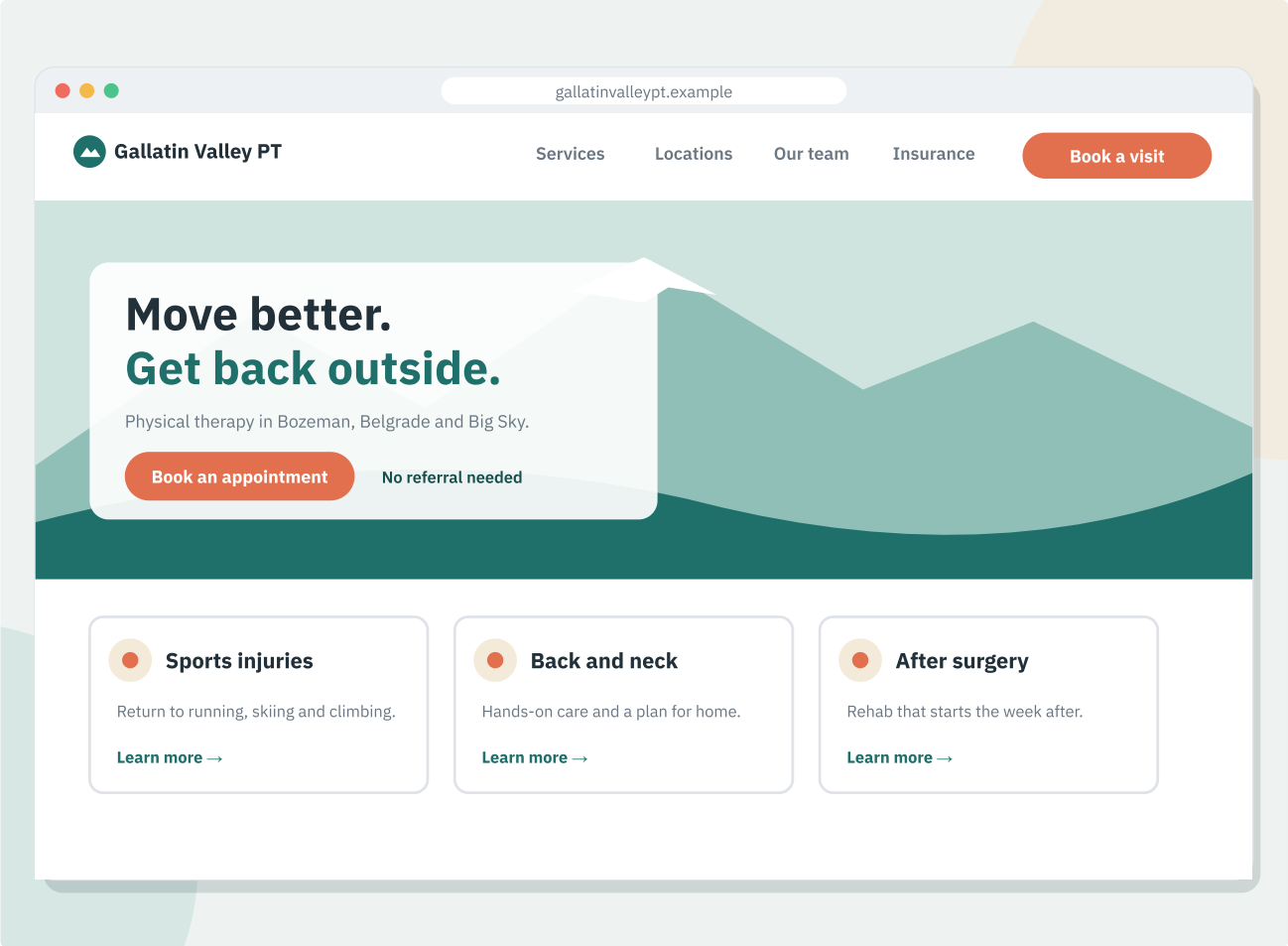


Website design proposal

A new website for Gallatin Valley Physical Therapy, with online booking for all three clinics.

