Creating a Timeline and Budget when doing a Proposal for Website Design:

Review the answers from your Client questionnaire, mark potential trouble spots and build in extra time in those areas.

Research and Securing Domain Name & ISP   **(# of hrs x rate)**

Goal and Strategy Statement   **(# of hrs x rate)**
(refinement into concise words that can be used in the design)

Consider subcontract or time needed for:
Scripting   **(# of hrs x rate)**
Database   **(# of hrs x rate)**
Features like blog, forms, search   **(# of hrs x rate)**

Gather graphics in all formats from client   **(# of hrs x rate)**
(convert graphics into usable format)

Search for graphics/visuals to use   **(# of hrs x rate)**

Time for client approval of graphics   **(agree on time)**

Wireframe pages and do site map   **(# of hrs x rate)**

Time for client approval of site map and layout   **(agree on time)**

Design look and feel of website (non-functional, visual only)   **(# of hrs x rate)**
(allow: 3-4 designs for first round, second round should be 2 designs and a final design come out of it)

Time for client review of each "round" of design choices   **(agree on time)**

Does the final decision of the look reflect viewer's choice? Will it be workable when you start coding? Where can changes NOT be made?   **(allow time)**

Gather content/information from client   **(agree on time)**
Allow for:
Editing content received in digital form   **(# of hrs x rate)**
Writing content received in interview or other form   **(# of hrs x rate)**
Text input of content from printed pieces   **(# of hrs x rate)**
Make sure your database person is there to provide reality check   **(# of hrs x rate)**

Time for client approval of content   **(agree on time)**
Consider how many rounds of changes you will allow

Time for SEO or proofreader to review copy.   **(# of hrs x rate)**

Lay out home page according to approved design and start coding (# of hrs x rate)
Bring on subcontractors as needed.   **(# of hrs x rate)**

Let client review home page and one secondary page and approve before coding the rest. Allow time for all those involved to review. **(agree on time)**

Test with browsers & their versions: **(build in time)**
(IE, Firefox, Netscape, Safari, Opera, AOL's current one… others for MAC and LINUX-whatever you have decided on)

Test printing pages out (if needed)   **(build in time)**

Create printable forms (if needed)   **(build in time)**

Review flow of site and see that it matches objectives of client. **(build in time)**
Let client review on test server.

Code Metatags and titles, add counters and scripts and test. **(# of hrs x rate)**

After client has approved site, move to real server and test every page, every link (run a link checker against it) Ask client to review again **(build in time)**

If eCommerce site, allow time for merchant account setup, adding secure site, and coding for shipping, taxes and more. **(# of hrs x rate)**

Launch site and cross your fingers.   **(build in time)**