



Proposal prepared for The Willow Bakery

Dear The Willow Bakery Team

Thank you for considering Harbor & Pine Design to bring your online presence up to today's standards. We understand how important it is for an artisan bakery like yours to offer seamless ordering and be easily discovered by customers searching for "bakery near me."

Understanding Your Situation

Your current website no longer reflects the warmth and craftsmanship of The Willow Bakery. Without an online ordering option, you're missing out on potential sales from loyal customers and new visitors alike. Additionally, limited visibility in local search results means people nearby may never find you when they're craving fresh bread, pastries, or custom cakes.

What We Propose

We will deliver a custom website built to highlight your bakery's unique brand and make online ordering effortless. Key elements include

- A visually engaging design that reflects your artisan approach
- Responsive build for great performance on desktops, tablets, and mobile devices
- Integrated online ordering system tailored to your menu and workflow
- Local SEO setup to improve your rankings in "bakery near me" searches, including basic optimization of Google My Business and on-page keyword placement

Timeline

We will complete the project in four weeks from the start date. This includes design approval, development, online ordering integration, and a basic SEO setup to put you on the map.

Investment

The total investment for a custom website, online ordering setup, and local SEO is €1,800. This covers all design, development, and initial SEO work required to launch your new site and help you reach more local customers.

Why Harbor & Pine Design

Harbor & Pine Design is an independent web design studio dedicated to small businesses. We focus on:

- Building custom websites that reflect your brand story
- Delivering personal attention and clear communication
- Applying foundational SEO practices so your customers can find you easily

Next Steps

If you're ready to move forward, please reply to this email. We'll confirm your project details and get started right away. We look forward to helping The Willow Bakery grow online.



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