NORTH BEAM STUDIO

PROPOSAL # NB-P-2026-118
ISSUED Nov 16, 2026
VALID UNTIL Dec 16, 2026

CREATED BY

Northbeam Studio
Owen Castillo
+1 406 555 0132
owen@northbeam.example

PREPARED FOR

Gallatin Valley Physical Therapy
Dr. Hannah Reyes
+1 406 555 0187
hannah@gallatinvalleypt.example

Cover letter

Dear Hannah,

Thank you for showing us around the Bozeman clinic last week, and for sending the booking and analytics exports so quickly. It made it easy to see what your front desk already knows: most new patients find you on their phone, and most of them call because the website cannot book a visit.

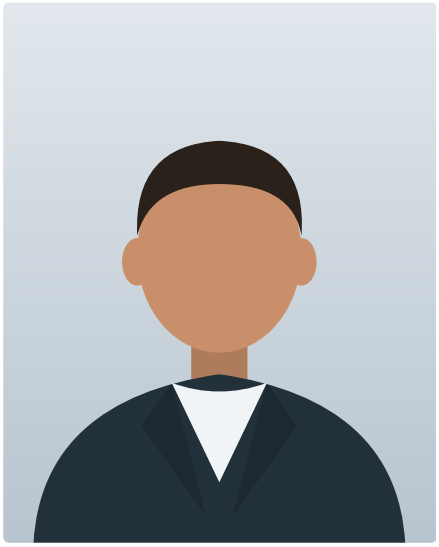
Your current site was built when you had one clinic. Belgrade and Big Sky have no pages of their own, two of your nine therapists are missing from the team page, and the site takes almost seven seconds to load on a phone. Patients who search for physical therapy in Big Sky do not find you at all.

This proposal sets out a new 28-page site with online booking for every clinic, a page for each location and each therapist, and copy and photos of your own patients outdoors. It gives you three packages to choose from, a 14-week timeline that launches before the spring ski injuries, and the terms we work to.

We recommend the Growth package. I would be glad to walk you and your partners through it, and the proposal can be signed online when you are ready.

Best regards,

Owen Castillo



YOUR CONTACT

Owen Castillo

Creative Director

+1 406 555 0132

owen@northbeam.example

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Where your website is today

Phone visitors cannot book

71% of visits come from phones, but booking means a phone call during opening hours. 38% of calls to the front desk are new patients asking for a first visit.

Two clinics are invisible

Belgrade and Big Sky share one contact page with Bozeman. The site does not appear for searches like "physical therapy Big Sky", where a competitor now ranks first.

Slow and hard to update

The home page loads in 6.8 seconds on a 4G phone. Changing a therapist's hours needs a developer, so the team page is a year out of date.

What the new site changes

Book online

Any clinic, any time of day

Be found

A page for every clinic and service

Stay current

Your team edits every page

Your site in numbers

From your analytics and phone system, November 2025 to October 2026.

