



WEB DESIGN AND DEVELOPMENT

PROJECT PROPOSAL

Prepared for:

GBPK website,
+91 92144 07707
Starter Website

Prepared on : 08-01-2026

Prepared by:

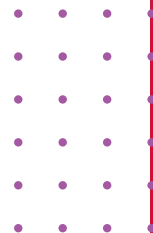
Md Intezam Ali,
+91 7063724137
Ali Web Design

Valid until : 18-01-2026





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→ INTRODUCTION

GET TO KNOW ABOUT US



Welcome to ALI WEB DESIGN,

Ali Web Design is a leading web development agency dedicated to helping businesses achieve their online goals through stunning web design and development service.

Experience the Power of Professional Web Design with Ali Web Design – Your Partner in Success!

4+

Years of Experience

180+

Happy Clients

200+

Projects Delivered

6+

Website Packages Available





→ PROJECT SCOPE OF WORK

DEFINING THE PROJECT



Objective

To provide professional and innovative web design solutions tailored to meet the unique needs of clients, ensuring functionality, user-friendliness, and aesthetic appeal while promoting business growth and digital presence.



Key Features

Key features include custom web development, responsive designs for all devices, secure and scalable solutions, SEO optimization for better visibility, and e-commerce integration with secure payment systems.



Design Aesthetics

The design emphasizes modern, minimalist aesthetics, brand alignment, engaging visuals, intuitive navigation, and user-focused interactions, ensuring every website is practical and visually captivating.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Scope of Work — Starter Plan (WordPress) Ali Web Design

Overview Ali Web Design will design, develop, and launch a modern, SEO-friendly, mobile-responsive WordPress website of up to 5 pages, hosted on our server with essential integrations and support. This Starter Plan is ideal for small businesses needing a professional online presence with core features and reliable hosting.

Core Deliverables

1. Design and Development (WordPress)

- Up to 5 pages (examples: Home, About, Services, Gallery/Portfolio, Contact). Page mix can be adjusted to your needs.
- Clean, modern UI aligned with your brand guidelines (logo, colors, fonts).
- 100% responsive design across devices (desktop, tablet, mobile) and major browsers.
- Basic accessibility best practices (readable contrast, image alt text).
- SEO-friendly structure and page performance best practices.



DETAIL OF THE PROJECT

2. Content Integration

- Placement of client-provided text, images, and branding assets across up to 5 pages.
- Stock imagery (royalty-free) can be used if needed (up to a reasonable limit).
- Formatting for readability (headings, lists, calls-to-action).

3. Functional Features

- Social Media Integration: Links/icons to your social profiles in header/footer.
- Call & WhatsApp Button Integration: Click-to-call and click-to-WhatsApp buttons for quick contact.
- Enquiry Form: Contact/enquiry form with email notifications and basic spam protection.
- Admin Access: Administrator account for your team to manage content.
- 4 Business Email IDs: Creation and configuration of four business email accounts via hosting (webmail access; basic IMAP/POP setup guidance).



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

4. Hosting, Security, and Performance

- 1 Year Free Hosting on our server (includes setup and deployment).
- Free SSL Certificate (installation and configuration included).
- Lifetime 24/7 Free Hosting Support from hosting provider (server-related support).
- Basic security hardening (security plugin setup, login protection).
- Performance optimization (caching, image optimization, minification where feasible).

5. SEO and Analytics (On-Page Basics)

- SEO-friendly website structure and clean permalinks.
- Meta titles and descriptions setup via an SEO plugin (for up to 5 pages).
- XML sitemap and robots.txt configuration.
- Image alt tags and heading structure for on-page SEO.
- Optional: Google Analytics 4 and Google Search Console setup if client provides access.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

6. Support, Training, and Handover

- 1 Year 24/7 Free Technical Support for website-related issues (uptime monitoring, bug fixes, minor content updates).
- Admin access handover with credentials.
- Basic WordPress training (up to 1 hour) with recorded video.
- Post-launch quality assurance and cross-device testing.

