

Website Pricing & Proposal Email Template

When a potential web design client asks you “what’s included in the monthly fee?”, it could be difficult to answer concisely and effectively. Below is an email template that you can send to your prospect to outline your pricing and what's included with your service. Feel free to modify it as you see fit.

Email Template

Subject: [Client's Business Name] - Website Pricing & Proposal

Hi [Business Owner's Name],

It was great speaking with you. We look forward to working with you and designing a new website for [Client's Business Name].

At [Your Web Design Agency Name], we understand the importance of a professional, mobile-optimized, and search engine-friendly website for small businesses. That's why we offer affordable, all-inclusive web design packages tailored to your needs. Below, you'll find a breakdown of our pricing:

Design & Setup: \$499 upfront

- Enjoy a professional site design that reflects your brand identity.
- Get started with your first 5 pages tailored to your specific needs.*
- Enhance your website's visual appeal with professional stock photography.
- Experience seamless mobile optimization for users on all devices.
- Benefit from expertly crafted content and copywriting that engages your audience.
- Boost your website's visibility with search engine optimization.
- Seamlessly integrate your social media profiles for increased engagement.
- Ensure consistent performance across all browsers with cross-browser testing.
- We'll connect your domain name to your new website.
- Additional pages can be added at \$100 each

Monthly Service: \$50/month

- Super reliable cloud hosting so your site will always be live
- A fully responsive design that is optimized for all screen sizes
- Safe & encrypted connection thanks to an SSL Certificate

- 24/7 access to in-depth, easy-to-understand traffic stats
- Perpetual compatibility with future devices and technology
- Done-for-you updates: send us content changes and we'll handle them
- Ongoing search engine optimization for continuous improvement in local search
- Personalized, local phone and email support whenever you need it.

We're confident that our services will help [Client's Business Name] attract more customers and boost your brand's online presence. As a local agency, we're here to provide personalized support and work closely with you throughout the entire process.

If you're interested in moving forward, we can put together a FREE design demonstration to show you exactly what your new website can look like. Please feel free to reply to this email or give me a call at [Your Phone Number] to get started.

Regards,
[Your Name]
[Your Title]
[Your Web Design Agency Name]
[Your Email Address]
[Your Phone Number]