

Service website refresh proposal

Prepared for

Northwind Home Services

Your goal

Make it easier for customers to understand the three agreed services and request a consultation from a phone.

Our approach

Review the current service pages with the owner, rewrite the approved service information and build a clear enquiry path. Use only supplied business facts, photos and supported claims.

Deliverables

Rewrite three service pages using owner-approved facts.

Update one enquiry form and confirmation message.

Check the agreed pages at phone and desktop widths.

Provide one handover call and an editing guide.

Not included

A new brand identity, paid advertising, additional pages, booking integrations, hosting fees and ongoing website maintenance.

Timeline

Two weeks from kickoff, provided approved content and site access arrive before work starts. Week 1: page copy and layout. Week 2: implementation, one consolidated revision round and handover.

Responsibilities

Northwind supplies current service facts, photos, website access and one decision-maker. Clearpath Studio supplies the copy, implementation and handover described above.

Proposed fees

Three service-page copy refreshes

3 × \$250.00 = \$750.00

Enquiry form, responsive checks and handover

1 × \$1,250.00 = \$1,250.00

Subtotal: \$2,000.00 USD

Tax is not confirmed. Confirm any applicable tax before agreeing a final total.

Payment terms

50% of the agreed project total at kickoff; 50% at handover. Confirm invoice dates, tax treatment and payment method before accepting the proposal.

Completion and review

Review the three pages and enquiry form against the agreed brief on phone and desktop. One consolidated revision round is included before handover; further changes need a separate agreement.

Changes to the work

Confirm changes to pages, integrations or revision rounds in writing before extra work starts, including fees and timeline.

Next step

Discuss the proposed scope, fees and start date with Clearpath Studio before proceeding. This draft has not been accepted or sent.