A website that brings in the clients you want

A 12-page redesign for Okafor & Lind, with clear service pages, online booking and an editor your team can use without us.

Prepared by Northline Studio



01

PREPARED BY	PREPARED FOR	DATE	VALID UNTIL	REF	CURRENCY
Northline Studio	Okafor & Lind Accountants	09 Nov 2026	09 Dec 2026	NS-2026-031	USD

EXECUTIVE SUMMARY

01 The opportunity

Okafor & Lind is a 14-person accounting firm with two offices. The current website was built in 2018, is hard to update, and sends most enquiries through a generic contact form, so partners spend time on calls with businesses that are not a good fit.

We propose an 8-week redesign: a clear structure built around your three core services, a booking link on every service page, five rewritten core pages, and a content editor your office manager can use. After launch, an optional care plan keeps the site updated, backed up and secure.

8 weeks Timeline

12 Pages

2 per template Design rounds

WHERE YOU ARE TODAY

02 The challenge & your goals

THE CHALLENGE

Visitors cannot quickly tell which services you offer to which kinds of business, so many enquiries are for work the firm does not take on.

Small text and page changes go through an outside developer, so the site is often out of date during tax season.

GOALS

01 **Better-fit enquiries**

Service pages that say who each service is for, with a booking link for a 20-minute intro call.

02 **A site the team can update**

Staff can edit pages, deadlines and team profiles without code.

03 **Keep existing search traffic**

Every old page that gets visits is redirected to its new address.

HOW WE'LL GET THERE

03 Our approach



The work runs in three stages. Each stage ends with something you review and approve before the next one starts.

01 **Discovery and structure**

A workshop with the partners, a review of the current site and its traffic, and a sitemap for the new site.

02 **Design**

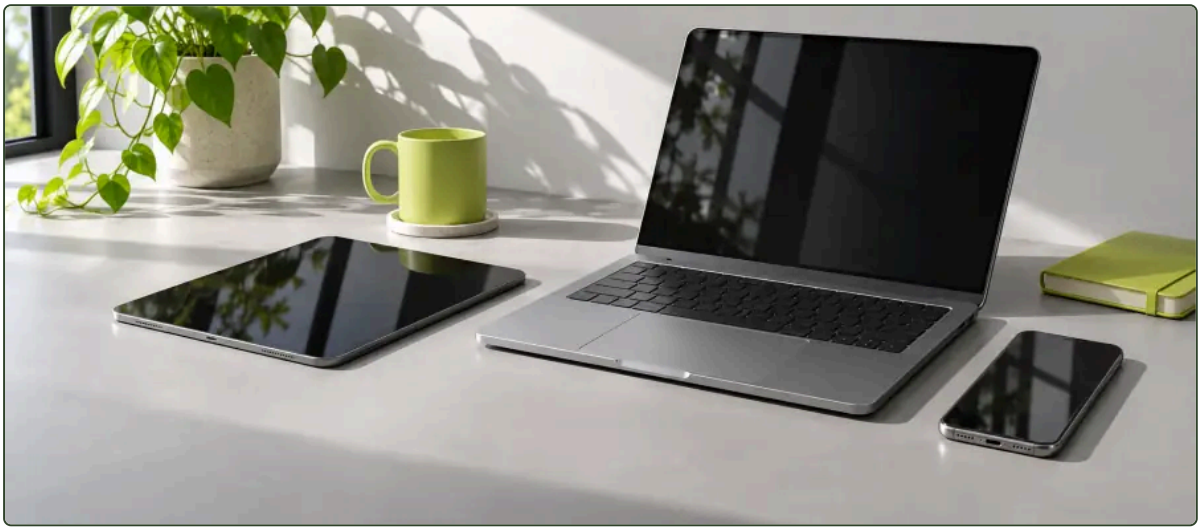
Designs for the homepage and four page templates, with two rounds of changes on each.

03 **Build, content and launch**

Build in the content editor, enter content, set up redirects, test on phones and desktops, then launch and train your team.

WHAT YOU'LL RECEIVE

04 Deliverables



01 **Sitemap and page plan**

The 12 pages, what each one is for, and who writes its content.

02 **Homepage and four page templates**

Service, team, article and contact templates, designed for mobile and desktop.

03 **Five rewritten core pages**

Homepage, three service pages and About. You write or approve the rest.

04 **Booking and enquiry setup**

Your existing booking tool linked from every service page, plus a short enquiry form.

05 **Redirects and search setup**

Old addresses redirected, page titles and descriptions written, sitemap submitted.

06 **Training and handover**

A one-hour training session and a short written guide for editing the site.

WHEN IT HAPPENS

05 Timeline

01 **Discovery and structure**

Week 1

Workshop, site review and approved sitemap.

02 **Design**

Weeks 2 to 4

Homepage and templates, two rounds of changes each.

03 **Build and content**

Weeks 5 to 7

Build, content entry, redirects and testing.

04 **Launch and training**

Week 8

Go live, final checks and team training.

INVESTMENT

06 Investment

ITEM	QTY	RATE	AMOUNT
Discovery and design			
Discovery workshop, site review and sitemap	1	$1,800.00	**$1,800.00**

Design: homepage and four page templates	1	$4,200.00	**$4,200.00**
Build and launch			
Build in the content editor (12 pages) and content entry	1	$5,600.00	**$5,600.00**
Copywriting for core pages (per page)	5	$320.00	**$1,600.00**
Redirects and search setup	1	$900.00	**$900.00**
Testing, launch and team training	1	$1,100.00	**$1,100.00**
Optional care plan after launch			
Hosting, updates and daily backups Billed monthly	1	$140.00	**$140.00**/mo
Content edits, up to 2 hours a month Billed monthly	1	$160.00	**$160.00**/mo

Subtotal	**$15,200.00**
ONE-TIME TOTAL	**$15,200.00**
TOTAL PER MONTH	**$300.00**/mo

Payment terms 40% to start, 40% when the designs are approved, 20% at launch. Invoices are due within 14 days. The optional care plan is billed monthly from launch and can be cancelled with 30 days notice. Prices exclude tax. Example prices: replace them with your own rates.

07 WHO YOU'LL WORK WITH
The team

LV

Lena Varga
Project lead and designer
Runs the workshop and the designs, and is your main contact.

TR

Tomás Reyes
Developer
Builds the site, sets up redirects and handles launch.

THE FINE PRINT

08 Terms & conditions

01 **Design changes**

Each template includes two rounds of changes. Further rounds, or new templates, are quoted before any work starts.

02 **Content and deadlines**

You supply content for the pages we do not write, and feedback within 5 business days of each review. Late content or feedback moves the launch date by the same amount.

03 **Not included**

Logo or brand redesign, photography, paid advertising and integrations other than your booking tool are not part of this proposal.

04 **Testing and fixes**

You get 5 business days to test the site before launch. Anything that does not work as agreed is fixed free of charge for 30 days after launch.

05 **Ownership**

Once the project is paid in full, the website, designs and written content belong to Okafor & Lind.

06 **Validity**

This proposal is valid for 30 days from the date above.

LET'S BEGIN

09 Acceptance

To go ahead, sign below and choose whether to include the care plan. We will book the discovery workshop within five business days.

Okafor & Lind Accountants
Grace Okafor
Managing Partner, Okafor & Lind Accountants
Date: _____

Northline Studio
Lena Varga
Date: _____