



WPCNX MEETUP • FEBRUARY 2026

# The **\$10K** Proposal

How to ~~pitch~~ <sup>price</sup>, propose, and close  
a 5-figure web design project.

by Jef van de Graaf™



## WHAT YOU'LL LEARN

### PRICING

## How to calculate your web design's value

1. Recognize the full scope of what you deliver in a project.
2. Structure your services into packages (base + add-ons).
3. Price based on client value, not your time investment.



#### FREEBIE:

*Spreadsheet pricing calculator*

### PROPOSING

## Tips for structuring a \$10K proposal like a pro

1. Guide the decision with story and structure (not just deliverables)
2. Define what's included AND what's excluded (prevents scope creep)
3. Learn from real \$10K proposals (live walkthrough + pro examples)



#### FREEBIE:

*My actual \$10K proposal*

### CLOSING

## Getting paid without the awkwardness

- Set payment terms that protect your business (deposits are non-negotiable)
- Position as VENDOR not contractor (changes payment dynamics)
- Handle objections without negotiating your rate down



#### FREEBIE:

*Killer Contract (Template)*

## WHAT EXACTLY ARE YOU SELLING?



Will you pay  
me \$10K for...

... *what?*

## Performance:

1. Page speed
2. Hosting reliability
3. CDN
4. Caching
5. Image optimization
6. JS/CSS optimization
7. Core Web Vitals
8. Mobile responsiveness

## Copywriting:

9. Positioning
10. Value props
11. Message hierarchy
12. Voice & tone
13. Calls to action
14. Narrative flow
15. Objection handling
16. Clarity (no jargon)

## SEO:

17. Keywords
18. Search intent
19. Metadata
20. URL structure
21. Schema
22. Internal linking
23. Back Linkable content
24. Technical health (sitemaps, robots, indexing)
25. NAP consistency
26. Topical authority mapping
27. Keyword clustering
28. 404 strategy & redirect mapping
29. Reputation & brand queries

## What is the full scope of what you deliver?

## Design:

30. Visual hierarchy
31. Spacing
32. Typography
33. Color systems
34. Accessibility
35. Conversion UX (above-fold clarity, CTA placement)
36. Scannability
37. Interaction patterns
38. Brand consistency
39. Device breakpoints
40. Component reuse
41. Form design
42. Logo usage rules
43. Photography



## Web Design - Pricing Calculator

Enter quantities in YELLOW cells. Prices update automatically.

**WEB DESIGN ESTIMATE** **\$9,700**

Component	Qty	Unit Price	Subtotal
<b>PAGES</b>			
Homepage Foundation	1	\$1,500	\$1,500
About Page Template	1	\$750	\$750
Contact Page Template	1	\$750	\$750
Service Page Template	1	\$900	\$900
Custom Landing Page	3	\$1,200	\$3,600
Blog/Resource Hub Setup	1	\$1,000	\$1,000
<b>Total Pages:</b>	<b>8</b>	<b>Pages Subtotal</b>	<b>\$8,500</b>

<b>COPYWRITING ADD-ONS</b>			
AI Placeholder Text (per page)	8	\$150	\$1,200
Professional Copywriting (per page)	0	\$650	\$0
Copy + Research/Positioning (per page)	0	\$1,350	\$0
		<b>Copywriting Subtotal</b>	<b>\$1,200</b>

<b>CUSTOM ELEMENTS &amp; BLOCKS</b>			
Custom Hero Design (beyond template)	0	\$400	\$0
Testimonial Carousel/Grid	0	\$250	\$0
FAQ Accordion Section	0	\$200	\$0
Pricing Table (2-3 tier)	0	\$350	\$0
Feature Grid (icon + text)	0	\$200	\$0
Team Member Grid	0	\$250	\$0
Logo Cloud (partners/clients)	0	\$150	\$0
Stats/Metrics Section	0	\$200	\$0
Process Timeline/Steps	0	\$300	\$0

✓ Structure with a base offer + add-ons:

## Website Design & Development — \$7,500

Core site (home, services, about, contact, 3 other pages).

### ADD-ONS:

- SEO Foundation Package — \$2,000
- Professional Copywriting — \$2,500
- E-commerce Integration — \$3,000
- Ongoing Care & Maintenance — \$150/month

**Live demo:** Let's look at a free tool you can use to determine your prices, add-ons. I've used this on calls so clients can pick and choose what they need and see a live update/budget to walk away with a clear idea of cost.

