YOUR LOGO

PixelForge Digital Studio
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WEBSITE PROPOSAL

Website Redesign + Online Shop

Prepared for Ava Collins, Bloom Florists · bloomflorists.com · 12 November 2026

INVESTMENT	PLATFORM	TIMELINE	KICKOFF
$6,540.00	WordPress + WooCommerce	6 weeks from kickoff	December 1, 2026

01 Project overview

Bloom Florists needs a faster, mobile-first website that sells bouquets online. We will redesign the site on WordPress with WooCommerce, migrate 50 products, improve page speed and set up on-page SEO so more local customers find and order from you.

02 Project phases & milestones

PHASE	DELIVERABLES	WEEKS	PAYMENT
1. Discovery	Brief, sitemap, wireframes	1	50%
2. Design	Home + 6 templates, 2 revision rounds	2	25%
3. Build	Responsive WordPress + WooCommerce	2	-
4. Launch	SEO, speed, training, go-live	1	25%

03 Investment breakdown

DELIVERABLE	QTY	RATE	AMOUNT
Discovery, sitemap & wireframes	1 phase	$600.00	$600.00
Custom UI design (home + 6 templates)	7 page	$150.00	$1,050.00
Responsive front-end development	40 hour	$65.00	$2,600.00
WooCommerce setup (50 products)	1 phase	$900.00	$900.00
On-page SEO & speed optimization	1 phase	$450.00	$450.00
Content upload & training session	8 hour	$50.00	$400.00
Hosting & maintenance (12 months)	12 month	$45.00	$540.00
		Subtotal	$6,540.00
		Tax (0%)	$0.00
		TOTAL	**$6,540.00**

04 Terms

a) 50% deposit to start, 25% at design approval, 25% at launch.
b) Two rounds of design revisions included; extra changes at $65/hour.
c) Client supplies text and images unless copywriting is added.
d) Client owns the website and content after final payment.

05 Acceptance

Client signature & date

For PixelForge Digital Studio