4,900

Visits a month

71% from phones

6.8 s

Load time on 4G

Target: under 2.5 s

0

Online bookings

Every visit is booked by phone

1 of 3

Clinics with a page

Bozeman only

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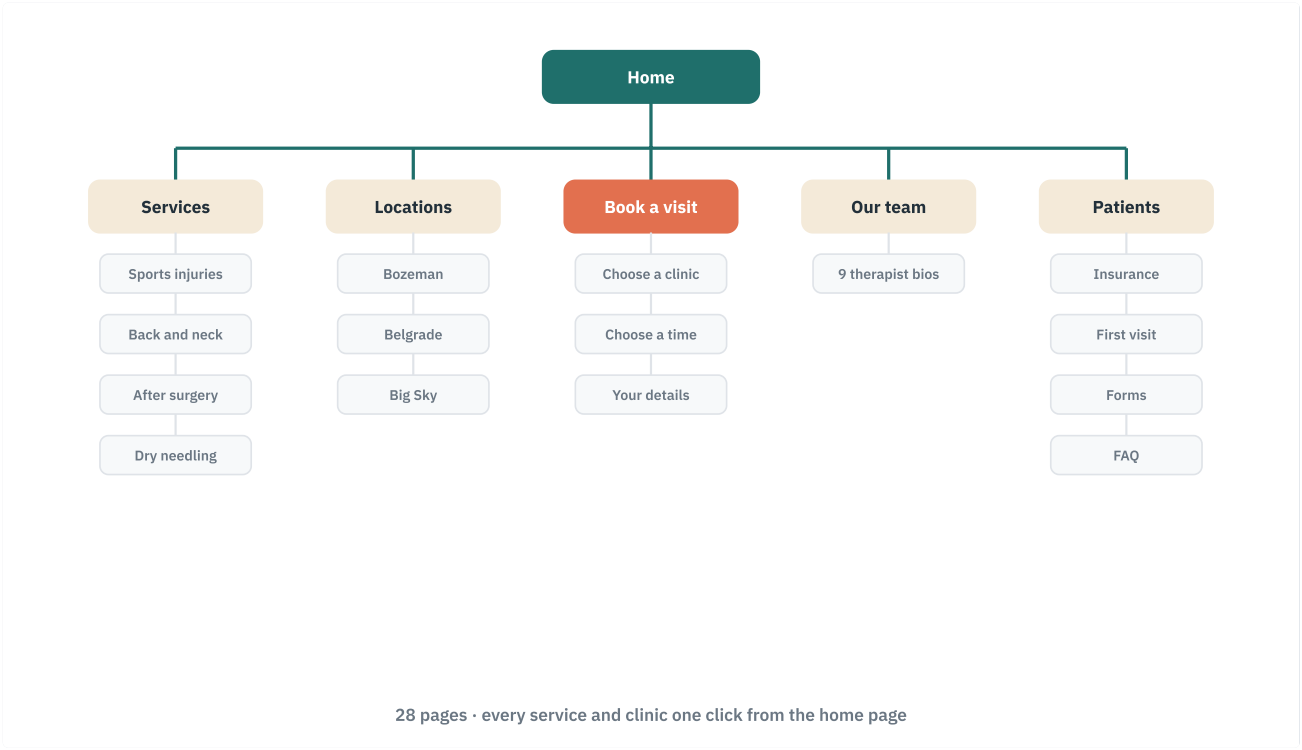
The new site



28 pages · every service and clinic one click from the home page

The sitemap comes from your booking data: the four services patients ask for most, a page for each clinic, and a three-step booking flow reached from every page. Patient pages answer the questions your front desk hears every day, from insurance to what to wear to a first visit.

Goals for launch

Online booking

At least 30% of new-patient visits booked online within three months.

Local search

Each clinic on the first page of Google for physical therapy in its town.

Fast on phones

Every page loads in under 2.5 seconds on a 4G phone.

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Scope of work

Four phases over 14 weeks. You approve the end of each phase before the next one starts.

PHASE 1 · WEEKS 1 AND 2

Discovery

Tasks

- Workshop with the front desk and therapists
- Audit of the current site, search terms and booking calls
- Content plan: what each page must answer

Deliverables

- Audit report
- Sitemap
- Content plan

PHASE 2 · WEEKS 3 TO 6

Design

Tasks

- Wireframes for every page template
- Visual design of the home page and 6 templates
- Photo shoot at two clinics and outdoors

Deliverables

- Clickable prototype
- Approved designs
- Photo library

PHASE 3 · WEEKS 7 TO 12

Build and content

Tasks

- Build 28 pages on WordPress
- Connect online booking to your schedule
- Write and load the copy for 12 key pages

Deliverables

- Staging site
- Booking flow
- Accessibility report

PHASE 4 · WEEKS 13 AND 14

Launch

Tasks

- Redirect every old URL to its new page
- Set up the Google Business profiles
- Train your team, then launch