## PRICE FOR VALUE, NOT HOURS

### Your pricing should reflect:

- ✓ The problem you're solving
- ✓ The revenue impact (or cost savings)
- ✓ The strategic advantage they gain
- ✓ The ongoing value (not just launch day)

### 1. Identify what the client gets:

- New revenue?
- Time saved?
- Competitive advantage?

### 2. Use line items to show (and add) value

- Clear breakdown lets you upsell when they need more, justify when they question price.

### 3. Know your strengths vs. weaknesses

- Charge premium for what you're great at. Subcontract or refer out what slows you down.

**Stop thinking:**

"This takes me 40 hours × \$150 = \$6,000"

*What if it takes you 20 hours or less?*

*Will you refund the client \$3,000 dollars?*

**Start thinking:**

"This generates \$??K in leads annually—\$15K is cheap"

**Remember:** Even if you're not good at SEO or copywriting or logo design, don't discount your price. Partner with a specialist and mark up their work.

## HOW TO BUILD YOUR PROPOSAL



Please say yes?

# Proposal Swap

Ever wonder what everyone else puts in their proposals?

The **Barfly Proposal Swap** gives you a unique opportunity to crack the vault open on *real life* website proposals to gather inspiration, compare notes, and steal all the best ideas!

Your proposal submission is your access to the vault!

*Here's how it works...*

1. You submit one of your signed/approved proposals (we want to see what's worked, not just your template)

Join today for just **\$10/mo** or **\$100/yr!**

# Access the 109 Proposals in Our Vault!

Jess Stevens

**\$7,500.00**

Website Design, Website Development,  
Strategy/Consulting, Training, Accessibility

[Login](#) or [Sign Up](#) to get access to this proposal

April Davis

**\$4,995.00**

Website Design, Website Development

[Login](#) or [Sign Up](#) to get access to this proposal

Crystal Grave

**\$850.00**

Website Design, Website Development

[Login](#) or [Sign Up](#) to get access to this proposal

Jef van de Graaf

**\$8,750.00**

Website Design, Search Engine Optimization,  
Strategy/Consulting, Copywriting

[Login](#) or [Sign Up](#) to get access to this proposal

# Project Budget.

See page 3 for full details of the project scope.

## Branding Investment

Branding Package	5,000
Additional Branding Collateral Our hourly rate for any additional branded collateral items, such as social media graphics, annual reports, business cards, brochures. (quoted separately as required.)	125 /hour

## Website Design and Build

Discovery & Planning	
Website Wireframing & UX Design	
Development	
Performance and accessibility optimizations, and plugin integrations	
User Testing & Refinement	
Staff Training & Documentation	
Includes 12-Months Complimentary Elevate Careplan (value \$2,500)	
Total Website Investment	16,500

## Additional or recurring fees that maybe incurred

Page Builder Pro License (only required if no careplan subscription) A 1-year license is included in the website project, Ongoing license is included in all Careplans.	79 USD /year
Membership Platform Subscription (Required)	Dependant on plan
Website Hosting (Required) Recommended providers will be supplied, set up is include in the website development project	Approx. 400 /year
Buffer for additional plugin licenses that may be required	500

## Ongoing support and maintenance

Elevate Careplan Other Careplan levels also available with monthly or annual billing options Includes Page Builder Pro Plugin License	2,500 /year
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All prices are subject to 5% GST. Prices are in Canadian Dollars.

## \$16.5K Proposal // Canadian Web Design Agency

This includes a 1-year care plan (hosting + maintenance), valued at \$2,500 per year.

- Branded cover
- 1 page company overview
- 2 pages explaining the project approach
- **1 page explaining website support (care plan)**
- **4 pages with proof / client case studies\***
  - 9 samples of their work
- 1 page introducing the owner + their team
- 1 page for project budget (as seen here)
- 1 page for terms
- 1 page for references ???
- Branded final page (another narrative about the brand, using their prospects brand name + contact info).

