



WEB DESIGN AND DEVELOPMENT

PROJECT PROPOSAL

Prepared for:

Mr. Ankit Rawat,
+91 98882 48872
Premium Informative

Prepared on : 19-01-2026

Prepared by:

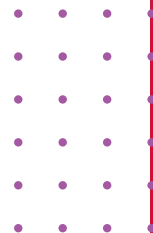
Md Intezam Ali,
+91 7063724137
Ali Web Design

Valid until : 29-01-2026





TABLE OF CONTENTS



→ Introduction	Page 3
→ Project Scope of Work	Page 4
→ Project Scope of Work in Detail	Page 5
→ Our Approach	Page 8
→ Pricing	Page 9
→ Portfolio	Page 10
→ Client Testimonials	Page 11
→ Conclusion and Next Steps	Page 12





→ 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.



DETAIL OF THE PROJECT

Scope of Work (SOW): Yoga & Yoga Retreat Website (WordPress)

1. Project Overview

A 14-page WordPress website for a Yoga and Yoga Retreat brand focused on lead generation. No online payments or booking system. Primary goals:

- Fast, mobile-first experience
- Clear program/service presentation
- SEO setup
- Simple, secure enquiry form with lead capture

2. Objectives

1. Build a performant, secure, and scalable WordPress website.
2. Showcase yoga classes, retreats, schedules, instructors, and testimonials.
3. Drive inquiries via an optimized lead form (no online payment/booking).
4. Implement on-page SEO setup best practices and GA4 analytics tracking.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

3. Deliverables

3.1 Site Architecture (Estimated 14 Pages)

1. Home
2. About Us
3. Yoga Classes
4. Retreats
5. Schedule/Timetable
6. Instructors/Team
7. Gallery
8. Testimonials
9. Pricing
10. FAQ
11. Blog/Articles (List)
12. Single Blog Post (Template)
13. Contact Us
14. Enquiry/Lead Form (or integrated on key pages)
 - Additional System Pages: 404, Legal (Privacy Policy, Terms)



DETAIL OF THE PROJECT

3.2 Design & UX

1. Brand-aligned, clean, wellness-focused UI with calming color palette and imagery.
2. Mobile-first responsive design across major breakpoints.
3. Accessibility: color contrast, alt text, keyboard navigation for menus and forms.
4. Conversion-focused CTAs and clear contact access on all pages.

3.3 Content

1. Content entry for up to 14 pages (client to provide text, images, logos; we will optimize and format).
2. Image optimization (compression, WebP, lazy loading).
3. Stock images (up to 10, royalty-free) if required.



DETAIL OF THE PROJECT

3.4 Functionality

1. Enquiry/Lead Form

- Bulleted sublist:
 - Fields: Name, Email, Phone, Interest (Class/Retreat/Other), Message, Consent checkbox
 - Validation, Spam protection (reCAPTCHA), Success/Failure messages
 - Email notifications to admin
 - Data storage in WP with export (CSV)

2. No payments and no online booking integration.

3. Blog system with categories/tags.

4. Social media links and share buttons.

5. Google Maps embed (optional) on Contact page.

6. Cookie notice (if analytics/marketing cookies used).



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

3.5 Performance

1. Core Web Vitals focused:
2. Target load time: under 5 seconds on 5G for key pages.

3.6 SEO

1. On-page SEO setup (titles, meta descriptions, H1-H3 structure) only setup.
2. Clean URLs, XML sitemap, robots.txt.
3. 301 redirects feature.

3.7 Analytics & Tracking

1. Google Analytics 4 setup.
2. Google Search Console submission.

3.8 Security & Compliance

1. SSL enforcement (HTTPS).
2. Hardened WordPress security (firewall plugin, login protection).
3. Regular automated backups (daily database, weekly full).



DETAIL OF THE PROJECT

3.9 Technology Stack

1. WordPress (stable latest).
2. Lightweight theme (e.g., Hello Elementor/Astra) with a Classic/Elementor Editor.
3. Essential plugins: SEO, caching/performance, security, forms, image optimization.
4. Hosting: Client-provided; recommend PHP 8.1+, HTTP/2 or HTTP/3, object caching / or from Ali Web Design's Server.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

4. Page-by-Page Outline

1. Home

- Hero with CTA, highlights of classes/retreats, testimonials, enquiry CTA, newsletter (optional).

2. About Us

- Story, mission, philosophy, studio/retreat ethos.

3. Yoga Classes

4. Retreats

- Overview, upcoming retreats; each retreat detail includes itinerary, inclusions, location, FAQ, gallery, enquiry CTA.

5. Schedule/Timetable

- Weekly view, filter by level/style; downloadable PDF (optional).

6. Instructors/Team

- Bios, qualifications, specialties.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

1. Gallery

- Optimized image grid with categories (studio, classes, retreats).

2. Testimonials

- Slider/grid, star ratings (optional).

3. Pricing

- Class passes, memberships, retreat pricing table; clear call to enquire.

4. FAQ

- General, classes, retreats, policies; structured for rich results.

11. Blog/Articles

- Category filters, featured posts, newsletter signup (optional).

12. Single Blog Post

- Author, date, tags, related posts, share buttons.