Timeline

- Handover and Delivery within 2 weeks of the Advance Payment

Assumptions and Client Responsibilities

- Client provides final text, images, logo, brand guidelines, contact details, social links, WhatsApp number, and preferred phone number.
- Client provides maximum 2 rounds of timely feedback (if any).
- Any third-party service credentials (e.g., email routing/SMTP, Analytics, Search Console) are provided by the client.
- Compliance content (Privacy Policy, Terms, cookie notices) is client-supplied; we can add pages if provided.



DETAIL OF THE PROJECT

Exclusions (Available as Add-Ons)

- More than 5 pages, blog setup, or content writing services.
- E-commerce, online payments, memberships, bookings, LMS, or complex custom functionality.
- Multilingual setup or advanced accessibility compliance (WCAG audits).
- Advanced SEO (keyword research, content strategy, backlinking), ongoing SEO campaigns.
- Advanced analytics dashboards, marketing automation, CRM integrations.
- Premium themes/plugins or paid licenses (if requested), and custom illustration/photography.
- Large-scale performance/CDN configuration beyond starter optimization.
- Ongoing maintenance beyond 1 year (updates, backups) unless a maintenance plan is added.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Acceptance Criteria

- A fully functional, responsive WordPress website with up to 5 approved pages.
- Working enquiry form with successful email notifications.
- Active Free SSL Certificate and site served over HTTPS.
- Social media links and Call/WhatsApp buttons functioning as intended.
- 4 business email IDs created and accessible via webmail.
- Admin access delivered and training completed.
- Site deployed to our server with 1 year free hosting and lifetime hosting provider support in place.
- 1 year 24/7 technical support from Ali Web Design enabled.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

Ownership and Handover

- Client owns the website and website content.
- WordPress, chosen theme, and plugins are licensed per their respective terms.
- All administrator credentials are transferred to the client upon launch.

Notes

- Free SSL Certificate is included and configured at launch.
- SEO Friendly Website and 100% Responsive Website commitments are covered under the deliverables and acceptance criteria above.

This Scope of Work defines the Starter Plan for Website Development by Ali Web Design. Any changes or additions can be accommodated via a change request or upgrade to a higher plan.



→ OUR APPROACH

CRAFTING DIGITAL PRESENCE



For this project, we prioritize understanding your organization’s mission and audience to create a tailored, user-friendly website. Our approach focuses on delivering a responsive design, seamless navigation, and secure donation functionality. By integrating an intuitive CMS and showcasing content through well-structured categories, we ensure the website effectively engages visitors and supports your charitable goals.



01

Discovery Phase

We'll begin with a thorough discovery phase, including a competitive analysis and a deep dive into the brand.

02

Design & Development

Our expert team will create custom designs and develop a responsive website using the latest technologies.

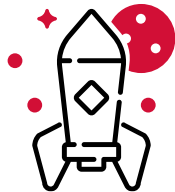
03

Testing & Launching

Rigorous testing will be conducted to ensure the website functions and the will launch the website officially.



YOUR PACKAGE AND FEATURES



Starter Website Plan

₹6,999/-

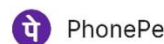
- ✓ 5 pages Website
- ✓ 1 Year FREE Hosting (In Our Server)
- ✓ Year FREE Domain
- ✓ 4 Free Business Email IDs
- ✓ Admin Access
- ✓ Lifetime 24/7 Free Hosting Support
- ✓ SSL Certificate Installation (As per Hosting)
- ✓ Enquiry Form
- ✓ Google Search Console Setup / GA4 / SMTP
- ✓ 100% Responsive Website
- ✓ Social Media Integration
- ✓ SEO Friendly Website
- ✓ Call + WhatsApp Button Integration
- ✓ Website Training (Recorded)
- ✓ WordPress Theme Based Website

NOTE :

1. Before Starting the work I need 40% payment of the Total Amount. (i.e., ₹2,799)
2. After completing the Website, you need to pay 60% then we will make the website LIVE in Internet. (i.e., ₹4,200)
3. Hosting will be from Ali Web Design's team (1st Year FREE)
4. Domain will be from Ali Web Design's team (1st Year FREE).
5. Domain will be billed separately, bill will be received on registered email address.
6. If hosting is taken from us, Annually charges will be ₹4,000/- per year. This will be applicable from next year.

