **Copyrights and Trademarks**

The Client unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to the Developer for inclusion in the Client's web site are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend the Developer and its subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

#### **Design Credit**

Client agrees that the Developer may put a byline on the bottom of their web site establishing design and development credit with an active html hyperlink to the developers website. Client also agrees that the web site created for the Client may be included in the Developer's portfolio.

#### **Nondisclosure**

The Developer its employees and subcontractors agree that, except as directed by the Client, it will not at any time during or after the term of this Agreement disclose any Confidential Information to any person whatsoever. Likewise, the Client agrees that it will not convey any confidential information obtained about the Developer to another party.

#### **Completion Date**

The Developer and the Client must work together to complete the web site in a timely.

**Estimated Cost \$????.00**

Accepted \_\_\_\_\_ Date \_\_\_\_\_

Thank you for choosing (Your Company Name Here).