

Website Proposal Template

As a managed web services provider, you help companies keep their websites running smoothly and performing well in search engines, so that they can attract new customers. This template will help you develop proposals to respond to Requests for Proposals (RFPs) or to share your capabilities with potential clients.

HubSpot Tip: Be sure to adapt this template to each project you pursue. It is important to provide each client a customized proposal that is specific to the unique requirements of their website.

Cover Letter

The first page of your proposal should consist of a cover letter directed to the client. Thank the client for accepting your proposal and briefly describe your service offering.

Close the letter with a couple of sentences stating that you are looking forward to working with them. Provide your contact information (e.g., email address and phone number) so that they can get in touch with you with any questions about your proposal.

HubSpot Tip: Include an electronic signature or hand-sign the cover letter for a personal touch.

Our Company and Team

Provide a one-paragraph overview of your website management company. Some things to consider including are: when, why, and by whom your company was founded. Talk about key websites that you currently manage or have managed in the past, focusing on ones that are similar to the project you are currently proposing. Describe your company's mission and tell the reader what sets you apart from other website services firms.

Our Services

Give an overview of the types of assistance you offer to clients. This list does not need to be specific to this particular website management proposal. Include all of the services that your company offers.

After giving a brief introduction, you can provide the services in a bulleted list, as shown below:

- Website Hosting
- Site Management
- Web Form Testing

Our Proposed Web Management Team

Offering a credible team is essential to the success of any proposal. Provide an overview of your team and the role each member will play in managing the client’s website. Then, provide the name, title, and a brief profile or biography of each of your proposed staff.

Each profile should comprise a short paragraph and should include the team member’s years of experience in website management, any relevant certifications or educational milestones, and similar projects they have completed in the past.

- Team Member 1, Title – Profile
- Team Member 2, Title – Profile
- Team Member 3, Title – Profile

HubSpot Tip: To personalize the proposal and connect faces with the names, you could also include professional headshots of your proposed team.

Project Objectives

Give an overview of the project, describing the purpose of your agency’s web management services. Indicate how the website fits with your client’s strategic goals and tell them why it is important to manage it appropriately.

What are the risks of leaving a website unmanaged? What improvements will your organization make for the client?

HubSpot Tip: Before writing your proposal, gather information about the client’s objectives either by speaking with them directly or by reviewing background materials, like their company website and the RFP.

Major Activities and Timeline

Indicate the activities involved in managing the website, with start and completion dates. You can use a simple table, like the one that follows, to depict the timeline.

Activity	Start Date	Completion Date

HubSpot Tip: Including a detailed schedule highlights your credibility and shows your capacity to complete all phases of the website management project on time.

Pricing and Payment Schedule

Website management work often involves a monthly or yearly payment by the client for ongoing services. You can use a table like the one below to indicate the proposed payment schedule.

Item	Deadline	Cost
Deposit	Upon contract signing	\$1000.000
Monthly Web Management Fee	By the 15 th of the previous month	\$200.00
Year One Total:		\$3,400.00
Annual Total for Subsequent Years:		\$2,400.00

HubSpot Tip: Update the pricing information and payment schedule according to the specifics of the project.

Signatures and Agreement

Indicate what is needed to finalize the contract. Most likely, you will need a signature from the client, and payment of a deposit. You should also add your company's specific contract details indicating the terms and conditions for this work.

Include a place for signatures by the client, like shown below.

[Name], [Role]

[Name], [Role]

[Name], [Role]

HubSpot Tip: Include the names and roles of the people whose signatures you need. Doing so helps to personalize your proposal.