BANK DETAILS

Bank Name : RBL Bank
Branch : J L Nehru Road, Kolkata
Account No : 309005686593
IFSC Code : RATN0000167



ACCEPTED HERE

Scan & Pay Using PhonePe App

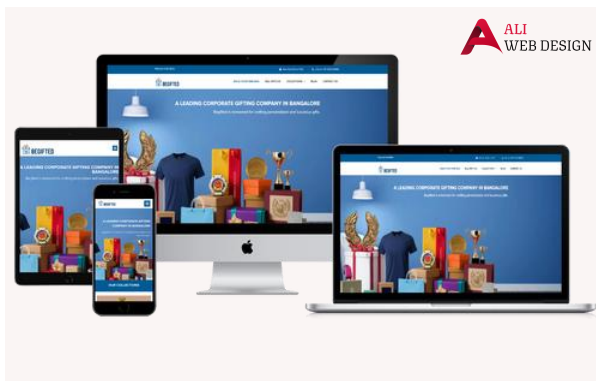


Md Intezam Ali



→ PORTFOLIO

OUR WORK SPEAKS FOR ITSELF



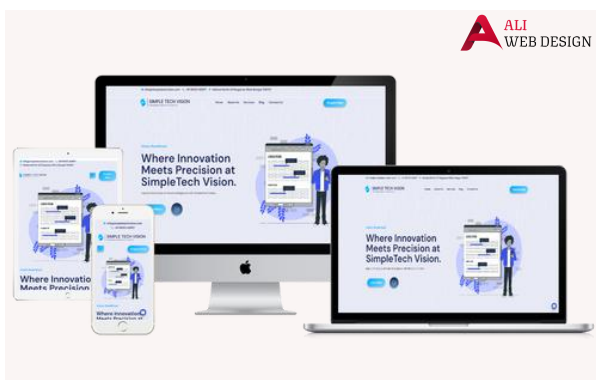
BeGifted

Begifted is a visually appealing product listing website that highlights items in a clear and organized manner. It offers a user-friendly layout to ensure easy navigation, helping businesses effectively display their offerings.



Alacrity India

Alacrity India is a feature-rich eCommerce website crafted to provide users with a smooth shopping experience. With an intuitive interface, secure payment options, and modern design, it enables businesses to connect effectively with their customers.



SimpleTech Vision

SimpleTech Vision is a service-oriented website that presents technical expertise and solutions in a professional and informative manner. Its clean design and structured content provide a seamless user experience while building trust and credibility.



Navixor

Navixor is an informative website designed for an AI service provider, showcasing cutting-edge solutions and services. The website emphasizes clarity, professionalism, and user engagement, making complex AI concepts accessible to all.



→ CLIENT TESTIMONIALS

WHAT OUR CLIENTS SAY



Ali Web Design did an outstanding job designing our website, begifted.in. From start to finish, they were incredibly professional, offering creative and innovative solutions that perfectly captured my vision. The website not only looks stunning but also provides a seamless user experience.



Mr. Deepak M
Zeal Integrated



Ali Web Design services truly exceeded my expectations in bringing my website to life! From the very start, their professionalism and dedication shone through. Ali took the time to deeply understand my requirements and made sure every detail perfectly aligned with my vision. His cooperative and patient approach made the entire process smooth and stress-free.



Rahul Agarwal
Founder - Navixor



Best person I have ever met on this work he is literally perfect person for web development and designing and his behaviour and work speed in incomparable ❤️🌟

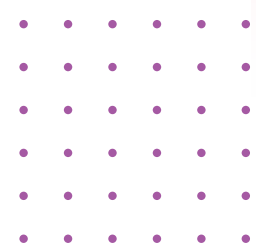


Rawat Aaryan
Co Founder – Oorjaswa



→ CONCLUSION AND NEXT STEPS

LET'S GET STARTED!



At Ali Web Design, we are passionate about transforming ideas into impactful digital experiences. Whether it's an eCommerce platform, an informative service website, product showcase or a custom website, we tailor each project to meet your unique goals. With a focus on user-friendly design, functionality, and innovation, we are excited to bring your vision to life. Let's collaborate and create something extraordinary together!

We believe that our expertise and dedication to excellence make us the perfect partner for this project. To proceed, please review the pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!

STAY IN TOUCH WITH US!



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