13. Contact Us

- Map, address, phone, email, opening hours, enquiry form.

14. Enquiry/Lead Form

- Dedicated page or embedded; success confirmation and follow-up message.



→ PROJECT SCOPE OF WORK

DETAIL OF THE PROJECT

5. Project Plan and Timeline

Total estimated duration: 3–4 weeks, subject to content readiness and feedback cycles.

6. Assumptions

1. No e-commerce, no online booking, no membership portal.
2. Client provides final content and approves designs within agreed timelines.
3. Hosting, domain, and DNS access provided by client / AWD.
4. Up to 2 rounds of revisions per phase (Design, Content, QA).
5. Image rights cleared by client for supplied media.

7. Out of Scope

1. Custom booking engine, payments, memberships, LMS.
2. Multi-language setup (can be added as a separate phase).
3. Complex integrations (CRM, WhatsApp API, marketing automation) beyond email notifications.
4. Copywriting beyond light edits and formatting.
5. Advanced accessibility audits (basic best practices included).



DETAIL OF THE PROJECT

8. Handover & Training

1. Admin training (1 hour) on editing pages, blog posts, media, and forms.
2. Post-launch support: 7 days bug-fix window.

9. Performance & Quality KPIs

1. Page Speed under 5s.
2. Form submission success rate > 99% with spam blocked.
3. No critical console errors; accessibility checks pass key landmarks.
4. Uptime target 99.9% post-launch (hosting dependent).



DETAIL OF THE PROJECT

10. Acceptance Criteria

1. All 14 pages implemented, responsive, and content-populated.
2. Enquiry form functional with validation, spam protection, admin email, and data storage.
3. SEO basics setup: meta, sitemap, internal links.
4. Analytics and Search Console connected.
5. Security, backups, and SSL verified.

11. Next Steps

1. Confirm sitemap and page list.
2. Share brand assets and content.
3. Provide hosting credentials for staging setup.



→ 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.

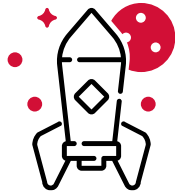
03

Testing & Launching

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



YOUR PACKAGE AND FEATURES



Premium Informative

₹10,000/-

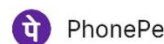
- ✓ 14 pages Website
- ✓ Admin Access
- ✓ Lifetime 24/7 Free Hosting Support
- ✓ SSL Certificate Installation (As per Hosting)
- ✓ Call Button Integration
- ✓ Enquiry Form
- ✓ Google Search Console Setup
- ✓ 100% Responsive Website
- ✓ Live Chat Integration
- ✓ Social Media Integration
- ✓ WhatsApp Button Integration
- ✓ SEO Friendly Website

NOTE :

1. Before Starting the work I need 40% payment of the Total Amount. (i.e., ₹4,000)
2. After completing the Website, you need to pay 60% then we will make the website LIVE in Internet. (i.e., ₹6,000)
3. Hosting and Domain will be shared from Client Side
4. Domain will be billed separately and 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

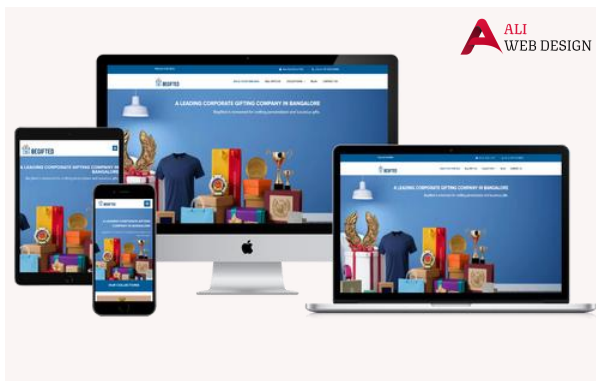


Md Intezam Ali



→ PORTFOLIO

OUR WORK SPEAKS FOR ITSELF



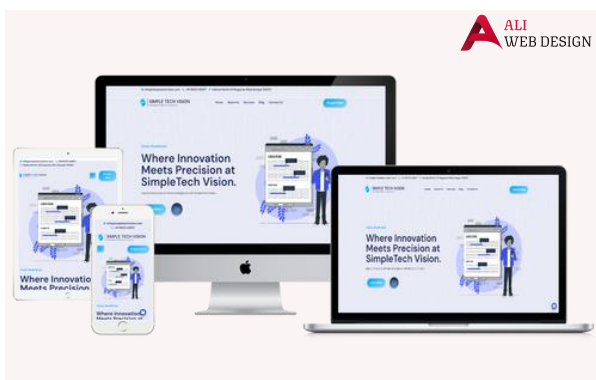
BeGifted

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 ❤️🌟

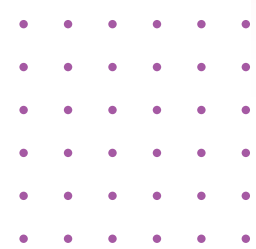


Rawat Aaryan
Co Founder – Oorjaswa



→ 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!



 **Website**
www.aiiwebdesign.com

 **Phone**
+91 7063724137

 **E-mail**
info@aliwebdesign.com

 **Address**
E/23, West Chowbaga, Gulshan Colony, Kolkata 700100