



Website project proposal

A fictional service business example

We propose a service website that helps a visitor understand the offer, find relevant evidence and start a useful conversation. This sample shows how scope and responsibilities can be agreed before design begins.

The starting point

The example business has useful experience, but its services are scattered across separate documents. Visitors need a clear explanation of who the business helps and what to send when they enquire. The proposed first step is a focused website built around that decision.

Proposed scope

Deliverable	What the draft would include
Service website	A homepage, a service overview and an enquiry route with clear navigation.
Content structure	An agreed page outline, concise service copy and space for approved work examples.
Enquiry journey	A short email form, useful project context and a visible direct-email alternative.

What success looks like

- A first-time visitor can explain the offer after reading the opening section.
- Each service has an understandable next step and suitable supporting evidence.
- Essential content and contact details remain usable on a phone and with a keyboard.

The final quotation would define the agreed deliverables, price and delivery schedule after the source material is reviewed.



Working agreement

Use this page to make responsibilities and open decisions visible. Every item below is illustrative and should be replaced with the agreement for an actual project.

Inputs and responsibilities

Responsibility	Example arrangement
Business owner	Supply accurate service information, permitted images, brand assets and one person to consolidate feedback.
Nexney	Prepare the agreed design and build, explain decisions and flag missing information before it becomes published content.
Shared review	Check the draft against the agreed scope and record changes before release.

Review and changes

Feedback is collected against the same draft so decisions stay clear. If the brief changes, Nexney explains the effect on scope, cost and scheduling before additional work is agreed. The quotation should state the review allowance and any separate charges.

Before work starts

- Confirm the page list, deliverables and material that can be published.
- Agree the quotation, delivery dates and payment arrangements separately.
- Record who approves content and who controls the hosting and domain.

Decision record

Project reference [Add reference]

Requested change [Add the point to resolve]

Decision owner [Add responsible person]

Agreed next step [Add the next action]

Sample only. This document is not a quotation, signed agreement or commitment to deliver the example scope.