Deliverables

- Live site
- Two training sessions
- 30 days of fixes

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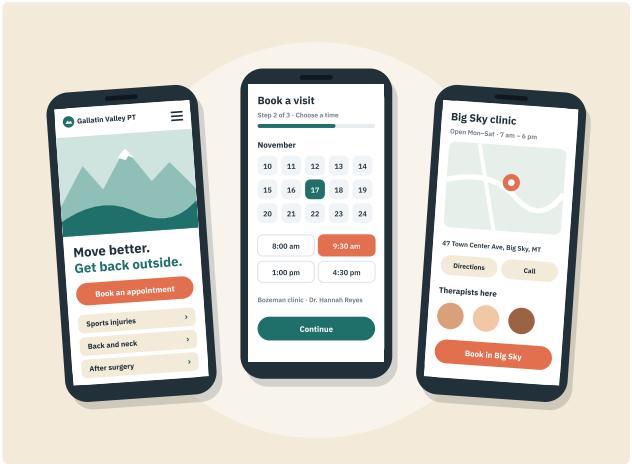
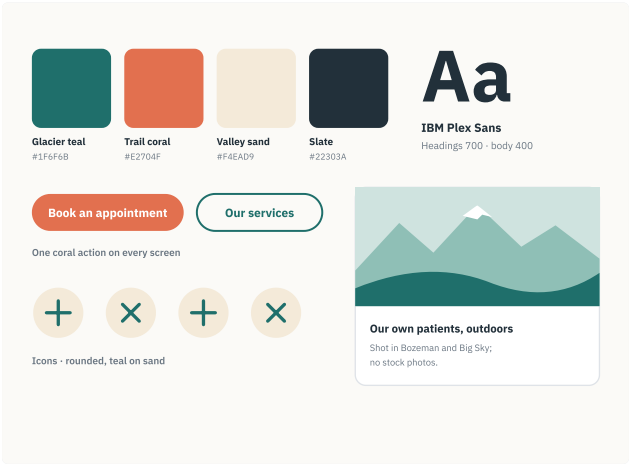
Design direction



Designed for phones first

Booking takes three steps and under a minute. Each clinic page has directions, hours, its therapists and a button to book there.



A style of your own

Colors from the valley, one clear coral button for booking, and photos of your own patients instead of stock images.

Built into every page

- ☑ Readable on any phone, tablet or desktop screen
- ☑ Keyboard and screen-reader access to WCAG 2.2 AA
- ☑ Local business details search engines can read
- ☑ A booking button that is always one tap away
- ☑ Pages your team can edit without a developer

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Project timeline

14 weeks from signing. Dates assume the proposal is signed by December 4, 2026.

DEC 7, 2026

Kickoff workshop

Discovery starts at the Bozeman clinic.

DEC 18, 2026

Sitemap approved

Audit report and content plan delivered.

JAN 15, 2027

Designs approved

Home page and 6 templates, after two rounds of changes.

FEB 26, 2027

Staging site ready

All 28 pages and booking, for your review.

MAR 12, 2027

Launch

Live site, redirects and training.

What we need from you

- ☐ Admin access to your domain, analytics and scheduling system
- ☐ Two clinics open to our photographer for one day in week 4
- ☐ A short bio and photo consent from each therapist
- ☐ One person who replies to design reviews within three business days

Questions from our first meeting

Will we lose our place in Google when the site changes?

No. Every old URL is redirected to its new page on launch day, and we watch search traffic for 30 days afterwards.

Can patients still book by phone?

Yes. Online booking is added next to the phone number; the front desk keeps the same schedule for both.

Who can change the site after launch?

Your team. We train two people, and every page, therapist bio and opening time can be edited without code.

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Three packages

Every package includes discovery, design, the WordPress build and 30 days of fixes after launch.

OPTION A

Essential

$24,900.00

one-time

A faster site with the pages you have today.

- 14 pages, 4 templates
- Booking request form
- Your copy and photos

RECOMMENDED

Growth

$37,410.00

one-time

Everything in this proposal.

- 28 pages, 7 templates
- Online booking for 3 clinics
- Copy, photo shoot and SEO move

OPTION B

Complete

$48,600.00

one-time

Growth, plus video and a patient portal.

