WEBSITE DESIGN PROJECT PROPOSAL & MILESTONE ROADMAP

FULL-CYCLE WEB DEVELOPMENT: DISCOVERY, UI/UX, CMS BUILD, QA, DEPLOYMENT & PAYMENT SCHEDULE

PROJECT: _____ **CLIENT COMPANY:** _____ **PROPOSAL DATE:** _____/_____/20____

AGENCY / DESIGNER: _____ **PRIMARY CONTACT:** _____ **VALID THROUGH:** _____/_____/20____

PLATFORM: [ ] WordPress [ ] Shopify [ ] Webflow **SCOPE:** [ ] New Build [ ] Redesign [ ] E-commerce **TARGET LAUNCH:** _____/_____/20____

1. STRATEGIC OBJECTIVES, CMS ARCHITECTURE & RESPONSIVE DELIVERABLES

[ ] Custom Responsive Mobile & Desktop Layouts

[ ] CMS Backend Configuration & Admin Training

[ ] E-Commerce Shopping Cart & Stripe Gateway

[ ] On-Page Technical SEO & XML Sitemap Setup

[ ] Google Analytics 4 (GA4) & Event Tracking

[ ] Speed Optimization, CDN & SSL Certificate

2. 5-PHASE PROJECT MILESTONE ROADMAP & BILLING MILESTONES

PHASE	MILESTONE NAME	KEY DELIVERABLES & APPROVAL GATE	DURATION	PAYMENT ($ / %)
Phase 1	**Discovery & Wireframes**	Brand audit, competitor research, site architecture, low-fi wireframes.	**Weeks 1 - 2**	**50% ($ _____)**
Phase 2	**UI/UX Visual Design**	High-fidelity Figma prototypes, design system, desktop & mobile mockups.	Weeks 3 - 4	[Included]
Phase 3	**Frontend / CMS Build**	Responsive coding, database integration, custom post types, API hooks.	Weeks 5 - 7	25% ($ _____)
Phase 4	**Content Migration & QA**	Cross-browser testing, mobile audit, page speed pass, client review.	Week 8	[Included]
Phase 5	**Production Deployment**	DNS cutover, live deployment verification, analytics audit, handoff.	Week 9	25% ($ _____)

PROJECT GOVERNANCE & REVISIONS POLICY:

Revisions: Includes up to 2 rounds of design revisions per milestone.
Client Delays: Assets delivered > 10 days late automatically extend launch date.
Out of Scope: Custom 3D modeling, copywriting, and ongoing hosting billed separately.
Warranty: 30 days of complimentary post-launch bug fixing included.

TOTAL INVESTMENT SUMMARY:

BASE DESIGN & BUILD: $ _____

DISCOUNT / SPECIAL CREDIT: ($ _____)

TOTAL PROJECT INVESTMENT: $ _____

INITIAL DEPOSIT (50%): $ _____

FORMAL PROPOSAL ACCEPTANCE & PROJECT COMMENCEMENT AUTHORIZATION:

Client Authorized Signature: _____

Date Signed: _____/_____/20____

Agency Lead Signature: _____

Date Signed: _____/_____/20____