

# Website Redesign Proposal

*Private and Confidential*

## Introduction

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Dear \_\_\_\_\_,

We are happy to present this proposal prepared in accordance with our pre-interview for the redesign of your website. In today's fast-paced digital landscape, a well-designed and user-friendly website is not just an asset but a crucial cornerstone of your appearance and marketing. It serves as the face of your brand, the gateway to your products or services, and a platform for communicating with your audience effectively.

As a huge population has access to the internet today, it is essential to ensure that your website is functional, functional, and easy to use. Our experienced team is committed to delivering a website that not only meets but exceeds your expectations.

In this proposal, please find the project details, schedule and term and conditions for your website redesign project. We understand that your website is a vital component of your digital strategy, and our goal is to make it a standout, results-driven asset that sets you apart in your industry.

Thank you for considering our proposal. We look forward to hearing from you soon.

Warm regards,

## Project Details

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### Current Website Overview

In order to plan an effective and user friendly website, it is essential to evaluate the existing website in different aspects. Here is a brief overview of your website;

**URL :** \_\_\_\_\_

**Description :** This website is the most important tool for ensuring the Client's digital visibility. The services which are provided by the Company via existing website is \_\_\_\_\_

**Target Audience :** Since the main purpose of using the website is increasing visibility both among the customers and sector's stakeholders, its target audience is \_\_\_\_\_

**Areas for Improvement :**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

In summary, while the current website may have strengths, it has several areas that require improvement to align with Company's the goals and meet the expectations of the target audience. The proposed redesign aims to address these issues comprehensively, providing a high-performing online platform for the Client.

## Scope of Work

The website redesign project outlined in this proposal aims to transform Client's website into a modern, user-friendly, and highly functional online platform that aligns with the Client's goals and objectives, and also sectoral trends.

The services under the project are design refresh, UX enhancements, integrating an effective content strategy and working on functional improvements.

The steps that will be taken are as follows;

## Budget and Timeline

Here is the budget and payment schedule;

Phase	Date	Required Payment

**Total Payment :** \_\_\_\_\_

## Terms and Conditions

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1. This Proposal is prepared by \_\_\_\_\_ (the "**Designer**") for \_\_\_\_\_ (the "**Client**") only. After the approval of this Proposal, content of this Proposal including terms and conditions, shall be deemed as an Agreement between the Parties.
2. The scope of work for the website redesign project is outlined in this Proposal. Any additional work requested by the Client, which falls outside the scope defined in the proposal, may be subject to additional charges and will be addressed in a separate agreement.
3. The Client agrees to make payments to Designer according to the payment schedule specified in this proposal.
4. The Client acknowledges that any pre-existing intellectual property rights, including but not limited to trademarks, logos, and copyrighted materials etc. provided by the Client for use in the project is owned by the Client or that the Client has obtained the necessary permissions or licenses. Client is solely responsible for all kind of compensation requests of the third parties regarding the breach of fundamental rights of the third parties.
5. Delays caused by the Client or circumstances beyond the control of the Designer (force majeure) may extend project timelines, with any additional costs or adjustments to be mutually agreed upon.
6. The Client agrees to provide timely feedback, content, and approvals as requested by the Designer to ensure the project remains on schedule.
7. Either party may terminate the Agreement providing \_\_\_\_\_ days written notice. In the event either party defaults in any material obligation owed to the other party pursuant to this Agreement, then this Agreement may be terminated if the default is not cured following at least \_\_\_\_\_ days' written notice to the defaulting party.
8. It is expressly agreed that the Parties shall be independent contractors and that the relationship between the Parties shall not constitute a partnership, joint venture or agency.

9. The Designer acknowledges that all material and information supplied by the Client which has or will come into the Developer's possession or knowledge of the Developer in connection with its performance hereunder, is to be considered the Client's confidential and proprietary information.

10. Confidentiality clause of this Agreement herein shall survive the expiration or termination of this Agreement.

11. The rights, duties and privileges of the Designer shall not be transferred or assigned by it, in whole or in part, without the prior written consent of the Client.

12. This Agreement constitutes the entire agreement between parties as to the subject matter hereof and supersedes all prior understandings or agreements whether oral or written. This Agreement may be modified only by a written instrument signed by the parties hereto.

13. This Agreement herein and interpretation of its provisions shall be governed by and construed in accordance with the laws of the State of \_\_\_\_\_ and subject to the exclusive jurisdiction of the federal and state courts located in \_\_\_\_\_.

**The Designer**

**Name**

**Date**

**Signature**

\_\_\_\_\_

**The Client**

**Name**

As of the date of \_\_\_\_\_, this proposal has been approved and become binding among the parties.

**Signature**



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