**Total pages: 14**

## Website Scope Checklist

YES	NO	FEATURE	DETAILS
✓		Custom Design	A fully bespoke design created from scratch, tailored specifically to your unique requirements.
✓		Website and CRM Onboarding	A comprehensive onboarding process to help you understand and navigate your new website and CRM system, ensuring smooth integration and setup.
✓		CRM In-Person Training	A hands-on, in-person training session (up to 2 hours) to guide your team through the CRM platform, covering key features and best practices for optimal use.
✓		Copywriting	Writing the website copy, tailored to your needs and target audience.
	✓	Translation Services	Translation of website copy into foreign languages for multilingual accessibility.
	✓	Icon Design	Creation of unique, custom icons to visually enhance your website.
	✓	Typography Design	Development of custom typefaces or fonts for a distinctive textual appearance.
	✓	Font Licenses	Licensing of fonts not currently owned by the client or agency, with potential additional fees for special fonts.
✓		Stock & Existing Photography	Use of client-provided photos and supplementation with stock photos from our library.
	✓	Infographic Design	Design of infographics or data diagrams to visually represent complex information.
	✓	Illustration	Creation of custom illustrations tailored to your website's content and style.
	✓	E-commerce	Integration of e-commerce functionality, including product catalogs, shopping carts, checkout processes, and account logins.
	✓	Animations & Motion	Inclusion of custom animations beyond CSS-based animations to enhance user interaction.

## \$13.5K Proposal // Texas Web Design Agency

For a commercial landscaping company

- Branded cover
- 1 page "Program" overview
- 1 page covering project deliverables
- 1 page showing a wireframe outline + CRM integration
- 1 page dedicated to their Website Care Plan
- **1 page covering the Website Scope checklist**
- **1 page with the "Package Price"**
- 1 page for project terms and invoice scheduling
- 1 page for project acceptance + signature
- 3 pages for ToCs (in small font)

**Total pages: 12**

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### PACKAGE PRICE:

DESCRIPTION	SUBTOTAL
<b>Enhanced Website Redesign Package:</b> <small>Includes project setup &amp; management, essential SEO, base pages (~5), service detail pages (~9), location pages (~26), and SEO-optimized child service pages (~57)</small>	\$13,675
<b>Custom CRM Setup &amp; Automation Package:</b> <small>Includes CRM configuration tailored to your workflows, custom automations, branded messaging, Google Business Profile integration, and sales pipeline setup. Also includes registering a new phone number, unlimited contacts, and 2 hours of onboarding and live training for your in-house team.</small>	\$1,500
<b>Monthly Website Care Plan and CRM Subscription</b> <small>(Includes hosting, ongoing maintenance, and CRM subscription)</small>	\$697/month
<b>TOTAL PER MONTH</b>	<b>\$697</b>
<b>TOTAL</b>	<b>\$15,872</b>

## €15K Proposal // Dutch Web Design Agency

For a commercial landscaping company

- Half page introduction.
- Section 1: Strategy planning & advice
- Section 2: Visual Identity & photography
- Section 3: Unique Design & Development
- Section 4: Performance & Safety
- Section 5: Compatibility and Support
- Section 6: Technical Execution
- Section 7: WordPress CMS
- Section 8: SEO Optimization
- Section 9: Web Hosting
- Section 10: Maintenance
- Section 11: Plugins
- Section 12: Content Strategy & Copywriting
- Section 13: Lead time and Delivery
- Section 14: Copyrights
- More terms in Dutch + signoff

Total pages: 10

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### 15. Investering

Ontwikkeling project zoals in dit document beschreven	Eenmalig	€ 15.000,00
Hosting (gebaseerd op te verwachten gebruik)	Maandelijks	€ 40,00
Veiligheid updates WordPress CMS + modules	Maandelijks	€ 95,00
Premium plug-ins	Jaarlijks	€ 600,00

Bij een project als deze kunnen er punten naar voren komen, die in de praktijk toch anders moeten of dat je nieuwe wensen hebt die je graag op de website wilt doorvoeren. We willen dat graag oppakken, mocht dat nodig zijn. Ter zijner tijd kunnen we dit samen doorlopen. Hier wordt dan een nieuwe offerte voor gemaakt op basis van ons op dat moment geldende tarief.

Alle werkzaamheden welke niet in deze offerte genoemd zijn vallen buiten de scope van dit project. Bij het opmaken van deze offerte is gerekend met ons huidige tarief à € 95,- per uur. Alle genoemde bedragen in dit document zijn exclusief 21% BTW.

