



Brides & Weddings

WEBSITE DESIGN PROPOSAL

Welcome aboard! I'm so excited that you've chosen Franklin & Willow to be part of your website's makeover! If you're anything like me, you want to know everything you are getting yourself into prior to signing the contract. My hope is that this proposal will give you a comprehensive and clear idea of what your experience will be like working with Franklin & Willow.

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1. WHAT ALL DO I GET?

FULL WEBSITE DESIGN

I believe that developing a website should be an enjoyable, inspiring, and stress-free experience. Franklin & Willow will design a custom responsive website for your brand through the Showit5 software. The purchase price of your custom website design includes your homepage plus 4 pages.

At the completion of the website design process, you will receive information on how to make updates to your website on your own. You will have access to Showit5's incredible customer service team to assist with any questions that might come up during your time editing.

You will finish your website design experience with a live custom Showit5 website for mobile and desktop, a Showit5 subscription, SEO (search engine optimization), and the tools to continue managing your website on your own.

FREQUENTLY ASKED QUESTIONS ON NEXT PAGE

FAQ'S

1. WILL MY SITE BE EASY TO UPDATE MYSELF?

I wouldn't design a website without it being easy as cake for you to update! Once your design has been completed, you will receive information on how to update your site so you may make any changes yourself and keep it up to date! Not only will you receive these instructions, but Showit5 has INCREDIBLE customer service to assist you. We will be sure you will be able to maintain your show-stopping new site with ease.

2. WILL MY WEBSITE BE MOBILE FRIENDLY?

Yes, of course! Showit5 offers a beautifully and seamlessly responsive design. This means that no matter what size device the visitor is using, your website will still look perfect! With the majority of consumers using their mobile devices over desktop devices, having a mobile friendly site is CRUCIAL. We know how important this is, so we are dedicated to making your mobile experience flawless.

3. WILL THERE BE FEES ON TOP OF THE PRICES LISTED ONLINE?

The prices listed online are starting points. Everyone has different needs and hopes for their projects, so likewise, the prices are not always one-size-fits-all. Logo and website designs fluctuate the most, as there many factors that add to the complexity of these projects. A logo may incur the cost of a particular font, for example.

In order to upkeep your website, you must purchase a monthly subscription of Showit5 which is \$39/month. You must also pay for your website domain, and any other additional necessary website related elements. The website fee includes the designing of your homepage plus 4 pages or sections on your site. Additional pages will result in additional charges.

4. WHAT SHOULD I BE DOING BEFORE WE GET STARTED?

In order to get started, we do ask that you have collected all professional photography and copy for your site. Your photography should showcase a variety of elements (your products, services, workspace, you) while still illustrating consistency in who you are as a company. After signing the contract, we will provide you with an copy outline to assist you in writing your website content.

Please begin Pinterest-ing ideas, styles, and layouts for your design and exploring favorite websites to provide to Franklin & Willow prior to getting started. At the beginning of each design experience, we will ask you to complete a questionnaire to give us a better idea of your vision for the project!

2. WHAT IS THE TIMELINE LIKE?

WHAT TO DO NOW:

- Read over this proposal and decide to book Franklin & Willow!
- Please respond via email when you're ready to sign the contract.
- F&W will send you the contract to review and sign digitally.

PRE-WORK:

PRE-WORK

First payment is due. Set project start date.
Create private Pinterest board for visual inspiration.
Complete comprehensive questionnaire.
Upload copy, photography, and pricing/menu info to project management software (to be introduced upon signing the contract).

WEBSITE DESIGN:

WEEK 1 - 4

F&W presents mockup of website homepage.
Homepage Revision #1.
F&W presents mockup of full website design.
Full Website Revision #2. F&W presents mobile site version.
Full Website Revision #3 (final revision).

LAUNCH PREP:

WEEK 5 & 6

Final payment is due.
Client purchases Showit5 subscription.
F&W transfers website domain.

Please remember that this is a general timeline and dates may change based on the timeliness of communication, the amount of work each project requires, and other various factors. Use this to serve as a general outline of what to expect!

2. WHAT IS THE TIMELINE LIKE?

A REVISION - DEFINED:

A design process naturally consists of multiple phases - designer creates design, client gives feedback, designer makes changes, and so on. Revisions are made with the goal to move closer to the end result of a project. Since revisions come with the territory of a design process, each revision must be done purposely and thoroughly, with the goal in mind.

What is involved in 1 round of revision? Once F&W presents the draft, you will have 2 days to provide all of your feedback through our project management tool - Asana. Once all of your feedback is gathered, F&W will make the changes to develop a new version, ending the round of revision.

Logo & Website Design = 3 revision rounds.

Any revisions past the previously listed limit will result in an additional charge of \$25.

3. WHAT DO I NEED TO BE DOING BEFORE GETTING STARTED?

1. professional photography 2. professional copy 3. pricing information 4. pinterest 5. research

01. PROFESSIONAL PHOTOGRAPHY

Professional photography is an absolute must when building a website that attracts your ideal client or customer. iPhone (or any cell phone for that matter) photos just don't really cut it anymore. To have a site that speaks to the quality and level of business that you truly are, you really do need beautiful, engaging, and brand styled photos.

