



Business Proposal

TO

Demo Company

DATE

17/08/2026

PROPOSAL NO.

WEBWALL_81_17082026

VALID UNTIL

16/09/2026

CONFIDENTIAL COMMERCIAL PROPOSAL

WEBWALL

PROPOSAL SCOPE

This proposal has been prepared based on the services selected to meet the needs of the business. It includes: E-shop Development, Google Ads Management, Website Management and Hosting.

E-SHOP DEVELOPMENT

Design and development of a modern WooCommerce online store, tailored to the needs of the business and the effective presentation of its products.

WHAT IS INCLUDED

- Responsive design
- WooCommerce
- Basic product structure configuration
- Google Analytics 4
- Microsoft Clarity
- Basic e-commerce measurement where supported
- Basic SEO configuration
- Integration with Webwall reporting system, where supported

One-off fee

€1,700.00

GOOGLE ADS MANAGEMENT

Creation, configuration and management of Google Ads campaigns with systematic performance monitoring and optimization.

WHAT IS INCLUDED

- Campaign setup / configuration
- Ongoing optimization
- Measurement setup where applicable

Monthly service

€160.00 / month

WEBSITE MANAGEMENT

Ongoing technical and content support for the website, according to the agreed service package.

WHAT IS INCLUDED

- Content updates
- Article publishing where included
- Basic technical tasks
- WordPress/plugin updates where included
- Backup/monitoring where included

Monthly service €100.00 / month

HOSTING

Website hosting in a managed hosting environment, with basic technical monitoring and support.

WHAT IS INCLUDED

- Website hosting
- One-off fee
- SSL

€100.00

- Backups
- Basic technical monitoring

02

FINANCIAL PROPOSAL

A. ONE-OFF SERVICES

E-shop Development	€1,700.00
Hosting	€100.00

B. MONTHLY SERVICES

Google Ads Management	€160.00 / month
Website Management	€100.00 / month

One-off services €1,800.00

TOTAL AMOUNT €1,800.00

PAYMENT TERMS

ONE-OFF E-SHOP DEVELOPMENT AND HOSTING SERVICES

50% deposit	€900.00
50% balance	€900.00

For one-off services, a 50% deposit is due upon acceptance of the proposal, with the remaining 50% payable upon completion and before final delivery.

PROPOSAL TERMS

PROPOSAL VALIDITY

This proposal is valid until 16/09/2026.

TERMS

- The above prices do not include VAT.
- This proposal constitutes a work assignment upon the client's signature.
- For services billed monthly, the fee applies for a 12-month cooperation period.
- Media Spending for Paid Ads is not a fee payable to Webwall.

FOR WEBWALL

FOR THE CLIENT

Full Name / Signature
Date: ____ / ____ / ____

Full Name / Signature
Date: ____ / ____ / ____