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### Voorstel Betalingsschema

- Eerste betaling bij aanvang van het project (start): € 6.000 (40%)
- Tweede betaling (ontwerp & content): € 4.500 (30%)
- Derde betaling (functionele oplevering): € 3.000 (20%)
- Eindbetaling (na lancering): € 1.500 (10%)



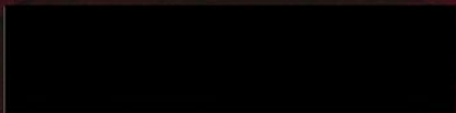
**Build An Online Business**

WEBSITE MARKETING FOR CANADIAN BUSINESS OWNERS

# Proposal.

Website Design, Messaging,  
SEO & Maintenance

PREPARED FOR



PROPOSED BY

**Jef van de Graaf**

10960039 Canada Inc.  
d/b/a Build An Online Business

DATE SENT  
6 April 2023

VALID UNTIL  
28 April 2023

## HOW TO GET THEM TO SIGN THE DOTTED LINE



Easy, right?

## WHAT ARE YOUR PAYMENT TERMS?

### Why 100% upfront works:

"Professional service providers get paid upfront. Lawyers take retainers. Contractors get deposits. You're no different."

### My standard terms:

- ❑ 100% upfront for projects under \$10K
- ❑ 50% deposit + 50% before launch for \$10K–\$25K projects
- ❑ NET30/NET60 only for enterprise clients with finance departments

### Non-negotiables:

- ❑ Always take a deposit (minimum 50%, ideally more)
- ❑ No work starts until payment clears
- ❑ Final files released only after final payment

## CLIENT → VENDOR MINDSET

### Contractor mindset:

- ❑ "Can I ask for a deposit?"
- ❑ "Is my price too high?"
- ❑ "I hope they hire me"

*Feels like you're asking permission.*

### Vendor mindset:

- ❑ "Here are my terms"
- ❑ "This is the investment"
- ❑ "Here's how we work together"

*You set professional boundaries.*

Larger businesses & enterprises expect to pay vendors NET30/NET60, that's normal (however, I will try stalling work until payment clears.)

Payment is just a business transaction, not a personal negotiation.

## Contract

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Between [company name]

And [customer name].

### Summary:

I'll always do my best to fulfil your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. I've no desire to trick you into signing something that you might later regret. What I do want is what's best for both parties, now and in the future.

### So in short:

You customer name, located at customer address ("You") are hiring us company name ("We or Us") to:

- Design and develop a Progressive Web Application

For the estimated total price of total as outlined in our previous correspondence.

Of course it's a little more complicated, but we'll get to that.

### What do both parties agree to?

You: You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us the assets and information we tell you we need to complete the project. You'll do this when we ask and provide it in the formats we ask for. You'll review our work, provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at the end of this contract.

Us: I have the experience and ability to do everything I've agreed with you and I'll do it all in a professional and timely manner. I'll endeavour to meet every deadline that's set and on top of that I'll maintain the confidentiality of everything you give us.

## Details of Development

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### Design

I create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. I create designs iteratively and use predominantly HTML and CSS so I won't waste time mocking up every template as a static visual. We may use visuals to indicate a creative direction (colour, texture and typography).

**The Killer Contract** (open source contract terms for web designers and developers)

Grab a copy from GitHub

## 5 COMMON OBJECTIONS AND HOW TO HANDLE THEM

### 1. "That's more than we budgeted"

→ "I can adjust scope to fit your budget. What's your priority?"

### 2. "Can you break down the cost?"

→ "Absolutely—here are the 43+ deliverables included."  
[Show line items]

### 3. "Can you do 30/70 payment terms?"

→ "I require 50% minimum to begin work. That's standard for projects this size."

### 4. "We need to think about it"

→ "Of course. What concerns can I address while it's fresh?"

### 5. "Your competitor quoted less"

→ "That's possible. Let's compare what's included—scope often differs significantly." OR "Why don't you go with them?"

# QUESTIONS?

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#### FREEBIE:

*Spreadsheet pricing calculator*

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#### FREEBIE:

*My actual \$10K proposal*

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### Getting paid without the awkwardness

- Set payment terms that protect your business (deposits are non-negotiable)
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#### FREEBIE:

*Killer Contract (Template)*