Make sure your photos represent who you want to be as a brand – the lighting, the subject of the photo, colors, edits, and all. It is essential to have photos of you, the face behind the business, but here is a list of additional types of photos you will want to have on hand to construct an engagingly rich website.

- | | |
|-------------------------|-----------------------|
| 1. OWNER | 4. PRODUCTS |
| 2. TEAM (IF APPLICABLE) | 5. SERVICES IN ACTION |
| 3. WORKSPACE | 6. OFFICE/STOREFRONT |

02. PROFESSIONAL COPY

Your professional copy basically means the words, paragraphs, and phrases you will use in every area of your website and marketing materials. At this time, you most likely don't know exactly how everything will be laid out on your website, but you DO have an idea of the messages and information you would like to get across to your website visitors. At this time, I ask that you begin putting together the copy for your website marketing materials and how the copy matches up to the professional photography you've had done. I request that you use our copy outline (to be provided upon signing the contract) to help you through organizing this process if you will not be using a professional copywriter.

03. PRICING INFORMATION

Please send your pricing/package information, menu items, or whatever it may be that you would like listed on your website. F&W will use these to develop your website pages.

3. WHAT DO I NEED TO BE DOING BEFORE GETTING STARTED? ctd.

04. PINTEREST

F&W will use your visual inspiration to create a branded website design that speaks to who you are and clearly represents your company. I ask that you create a private Pinterest board and begin pinning items that catch your attention. Though we request that you find logos, patterns, and marketing materials that you enjoy, we also want to see all of the types of pins (non-design related) that draw your eye. This gives us insight on you and your ideal client and helps us better portray your ideal brand. After you sign the contract you will complete the comprehensive questionnaire. At that time I will ask you to provide the link of your Pinterest board. Starting now will speed up that process later on!

05. RESEARCH OTHER BRANDS

While it's important not to get caught up in what other brands are doing, it's also important to know your competition and which companies and websites your ideal clients or customers are drawn to. On the comprehensive questionnaire, we will ask you to list your favorite websites to give us an idea of the structure of your site.

4. WHAT WILL MY TOTAL INVESTMENT BE?

INVESTMENT

WEBSITE DESIGN \$ 850

SHOWIT5 SUBSCRIPTION \$ 39 / MONTH
Or \$408 Yearly

DOMAIN NAME \$ 12 / YEAR
Google Domain

G Suite \$ 5 / MONTH

TOTAL INVESTMENT - YEAR ONE \$ 1330 approximately

EACH SUBSEQUENT YEAR \$ 480 approximately

50% RETAINER AT TIME OF SIGNING THE CONTRACT \$ 425

50% PAYMENT BEFORE FINAL WEBSITE IS TRANSFERRED \$ 425 + any add on's

ADD-ON'S:

WEBSITE PAGE \$ 75

PRICE SHEET \$ 75

FLYER \$ 70

POST CARD \$ 40

BROCHURE \$ 80

BUSINESS CARD \$ 40

ADDITIONAL \$ 25

REVISIONS

5. CONTRACT PREVIEW

This contract is simply to ensure everyone is in agreement regarding the services F&W will be providing. It's purpose is to protect both yourself as well as us as designers. Feel free to contact us with any questions!

CLIENT RESPONSIBILITIES:

- Client will provide accurate, complete, and timely information, materials, and feedback to Franklin & Willow.
- Client will approve and proofread all final designs, copy, and website. Franklin & Willow will make all efforts to ensure that no information is misrepresented. However, client assumes all responsibility for content.

COPYRIGHT & CREDIT:

- Franklin & Willow agrees to create original work for the Client, free of plagiarism.
- Franklin & Willow holds copyright of any work created during this project until final payment has been made and files have been handed over. At that time, the copyright of the work transfers to the Client.
- Once Client holds ownership of the copyright, the original work should not be altered in any way.
- Franklin & Willow can use designs, samples, photographs, or screenshots of the work created under this agreement for promotional purposes (such as marketing, social media, or website) once the project has been made public.

CONFIDENTIALITY:

- Franklin & Willow acknowledges that they may have access to information which relates to the Client's products, creative works, marketing strategies, projects, and other information. Franklin & Willow agrees to protect the confidentiality of this information.

REVISIONS & ALTERATIONS:

- Client will be allowed no more than 3 revisions of logo design and website design and no more than 2 revisions of price sheets, post cards, brochures, business cards, and flyers.
- If further revisions are requested, Franklin & Willow will bill the Client \$25 for each additional revision requested.
- Additional revisions may result in a delayed completion date.

5. CONTRACT PREVIEW

PAYMENT & EXPENSES:

- Client agrees to pay a non-refundable 50% retainer before the project will begin.
- All balances must be paid before final files are delivered and website is transferred.
- Franklin & Willow reserves the right to suspend work and withhold delivery of any project documents until past due balances are paid.
- The Client shall reimburse Franklin & Willow if they have any requests for additional stock photography, artwork, fonts, and/or materials needed for the project.

CANCELLATION:

- Both parties understand that the Client or Franklin & Willow may terminate the service at any time if, for any reason, the relationship is deemed unsatisfactory by any party.
- If the project is terminated before the service has been fully fulfilled, Franklin & Willow will keep the non-refundable retainer and any fees paid to that point.
- If the Client decides to cancel the service after files and website have been transferred, Franklin & Willow reserves the right to keep the full payment amount.