



THE WEB DESIGN PROPOSAL TEMPLATE

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Proposal created for:
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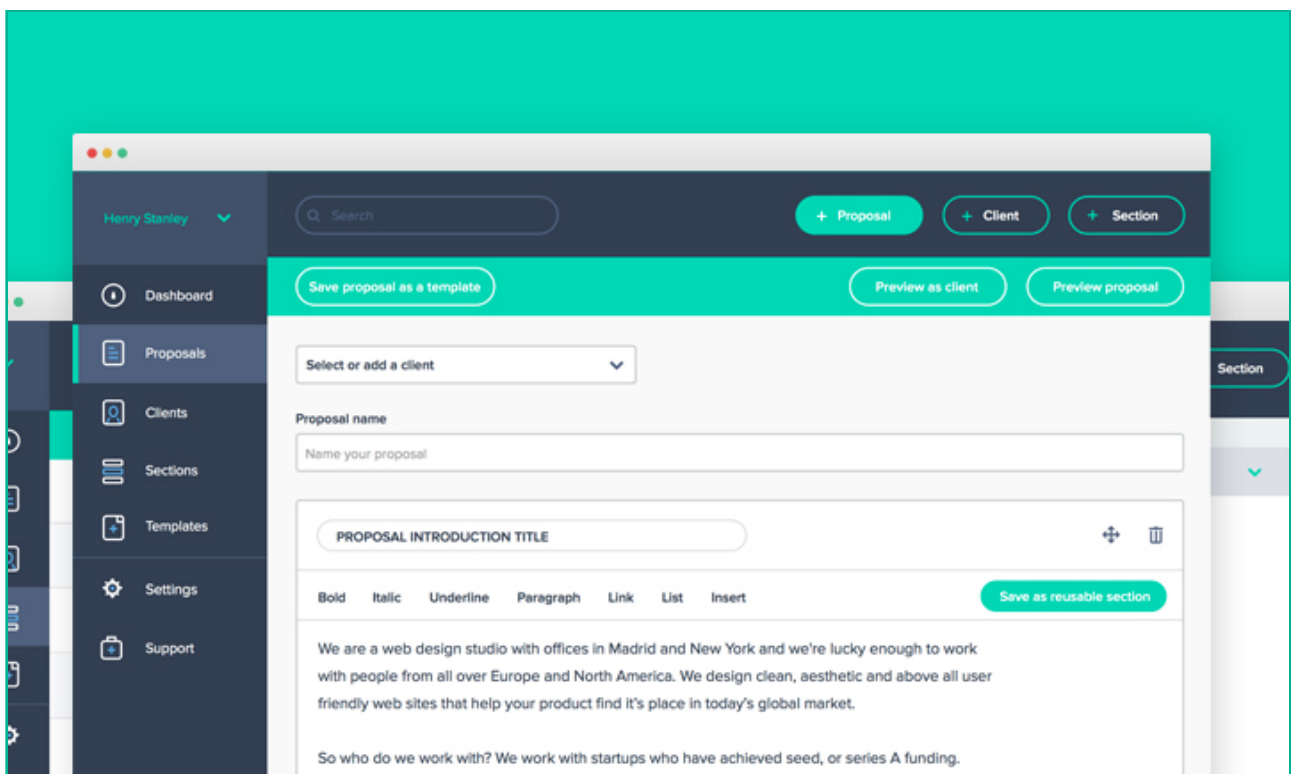
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Introduction

Our Studio Inc. is a digital agency that puts business results above all else. We know a pretty website will only get you so far. If the needle isn't moving, it's all for naught. Your business needs will always come before our need to impress. When your business succeeds, so does ours.

Overview

Over the last 18 months sales have been in decline at **Your Company Inc.** While traffic is consistent, conversion rates from initial visit to purchase have dropped by more than 20%. After several in-house attempts to correct the situation it has been deemed a serious enough problem to seek outside help. And we're glad you did!



Needs

Your Company Inc. must establish itself as leaders, as the point of reference for online meetings. The current branding and website come up short against the biggest challenge facing **Your Company Inc.**, that of differentiation in a crowded industry:

Immediate Goals:

- Better express the core values of Your Company Inc.
- Better communicate the Your Company Inc. service offerings.
- Inspire clients to buy from Your Company Inc.

Your Company Inc.'s passion for serving the sales industry needs to be communicated in a way that is professional, approachable and easy to understand. As your audience is largely non-technical, a special effort needs to be made to communicate the core benefits of Your Company Inc.

Project Goals

Your Company Inc. needs to set itself apart from competitors while maintaining a coherent message. **Your Company Inc.** is small, nimble, and passionate about online meetings and we need that to be at our core.