- Everything in Growth
- 4 exercise videos
- Patient forms online

The Growth package is itemized on the next page.

Compare the packages

	ESSENTIAL	GROWTH	COMPLETE
Pages	14	28	34
Online booking	Request form	Live times	Live times
Clinic and therapist pages	No	Yes	Yes
Copywriting	No	12 pages	20 pages
Photo shoot	No	1 day	2 days
Launch	8 weeks	14 weeks	18 weeks

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Growth package: price

Fixed price for the scope on page 5. Changes to the scope are quoted before any work on them starts.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Strategy and design					
1	**Discovery workshop and site audit** Code: DS-DISC Half-day workshop with your front desk and therapists, and a review of 12 months of search and booking data.	1 project	$2,400.00	–	0%	$2,400.00
2	**Sitemap, content plan and wireframes** Code: DS-WIRE 28 pages mapped, with a wireframe for every page template on desktop and mobile.	1 project	$3,200.00	–	0%	$3,200.00
3	**Visual design: home page and 6 templates** Code: DS-VIS Two rounds of changes on each design, mobile and desktop.	1 project	$6,800.00	–	0%	$6,800.00
				Subtotal: Strategy and design		**$12,400.00**
	Build					
4	**Responsive build on WordPress, 28 pages** Code: BL-WP Editing: Your team edits every page without code	1 project	$9,600.00	–	0%	$9,600.00
5	**Online booking connected to your scheduling system** Code: BL-BOOK Patients pick a clinic, a therapist and a time; the booking lands in your existing schedule.	1 project	$3,400.00	–	0%	$3,400.00
6	**Clinic location pages with map and hours** Code: BL-LOC	3 pages	$650.00	–	0%	$1,950.00
7	**Accessibility testing and fixes to WCAG 2.2 AA** Code: BL-A11Y	1 project	$1,800.00	–	0%	$1,800.00
				Subtotal: Build		**$16,750.00**
	Content and launch					
8	**Copywriting for the key pages** Code: CL-COPY	12 pages	$280.00	–	0%	$3,360.00
9	**Photo shoot at two clinics and outdoors** Code: CL-PHOTO	1 day	$2,200.00	–	0%	$2,200.00

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#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Content and launch, continued					
10	**SEO move: redirects, local schema, Google Business profiles** Code: CL-SEO	1 project	$1,500.00	–	0%	$1,500.00
11	**Launch, two training sessions and 30 days of fixes** Code: CL-LAUNCH	1 project	$1,200.00	–	0%	$1,200.00
				Subtotal: Content and launch		**$8,260.00**

Subtotal	$37,410.00
Sales tax (none in Montana)	$0.00
Total	**$37,410.00**

Payment schedule

Three invoices, each due within 14 days.

MILESTONE	DUE	SHARE	AMOUNT
1. On signing Starts discovery	Dec 4, 2026	40%	$14,964.00
2. Designs approved Starts the build	Jan 15, 2027	30%	$11,223.00
3. Launch Site live and handed over	Mar 12, 2027	30%	$11,223.00
Total		**100%**	**$37,410.00**

Optional care plan after launch

Not in the total. Month to month, cancel with 30 days' notice.

PLAN	PER MONTH	WHAT IT COVERS
Hosting	$90	Managed hosting, daily backups, security updates
Care	$240	Hosting, plus 2 hours of changes and a monthly speed check
Care plus	$480	Care, plus 5 hours of changes and a quarterly search report

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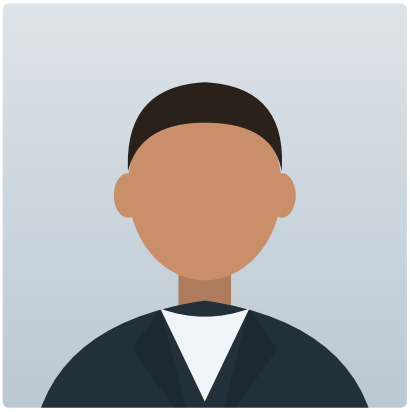
Your team

Three people work on your site from start to launch. Owen is your contact throughout.



