

Plumbing Website Proposal Template

A fill-in worksheet for getting honest, comparable quotes on your plumbing company's website from any web designer.

1. Your Project Scope (check what you need)

Hand this exact list to every designer you talk to, so every quote covers the same project.

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|---|--|
| ☐ Home page built around one-tap calling | ☐ Reviews section pulling real Google reviews |
| ☐ Service pages (drain cleaning, water heaters, sump pumps, emergency...): _____ pages | ☐ Photo gallery / before-and-after work |
| ☐ Service-area pages for the towns you work: _____ towns | ☐ Online booking or scheduling |
| ☐ About / Why-choose-us page | ☐ Spanish-language pages |
| ☐ Contact page with click-to-call + form | ☐ Call tracking so you know which jobs came from the site |

2. The Five Questions Every Quote Must Answer

If a designer can't answer all five in one email, that's your answer.

1. Who writes the copy, you or me? If me, what does that really add to my cost?

2. Do I own everything in my name? (Site files, content, domain, and every account.)

3. Is the launch date written into the agreement? What happens if you miss it?

4. What does month two cost? (Hosting, care, edits: the full monthly number.)

5. How will I know it's working? (Call tracking, analytics, and who reads them.)

3. Quote Comparison Worksheet

Fill one column per designer. "Included" counts only if it's written in their quote.

Line item	Designer A	Designer B	Designer C
Design + build price			
Copywriting included?			
Number of pages included			
Extra pages (per-page price)			
Local SEO fundamentals included?			
Google Business Profile connected?			
Call tracking included?			
Launch timeline (in writing?)			
Monthly cost after launch			
Contract length / cancellation			
Who owns the site + domain?			
Total first-year cost			

4. Terms to Demand Before You Sign

- ☐ The domain is registered in **my** name (never the designer's)
- ☐ Site files, content, and all accounts are mine once paid in full
- ☐ The launch deadline appears in the agreement, not just the sales email
- ☐ Cancellation and refund terms are written down before any deposit
- ☐ The full monthly cost after launch is stated in the quote
- ☐ I can leave at any time and take the whole site with me