COPPERLINE WEB STUDIO

WEBSITE PROPOSAL

# A new website for [Client name]

## [One line in the client's words: what the new site has to do. Example: "Make it easy for new patients to book without calling."]

**PREPARED FOR**
**[Client contact role]**, **[Client name]**

**PREPARED BY**
Copperline Web Studio
[email] · [phone]

**DATE / VALID THROUGH**
**[Month D, YYYY]** / **[+30 days]**

Template: replace every copper bracketed item, then delete this box. The cover never changes layout: one headline, one client sentence, three facts.

01 · ABOUT US

# A small studio, on purpose

We are three people who build websites for small businesses. You will talk to the same people who design and build your site, from the first call to launch day.

**Design lead**
Shapes how the site looks and reads. Runs your design reviews.

**Developer**
Builds the site, sets up hosting, forms and analytics, and handles launch.

**Project lead**
Keeps the schedule, writes and edits content, and is your one point of contact.

## How we work

- **Fixed scope, fixed price.** You know the number before we start. Changes are quoted before they are made.
- **Two review rounds per stage.** Enough to get it right, few enough to keep moving.
- **You own everything.** Domain, hosting account, files and logins are in your name at launch.

## Recent work

| PROJECT | WHAT WE BUILT |
|---|---|
| [Project 1: type of business] | [One sentence: what the site does. Pick a project close to this client's industry.] |
| [Project 2] | [One sentence. Only state results you can show the client on request.] |
| [Project 3] | [One sentence.] |

Swap the three projects for each pitch. Never paste client feedback here unless that client gave written permission to use it.

02 · SCOPE

# What we heard

**[Two to four sentences restating the client's problem in their own words from the intro call. Who visits the site, what they cannot do today, what it costs the business. No studio credentials here: this paragraph is about them.]**

# What we will make

| DELIVERABLE | INCLUDED | NOT INCLUDED |
|---|---|---|
| **Site plan** | Page list, navigation, what each page must do | Brand or logo work |
| **Design** | Home page plus **[#]** inner page layouts, mobile and desktop, two review rounds | Extra rounds (quoted first) |
| **Build** | **[#]** pages on **[platform]**, contact form, basic search setup, analytics | Online store, logins, custom apps |
| **Content** | Editing of your text; **[#]** pages written by us | Photography, video |
| **Launch** | Move to live domain, 30 days of fixes, a recorded walkthrough of editing the site | Ongoing updates after 30 days |

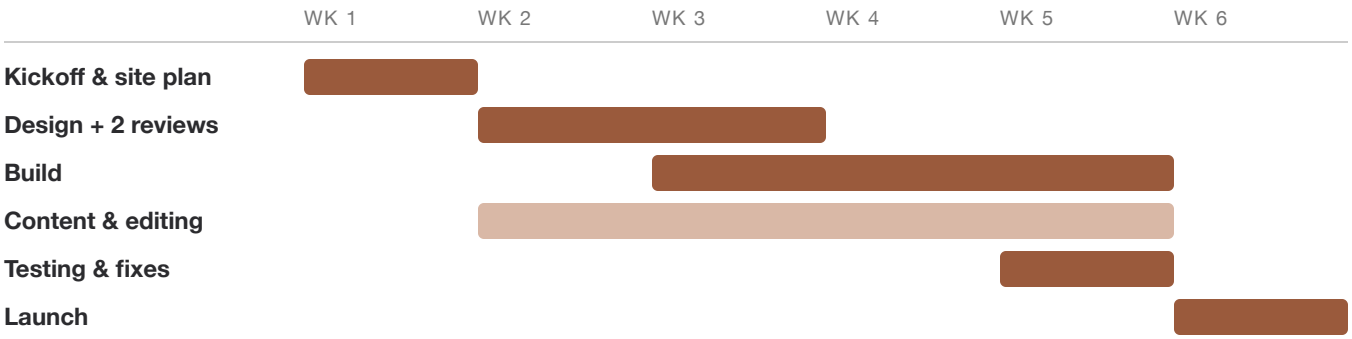
## Assumptions

- One decision-maker on your side gives consolidated feedback each round.
- You supply logo files, photos and any existing text by the dates on the next page.
- Anything not in the table is out of scope and quoted separately before work starts.

03 · TIMELINE

# Six weeks from kickoff to launch

Dates assume kickoff on **[start date]** and feedback within two business days of each review.




## What we need from you, and when

| BY | FROM YOU |
|---|---|
| End of week 1 | Logo files, brand colors, existing text, login to current site and domain |
| Week 2 and 3 | Design feedback within two business days of each review |
| End of week 4 | Final photos and all page text approved |
| Week 6 | Final sign-off on the test site before launch |

For larger projects, stretch the bars to 8 or 10 weeks but keep the same six rows. Never add a seventh phase.

04 · INVESTMENT

## Three ways to do this

### Essential

**$6,800**

- Up to 5 pages
- 1 design direction
- Your text, edited by us
- Launch + 30 days of fixes

RECOMMENDED

### Standard

**$11,500**

- Up to 10 pages
- 2 design directions
- 3 pages written by us
- Search setup + analytics
- Launch + 30 days of fixes

### Plus

**$16,900**

- Up to 16 pages
- 2 design directions
- All pages written by us
- Booking or quote form
- Launch + 60 days of fixes

Why we recommend Standard for you: **[one sentence tied to "What we heard"]**

### Payment schedule (Standard)

| WHEN | SHARE | AMOUNT |
|---|---|---|
| On signing | 40% | $4,600 |
| Design approved | 40% | $4,600 |
| Launch | 20% | $2,300 |
| **Total** | **100%** | **$11,500** |

Confirm: package prices and the 40/40/20 split were taken from your last two proposals. Change them here once and they stay fixed.

05 · NEXT STEPS

**1**

Reply with the package you want by **[valid-through date]**.

**2**

We send a one-page agreement to sign online.

**3**

First payment holds your kickoff date.

**4**

Kickoff call within five business days.

INTERNAL PAGE · DELETE BEFORE SENDING

# Layout rules

## Type

- Headings: serif, 46 pt cover, 28 pt page titles, 18 pt subheads.
- Body: one sans-serif, 11 pt, never smaller than 9.5 pt.
- Labels (01 · About us): 9 pt, all caps, letter-spaced, copper.
- No more than two typefaces in the whole document.

## Color

Copper #9A5A3C: labels, prices, one highlight per page.
Charcoal #2B2B2E: text, table headers.
Light copper #D9B8A6: secondary bars only.

## Structure

- Six pages maximum. Price always on page 5.
- One idea per page; if a page overflows, cut words, not margins.
- Margins 1 inch on every side. Nothing bleeds except the cover bar.
- Tables: charcoal header, thin gray rules, no vertical lines.
- Numbers: whole dollars with commas; payments must add to the package total.

## Files

- Always start from the master template, never a past proposal.
- Save as Copperline-Proposal-[Client]-[YYYY-MM-DD].pdf

## Before you send

| ✓ | CHECK |
|---|---|
| ☐ | Search the file for "[" : zero brackets left |
| ☐ | Search for the last two client names: zero hits |
| ☐ | Valid-through date is 30 days from today |
| ☐ | Payments add up to the recommended package |
| ☐ | This rules page deleted; second person has read it once |