Owen Castillo

Creative director

Leads discovery and design; 14 years designing sites for clinics and local brands.

Priya Natarajan

Developer

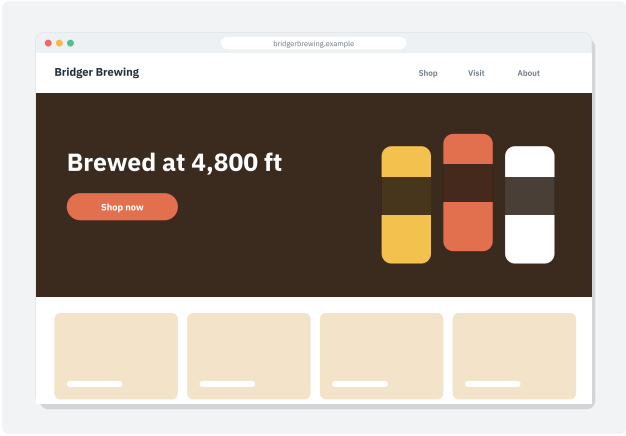
Builds and tests every page; certified in web accessibility (CPACC).

Cole Bergstrom

Copywriter and SEO

Writes the copy and moves your search rankings to the new site.

Recent work

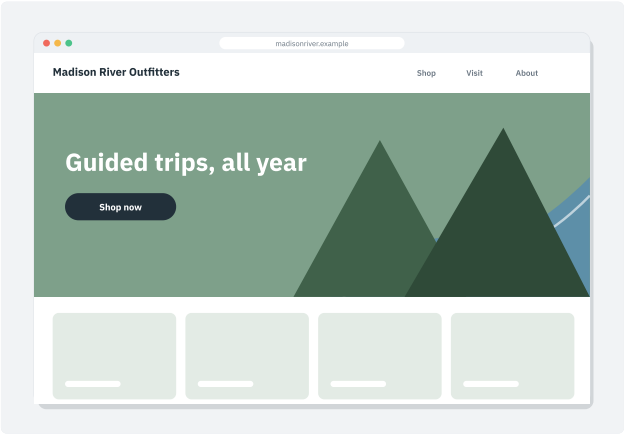


Bridger Brewing

2026 · Bozeman

A new site with an online shop and taproom events, built in 10 weeks before the summer season.

- Online sales up 48% in the first six months



Madison River Outfitters

2025 · Ennis

Trip booking moved from email to the website, with a page for every river and guide.

- 62% of trips now booked online

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Terms

1. Scope

1.1 The price covers the Growth package as set out in this proposal. New pages or features are quoted in writing before work on them starts.

2. Reviews

2.1 Each design includes two rounds of changes. Further rounds are billed at $120 an hour.

3. Timeline

3.1 Dates move by the same number of days as any delay in feedback, content or access from your side.

4. Ownership

4.1 Once paid in full, you own the site, the designs, the copy and the photos. Northbeam may show the site in its portfolio.

5. Third-party costs

5.1 Your domain, hosting and scheduling system subscriptions are paid by you and are not part of the price.

6. Warranty

6.1 We fix any defect in our work reported within 30 days of launch at no cost.

7. Cancellation

7.1 Either side may end the project with 14 days' written notice. You pay for the work done up to that date.

8. Validity

8.1 This proposal is valid until Dec 16, 2026.

Accept the proposal

Sign electronically to accept the Growth package. We book your kickoff workshop for the week after signing.

Northbeam Studio

SIGNER · YOU

Owen Castillo

Creative Director

Signing link sent to **owen@northbeam.example**

Signature

Date MM / DD / YYYY

Gallatin Valley Physical Therapy

SIGNER · CLIENT

Dr. Hannah Reyes

Owner and Clinical Director

Signing link sent to **hannah@gallatinvalleypt.example**

Signature

Date MM / DD / YYYY

Signed electronically with ExtraflowDoc · Document ID NB-P-2026-118 · Audit trail in the attached certificate of completion

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