

**To:** Client First and Last  
Company Name  
5555 The Long Road  
San Diego, CA 91234

**FROM:** Designer or Studio Name  
2222 The Long Road  
Oceanside, CA 92056

E-mail: your@email.com  
Telephone: 760.123.4567

**RE:** Website design and development for www.companyname.com

**DATE:** October 1, 2018

---

## PROJECT DESCRIPTION

Website design, programming, and production services for Company Name to include a full redesign of their current website at <http://www.companyname.com>.

## PROJECT OBJECTIVES

Establish a new online presence for Company Name through the design and construction of a unique and customized website that presents a professional, stylish, and modern look and feel and a tasteful, engaging, and user-friendly communication experience. In consideration of the firm's target market and end-users, the website should enhance the firm's image as a professional, trustworthy, efficient, and experienced law firm, and increase its ability to build confidence in and market the firm's services as well as maintain relationships with current and prospective clients.

Objectives for the new website include:

- A clean, modern, professional, and custom-made design.
- A responsive website design (RWD) that adapts well and maintains functionality and aesthetic appeal across platforms and screen sizes (from mobile to tablet to desktop to widescreen).
- Strong emphasis on usability (ease of use) and an efficient and intuitive user interface and navigational system allowing users to quickly and easily access site information.
- A new codebase using modern standards and best practices (HTML5, CSS3, and JavaScript).
- A content management system that will allow firm members to edit site content through an easy-to-use web-based interface (without needing to know HTML).
- Image and code optimizations for efficient load-times.
- Emphasis on accessibility and SEO-friendly design and code.
- Integration of Google analytics.
- A scalable design that can accommodate content updates and future growth with relative ease.

## SCOPE OF PROJECT AND DELIVERABLES

- Design and development of all content pages as outlined in the attached site map and including: **Home** (site interface which may double as the About Us page); **About Us** (firm profile information, which may double as the home page); **Practice Areas** (with pages for each practice area including Business Litigation, Family Law, Insurance Coverage Litigation, Intellectual Property Litigation, Real Estate Litigation, and CEQA Litigation); **Our Attorneys** (with bio and photos for 10 attorneys); **Our Location** (with location and contact information and integrated map); **In The News** (news items in blog-like format); **Contact Us** (integrated on each page or as a separate page); and **Disclaimer** (legal disclaimer within the footer).
- Design of information architecture and navigational scheme.
- User interface (UI) and graphic design of site pages and content.
- Creation, editing, and optimization of site photos and/or graphics as necessary.
- Design and development of any dynamic or animated content as needed.
- Programming and production of site pages using HTML, CSS, JavaScript, PHP, and/or other programming (as appropriate).
- Inclusion of a content management system (using WordPress, Surreal CMS, or other) to enable firm members to edit site content through an easy-to-use web-based interface.
- Comprehensive site testing to ensure appropriate aesthetic and functional consistency across common operating systems (PC and Mac), modern browsers (Explorer, Safari, Chrome, and Firefox), common screen sizes, and contemporary mobile and tablet devices (iOS and Android).  
Note: Microsoft Internet Explorer 8 for Windows users (~2-3% of users) get an appropriate, possibly different, experience. Internet Explorer versions below 8 (< 1% of users) may not be supported due to their lack of support for modern web standards.
- Basic accessibility and search engine optimizations.
- Integration of Google analytics.
- Assistance with setting up or configuring website hosting and/or domain registration, as needed.
- Uploading (or delivery) of the site to the web server via file transfer protocol (FTP).
- Delivery of a final back-up CD-ROM or USB drive containing all site files and image source files.

**This proposal does not include:** website hosting or fees, website marketing, ongoing website maintenance, ongoing technical support, domain registration fees, database or e-commerce enabled functions, costs associated with hiring photographers or illustrators or acquiring stock photography or imagery (if desired by the client), writing or editing of site content, or the creation of additional websites and/or pages for a different domain.

## PROJECT WORK PLAN

Each phase of this project will be organized and executed according to a schedule and client requirements. This is an iterative process based on refining site goals and content; interface design; graphic design; scripting, production, and programming; QA/testing; and, finally, delivery. The designer will regularly communicate with the client by e-mail and by telephone meetings so that the client will have the opportunity to discuss changes and provide feedback during each stage of the

design process. Graphics, web pages, and/or information will be posted online to a special, hidden test area on the web so that the client can track progress and provide informed feedback.

Event	Item	Date
Review site goals and content	Establish objectives, planned content.	<del>6/30</del>
Establish Information Architecture	Create and review site map, planned content sections, and navigation.	9/5
Design and GUI development	Exploration of typography, color, texture, imagery, grids, and layout.	Ongoing
Provide design comps of homepage/interior pages	Discuss changes or refinements.	11/14*
Begin programming and production	HTML, CSS, and JavaScript development. Optimize and integrate site graphics and other content.	11/14
Refined design comp/scheme of homepage/interior pages	Obtain approval for final production.	11/28*
Complete programming and production	Create full working demo, enabling full functionality and integrating site graphics and textual content.	12/12*
Alpha review and testing	Review, make necessary changes and bug fixes.	11/28 - 12/12
Beta review and testing	Review, make necessary changes and bug fixes.	12/12 - 12/19
Delivery	FTP to web server, provide all files.	12/19*

*\*Represents a formal deliverable.*

## PRICING/RATES

Costs for this project are estimated at \$0,000. Additional services outside the scope of this proposal will require the client's approval. A \$0,000 deposit is required, with the remainder due upon delivery. Following delivery, website design and maintenance services are available on an as needed basis, billed at a rate of \$00 per hour.

## AGREEMENT OF TERMS AND CONDITIONS

1. You (the client), Company Name, are hiring me (the designer), Designer Name, to design and develop the website, www.chplawfirm.com, as described above. You agree to provide me the content (text, imagery, or other information) needed to complete the project as well as review work in progress and provide feedback or approvals as needed. My ability to meet the requirements of the production order and schedule depends on you delivering needed information, materials, and/or approvals in a timely manner.
2. Alterations to the scope of this proposal/project by the client may result in price changes. This contract includes one main design for the look and feel, layout, and functionality of your website plus the opportunity for you to make at least two rounds of revisions as the design is refined and finalized. Additional designs, pages, and/or required functionality may result in added costs. Any

additional costs that exceed this original estimate will be quoted to the client, and must be approved before the costs are incurred. The designer does not have the authority to exceed this estimate without client approval.

3. You guarantee that you own or have the copyright permission to use all elements of text, imagery, or other artwork that you provide. You will retain ownership of all such elements, unless someone else owns them. I will retain ownership of all original designs and artwork created for this project, whether preliminary or final. When final payment has cleared, I will provide all website files and image source files and will automatically license all such artwork to you to use in any media, exclusively and in perpetuity for this project only. In other words, you may use, but not resell, my designs. I reserve the right to display and link to your project as part of my portfolio and to write about it on websites, in articles, or in books.
4. I cannot guarantee that my work will be or display error-free across all browsers, platforms, and devices and cannot be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages that may result from this project.
5. Payment of all invoices is due within thirty (30) days. A \$1,000 deposit is required for the designer to begin work, with the remainder due on delivery. If delivery is delayed in excess of thirty (30) days due to the client's failure to provide needed information, materials, and/or approvals, the designer may invoice the client for all expenses incurred to that point. If the project is canceled at any time, the client is responsible for all expenses incurred to that point.

I agree to the terms and conditions presented in this agreement as it applies to the project named and described above.

Client signature: \_\_\_\_\_

Date: \_\_\_\_\_