

Bidsketch

Website Proposal Worksheet

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The proposal is one of the most powerful lead generation tools for website designers. In fact, it can also be one of the most successful methods of converting leads into clients. Unfortunately, while writing proposals is a big part of being a web developer, you might not even know how to write them.

While big companies, especially the ones with bigger budgets, expect to see high-quality proposals before they will consider you for a job, most training and even college courses don't cover writing proposals. You're on your own.

Because the majority of clients will create a first impression and decide whether or not to hire you based on your pitch, learning how to create a quality and convincing proposal is your best bet for increasing job prospects.

While any website proposal will require time and research, you can streamline the process and learn to create quality proposals more quickly. By learning what goes into a proposal, and how to leverage the basic proposal structure into a template, you can speed up writing and get back to the web development you love.

This worksheet will help you learn how to improve the quality of your pitch so that your proposal is more persuasive. You'll learn basic marketing tricks, and of course, how to write more quickly.

Let's get started now.

Research

If you want to create a successful pitch then you have to know why the client needs your services. For that reason, the first step to writing any proposal is to research.

While some clients will come right out and tell you why they need your services, most won't. You'll have to do a little digging to uncover the underlying issues behind their project.

Let's say the client wants a website redesign to completely revamp their existing website.

This would improve the look and feel of the website, and probably the usability as well, but a website redesign doesn't make the company any money. Why do they really need a new website? Businesses are all trying to make money and that means that they wouldn't spend money unless they thought they could make it back.

Your research should uncover the problems you can solve to help make the client money.

Research and write the reason your client needs website development:

Example:

ABC Company has an older website layout which isn't performing well on mobile. Because 40% of the sites visitors are from mobile, this is creating a high exit and bounce rate which is beginning to affect sales and SEO.

Your turn: What actual issues are your potential clients facing that would make them want to hire you?

Researching the clients actual issues, or getting to the heart of why they need solutions, will help you with creating the rest of your proposal.

Create an Outline

Now that you know what the client is facing as a problem, you can get started writing your proposal. You can use the following layout alongside placeholder text to create a template if you aren't using software.

- a. Problem Statement
- b. Recommended Solution
- c. Benefits
- d. Pricing
- e. Call to Action

Putting it Together

If you have placeholder text from a template or successful proposal, then you can use that to style your content. You can also use some of the examples from this how-to if you need help with structure. There are five basic parts of a proposal:

1. Problem Statement

The problem statement puts your research in client friendly language to show them that you understand their issues. By putting this information at the start of your proposal, you attract attention and stand out from your competitors.

Example:

- *While web standards and codes are constantly updating, it has been several years since ABC Company has redesigned their website. As a result, the current page is slow to load, not-responsive, and difficult to use on mobile sites. This is resulting in a high bounce and exit rate as mobile visitors hit the back button in search of websites that are better suited to their devices. Because mobile currently makes up a large percentage of ABC Companies demographic, this is beginning to hurt sales and SEO.*
- *ABC Company could solve the problem by launching a complete website re-design with mobile friendly responsive code, and a faster loading site.*

Not it's your turn:

2. Proposed Solution

Your problem statement may highlight the client's issues, but your proposed solution has to tell them how you can fix it. Look at the real issues and then try to outline how your services offer a solution to the problems the client is facing.

Example:

- *ABC Company should consider a complete website redesign to introduce a new responsive layout that looks attractive on different mobile screen sizes. Introducing a new mobile friendly user interface would help to increase click-through rates and sales, and would help to increase the amount of time users spend on each page. Changing up the look and giving ABC Company a new image would also help to rebrand the old website into something new that customers want to see.*

Now you try:

3. Benefits

While you have already told the client your solutions, you still have to tell them why those services benefit them. Most clients won't know the difference between web development and web design, let alone what a web developer can do for them. You have to tell them how you can benefit them as a business.

Example:

- *By updating the current website to a fast, responsive theme, ABC Company can increase sales, especially from the mobile sector. Mobile traffic is steadily increasing, which also means that sales might increase further in the future. A new, more user friendly interface, would reduce frustration and stress for anyone surfing the website, and would hopefully increase sales as well. Finally, introducing a new look would complement the internal changes by rebranding the website into its more modern image.*

Now you try:

4. Pricing Section

A pricing section is a very important addition to any website proposal but there are a few things to keep in mind. Your pricing section has to be clean, easy to understand, and as simple as possible. The best way to achieve this perfect balance is to use a grid format and then to use simple pricing breakdown.

For example:

Website Redesign..... \$4,970

Initial Meeting – We'll meet with you talk over your requirements, preferences, and business practices to get an idea of what you want.

Interface– We'll design a new, easy to use interface for the front end of your website to help improve usability.

Responsive Design– We'll take your website and make sure that all of the pages are set to resize when visited by different types of devices, so that your site is equally impressive and usable on any device.

Website Redesign – We'll redesign your entire website to incorporate ease of use with clean, functional design. We'll modernize the look and feel of your business to help rebrand your online presence.

Total Price: \$4,970

Your turn:

Price _____

Service One

Service Two

Service Three

5. Create a Call To Action

A call to action is an important addition to your proposal because it does something that most of your competitors won't. It asks the client to take action.

While you might not think of this as a necessary include, a call to action can and will increase your success rate.

A good call to action includes contact information, final details about the project, and a quick look at what's in the future for companies that accept projects:

Here's a quick example:

To get started with the proposal, follow these steps:

1. *Call us at (xxx-xxx-xxxx) to accept the proposal as-is or discuss desired changes to the website, or contract details.*
2. *Finalize and sign contract.*
3. *Submit initial payment of 50% of the final budget.*

Once the contract has been finalized, we'll get started with a meeting to discuss timelines, needs, and the look and feel of your dream website.

Now you try:

Make it Look Great

Finally, you'll want to take a few minutes to make sure that your proposal looks as good as it sounds. Your proposal is your only chance to make a good first impression, so take the time to incorporate an elegant design in the header and footer, and to ensure that the layout and font on the proposal both look good. Do a quick proofread to ensure that all of your content is in place, and make sure you take out any irrelevant text and placeholders.

Good luck writing your website proposals.

You can definitely see immediate results if you implement even one of the suggestions in this worksheet. Of course, your results will improve even more when you implement several or all of them!

To find out how Bidsketch can help you land 18% more clients while earning 32% more on each project, visit the link below:

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