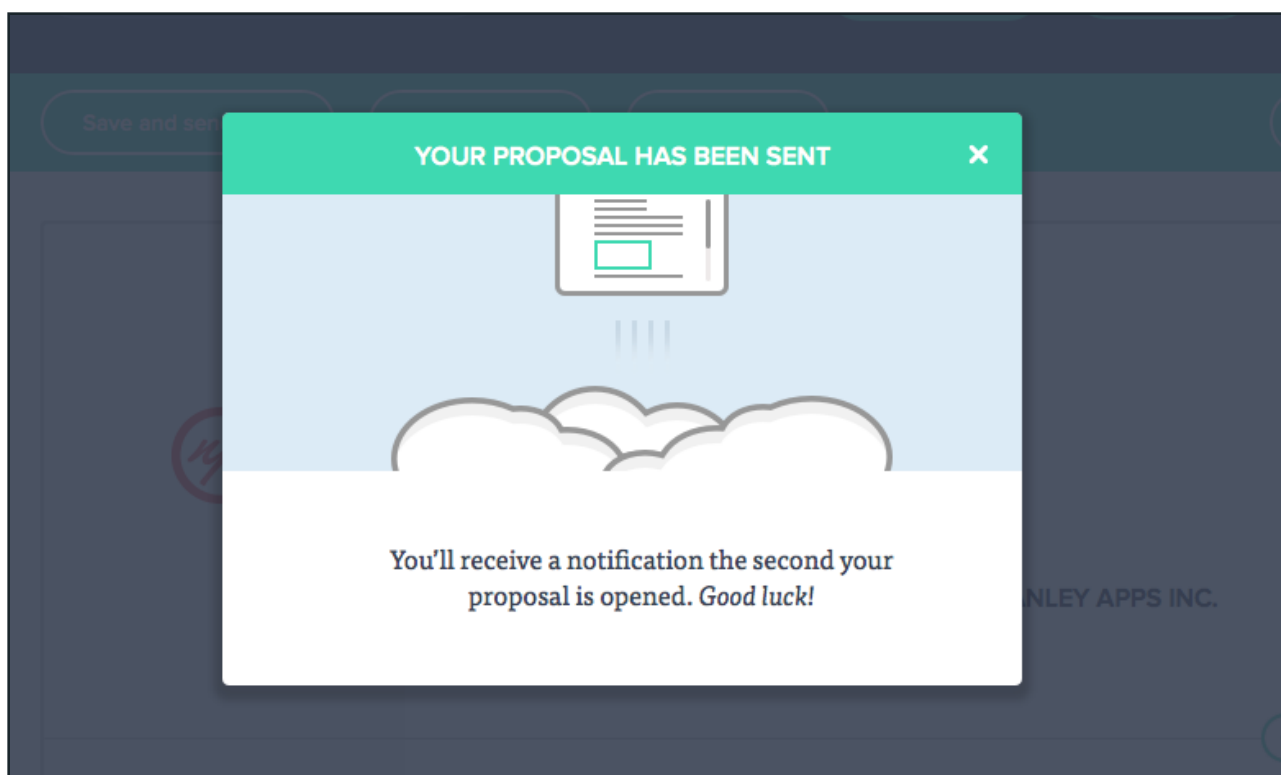
Given the state of your competitors web sites I think **Your Company Inc.** has a real opportunity to differentiate itself through world-class design, a consistent message and in-house support.

Current competitor websites are cold and very "business" orientated, but people like to deal with real people. We like to know that someone is on the other end of the phone or inbox and that they genuinely care. I believe that by focusing on the service, the people and the experience behind **Your Company Inc.** we can create something that will elevate the **Your Company Inc.** brand to a point of reference for online meetings.

Measures of Success

A website redesign is nothing without a return on investment. Based on our previous discussions we believe that by achieving the following, we can bring **Your Company Inc.** to the forefront of the market.

- Decrease cart abandonment by X%
- Increase average time onsite by X%
- Increase return visitors by X%
- Increase newsletter drip campaign subscribers by X%



Option 1:

A pretty design is meaningless without great usability, a higher engagement of visitors and an overall increase in revenue. We will undertake a complete evaluation of **yourcompanyinc.com** before putting the figurative pen to paper.

\$1000.00

In our experience redesigns can be potentially treacherous, they tear down the good the bad and the ugly. Which is why we measure everything. We won't remove an element that is making you money!

By looking at the numbers, seeing what currently works and what doesn't we will be in a solid position to build a website that will hit all of your business goals.

SUBTOTAL:	\$1,000
SELECT THIS PRICE OPTION <input type="checkbox"/>	

Option 2:

This includes everything from Option 1, and will also include setting up and managing a drip email retention campaign.

\$1000.00

Getting visitors to your website is only one part of the battle. Getting them to stay around long enough to purchase is another altogether...Will they come back?

Drip email campaigns can help potential customers learn about **Your Company Inc.** and educate them as to how online meetings can save their businesses money. A solid drip email campaign, for both pre purchase and post purchase customers will add a significant increase in revenue.

As mentioned in our “Measures of Success”, we aim to increase signups by X% and revenue by X%.

SUBTOTAL:	\$1,000
SELECT THIS PRICE OPTION <input type="checkbox"/>	

Option 3:

This includes Options 1 & 2, and will also include a 6-month content marketing plan.

\$1000.00

Having already increased the number of visitors staying on the website, signing up to the drip email campaigns and ultimately purchasing, the only thing left to do is to increase the number of people arriving at the website.

Content marketing is an essential strategy that not only works in the short term but will also bring you traffic for years to come. We'll plan out and write 6 months worth of content for the **Your Company Inc. blog**. Furthermore we'll make sure it gets in front of the right people, through redistribution and social marketing.

Solid evergreen content will increase overall traffic to the blog by X%. This gives more people the chance to sign up for your drip email campaigns and ultimately purchase.

SUBTOTAL:	\$1,000
SELECT THIS PRICE OPTION <input type="checkbox"/>	

Next Steps

We require a deposit of \$XX.XX to get started. You can make this payment by credit card or bank transfer.

We have availability to begin this project on **[date]**.

Simply click on the **Accept this Proposal** button (Nusii online account only) to get the ball rolling!

We look forward to working with your team, and hope that this might be a step towards a continued working relationship.

Sincerely,

Your Name

Our Studio Inc.