

PROFESSIONAL PACKAGE EXAMPLE

# Web design project quote template



**[Client Business Name]**

Prepared by: [Your Name / Studio Name]

Date: [Insert Date]

# Scope of work

## Website design & build

Design and setup of up to 15 pages on the website platform, including shop and blog page layouts.

Includes:

- Two homepage design concepts
- Two rounds of revisions
- Layout and formatting of supplied content
- Website prepared for client editing once live

Additional revisions are charged at **\$120 + GST per hour**.

Additional pages beyond 15 are charged at **\$100 + GST per page**.

## Responsive design

The website will be optimised for desktop, tablet, and mobile devices to ensure a strong user experience across all screen sizes.

Investment

\$5,900.00

# Search engine optimisation (SEO) – one-off

Keyword research and optimisation of meta titles and descriptions for up to 10 pages.

Additional pages are charged at \$50 + GST per page.

Search engine rankings depend on a range of external factors and cannot be guaranteed.

Performance may be reviewed after one month.

**Investment**

\$1,000.00

# 5-page content package

Professionally written website copy aligned with your brand and structured for search visibility.

Includes:

- Brand and audience workshop
- Tone of voice development
- Keyword research
- Content planning
- Professionally written website copy
- SEO foundations (page titles, meta descriptions, URL structure, headers and body content)

**Investment**

\$2,500.00

# 2–3 hour photography session

2–3 hour professional photography session capturing products, team, premises, and supporting visuals for website and marketing use.

A creative brief will be provided to guide style and imagery requirements. Final cost may vary depending on duration and editing requirements.

**Investment**

\$1,000.00

# Website subscription

Includes:

- Website hosting
- Website editing tools
- Google Analytics integration
- Unlimited blog/news pages
- Ongoing feature updates
- Phone and email support

**Investment**

\$39 + GST  
per month

or

\$399 + GST  
per year

# Investment summary

## Website build

Website design	\$5,900.00
SEO	\$1,000.00
Content package	\$2,500.00
Photography	\$1,000.00

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Subtotal	\$10,400.00
GST (15%)	\$1,560.00
<b>Total NZD including GST</b>	<b>\$11,960.00</b>

## Subscription

Subtotal	\$399.00 per year
GST (15%)	\$59.85
<b>Total NZD including GST</b>	<b>\$458.85 per year</b>

# Final pricing & terms

## Payment structure

- A 50% deposit is required before work begins. An invoice will be issued upon acceptance of this quote.
- A 25% progress payment is required once the homepage design is approved and prior to build.
- The remaining 25% balance and first subscription payment are required before the website goes live.

## Revisions & scope

- Two design revision rounds are included.
- Additional revisions are charged at \$120 + GST per hour.
- Any work outside the quoted scope will be priced and approved before proceeding.
- If the scope of a quoted item increases, additional costs will be clearly outlined prior to commencement.

## Pricing variation

This quote is based on the current scope of work. Final pricing may vary by up to 20% depending on scope adjustments or additional requirements.

## Platform updates & maintenance

Advanced design customisation may require periodic updates to maintain performance, security, and compatibility as platforms evolve.

Where future development work is required to align the website with platform updates, this may carry an additional cost. A maintenance plan can be implemented to cover required updates and reduce the likelihood of unexpected expenses.

## Client delays

If delays of more than two weeks occur in reviewing designs or supplying required content, the website subscription may begin and work completed to date may be invoiced.

## Validity

This quote is valid for two months from the issue date.

## General terms

General terms and conditions: **[add link here]**