Christina Web Design

WEBSITE DESIGN PROPOSAL

"Crafting Your Online Presence"

Created by:

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Christina Web Design, Freelancer

Prepared for:

Business Name
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❯ Introduction

Web design isn't a one-size-fits-all formula, but there are a few things that make a website flourish while others fall flat. My objective is to build a website that will portray the exact messaging and aesthetic you desire to convey to the visitors of your site. I love bringing my client's mission to life online with a personal site that functions optimally. We'll work together to accomplish this in two main ways:

First, we'll figure out the best way to visually represent the value you have in your community and what sets you apart. In other words, succinctly communicate online to your target audience what you do that nobody else can do, but also figure out how to get the goals, opinions and ideas from your head...and onto the internet.
Secondly, your website will be connected to Google through the software I use (Wix) for "Search Engine Optimization" to be effective - this means people will be able to find you online!

I'll expand on this and the overall website design service that I offer in the following sections.

❯ Content for the site

Web page selection

Here's a few suggestions of what could be included on your site which we can discuss further:

- ⌂ Homepage: Clearly communicate your mission & establish a relationship with your clients
- ⚇ About us: Who are you? What's your story? What is your personal connection?
- ⬡ Services: Helps community members know exactly what you offer (and don't).
- ⚙ Your process: Gives people a pre-set understanding of expectations
- ▤ Blog or Social Media: Helps gain traction online and continues that personal connection
- ⟨⟩ Photo gallery: Helps give a visual image of who you are. Maybe include testimonies.
- ⁇ FAQ section: A time saver for you and site visitors.
- ✉ Contact us: Gives your clients best way reach you, offering varies points of contact
- 🛡 Privacy policy and terms & conditions: Ensure there's clearly stated information to protect you and your clients, if necessary.

> Process and time scale

Step 1: Complete the included design interview form

I need to understand even better who you are, your passion and mission, and what you stand for. This will help me know how to move forward with the design and message of your website. If you decide to hire me, we would sit down and review the Design Interview Form (below) for a Design Consultation and discuss any goals or concerns you have. I want us to all be on the same page by understanding expectations, who you are, and how to best portray your organization online.Through this personalized questionnaire and preliminary interview meeting, I work to interpret the underlying message that shows your passion, personality, and mission while still make it a functioning website.

Step 2: Design checks and final approval

Though this process seems "techy" there's an artistic side to it too - which I enjoy! As I go through the process of building the web pages, I will check in every so often to see what you think or any additional questions I may have (and more so initially). There will be a common theme to each page and the site as a whole. When we are at the end, I will reach out for final approval before launching and making the site permanently "live" on the internet.

Step 3: Timespan and deadline

Depending on your goals and what is decided after the Design Consultation, I would have a better idea about how long it would take to design and launch your site. It generally takes me about 5-7+ hours of work time per web page in initial design, structure and function. As long as there are not any bugs to work out or any bigger setbacks, I would estimate it taking between 40-50 hours to complete your website. If you have a particular time frame in mind, we can also discuss that to see what is best and most reasonable.

Step 4: Maintenance

Once the site is launched and things are running smoothly, I would make sure to maintain the continual running the website, if that's what you choose. If you decide to have me continue to maintain a check on the site, there would be a consistent Monthly Inspection (most likely 1-2 hours of time spent each month checking in on it) and then Design Update Fee (also an hourly rate) as needed for any editing changes. We can cover this more in our consultation meeting.

DESIGN INTERVIEW

Please complete the following information below when you're ready:

Web design goals

What are some of your main web design goals?:

☐ Create an online community, subscribers, etc.

☐ Build campaigns and fundraising

☐ Provide business information

☐ Create online appointments

☐ Provide a community service

☐ Create a visual connection (future and past events, integrate social media, etc)

☐ Other:

Please list more detail about some of your goals/objectives for the site:

Web design elements

Colors: Please provide your brand colors or, if you don't have them, provide links to two or three websites in the WEBSITE MODELS section. Hex codes are helpful if available.

Look and feel: Please provide as many ideas as you can of what you want your website to look like. If you have some examples of websites you enjoy and wish us to use for inspiration, please place their URL in the WEBSITE MODELS section.

Website models

Which websites have layouts and navigation that you enjoy?

www. _____

www. _____

Which websites have a look and feel that you want?

www. _____

www. _____

Which websites have features that you want?

www. _____

www. _____

Aesthetic

What tone-of-voice and overall "vibe" would you prefer for your website? Click any that apply:

☐ Clean & Minimal   ☐ Interactive

☐ Vintage   ☐ Fun & Bright

☐ Knowledgeable   ☐ Feminine

☐ Academic   ☐ Modern

☐ Nostalgic   ☐ Other:

If you would like a new logo design, please describe the elements you would like included:

Features

What features would you like us to include on your website? (If you're uncertain, we can chat):

- ☐ Interactive Features (like with scrolling or pop up boxes)

- ☐ Streaming video

- ☐ Downloadable info (maybe for the mothers)

- ☐ Donation Feature and Campaigns

- ☐ Custom graphics/logos if you don't have one already in mind

- ☐ Website search engine

- ☐ Blog and/or Newsletter

- ☐ Visitor Messaging Feature

- ☐ Events form and sign ups

- ☐ Newsletter sign-up form

- ☐ Integrated Google Maps location

- ☐ Password-protected pages for client-specific content

- ☐ Other:

Social media

Would you like social media integration?:

- ☐ Yes

- ☐ No

Additional info or questions about your social media:

⟩ Notes

Is there anything else you'd like to communicate about your web design goals?

⟩ Costs

I can send you my most recent Fee Form with Contracts for 2025 when you're ready to review them and to commit to hiring me to design your site. NOTE: I had to restructure my business because of multiple family situations this year. Because of this, I mostly maintain all my work as hourly services that I provide for my clients. My flat hourly rate for the current 2025 calendar-year is $25/hour (pending extra fees). I can also explain this further in our consultation meeting. The platform I use, Wix, has pricing plans that can be found here: https://www.wix.com/plans

⟩ My Portfolio

www.christinawebdesign.com
www.leadersintraining.org
www.chuckhelmsgolftrust.com
www.henrycountywomensrecoverycenter.org