



## Terms of Service – Custom Website Design

Websites are custom-designed to order and developed via WordPress, utilizing client's logo, photographs, text and other content. Clients are encouraged to provide designer with favored colors and themes (industrial, tropical, ethereal, purple, black, etc.), as well as example websites before work commences. If client does not already have a domain registered and a web hosting plan, hosting will be established on my web server and billed to the client (currently \$65 annually). A domain name of your choosing will also be registered via enom for \$20 annually. Hosting and domain registration will thereafter be billed annually at the then-current rate. Client must beware of postal mail "bills" seeking payment for your domain at exorbitant prices with warnings of expiration.

### E-Mail

All websites include up to ten email addresses at your domain. If you wish to receive email @yourdomain.com, please provide the designer with your choice of address(es) (i.e.: yourname@yourdomain.com). In some cases, email may be forwarded from your chosen address to an email address you already use. However, you must understand that any reply you make to such an email will be seen as sent from your personal email address. Designer takes no responsibility for delivery of such forwarded emails. Under NO circumstances will email be forwarded to an AOL.com address, as AOL's extreme consumer-protection security filtering may make many messages undeliverable. Email can be accessed at [webmail.yourdomain.com](mailto:webmail.yourdomain.com).

### Special Offer

Up to five pages for \$750 special offer includes the following pages: Home, About, Contact, Location and an additional page pertinent to the client's business or industry, such as menu, event calendar, photo gallery, FAQ, etc. If client has not yet secured a domain, they will provide the designer with their three top choices in order of preference. Extensive revisions to original design, or lengthy page content, or plugins to add desired functionality will incur additional charges.

### Exclusions

Logo design, copywriting, photography, stock art research and purchase, and e-commerce (shopping cart) are not included in special offer and if desired, will be billed at the current hourly rate. Photo galleries – either on the home page or the additional page – will each be limited to 12 images before additional charges are incurred. Meetings and telephone calls, other than initial meeting, will be billed for time at the current rate.

## Larger Websites

Websites in excess of five pages will be priced in accordance with the anticipated scope of work required. In these cases, a written estimate will be provided – and client will be kept informed of any anticipated changes in estimated costs as work progresses.

## The Design Process

Designer will develop a home page representation utilizing the client's themes, colors, photographs, logos and text, which will be emailed to the client for approval and changes. When a design has been approved by the client, site-building will begin.

## Testing

When a working website is ready, the designer will provide password-protected access to the test server, where the client may test links, contact forms, calendars and other interactive functions. When approved, the test site will be uploaded to the client's designated domain.

## Payment

New clients must provide an initial deposit equal to half the project estimate. Domains will not be updated to client's ownership until payment has been made in full. Accounts 30 days or more past due will result in suspension of your website on my server. The client will be invoiced once per month for all work completed during the previous month and payment is due in 30 days. The client is free to terminate the designer's services at any time for any reason. However, the client will be responsible for payment for every hour of work performed prior to the time of notification – at the current rate.

## ADDITIONAL CONSIDERATIONS

### Website Maintenance

All websites require weekly maintenance to keep them up-to-date with the latest security measures and to perform weekly backups of files and databases. This maintenance will be priced at the current rate unless the client has entered into a monthly maintenance agreement. Most updates require about 30 minutes per month, billed at the current rate. All-inclusive updating/backup maintenance is available for \$25 per month, payable in advance, and may be terminated at any time. You can also opt out of maintenance all together. If you opt out, you understand that updating and backups will cease, leaving your website open to exploit by hackers. If this happens, there may be very little I can do to restore your site beyond utilizing the original back-up performed at launch, which may or may not be compatible with then-current technology.

## Content Management Systems (CMS)

Your website will be created utilizing a content management system called WordPress. You and your staff can be trained to make your own updates to content if you so desire. Training will be billed at the current rate, plus travel time. If you decide to be trained to make your own updates, the designer will not be responsible for any updating or other “back-end” activities that break your website, although she will do her best to help at the current hourly rate. Your site will be published with all the available security and back-up measures currently available. If you do not enter into a maintenance agreement with the designer, you understand that you will be responsible for all future updates, such as the updating of necessary plugins to tighten security measures.

## Search Engine Optimization (SEO)

Websites are built with search engine optimization in mind utilizing keywords likely to be used in a search by a prospective client or customer. Your designer is not an “SEO expert” and makes no recommendations concerning third-party SEO services, or the anticipated effectiveness of Google Ads. Since no one can claim to know Google’s methods of delivering search results, common sense is usually the best approach, and clients are generally recommended to steer clear of any “SEO Experts” offering top placement on Google – as their methods of boosting placement often involve tactics that Google frowns upon – often resulting in such sites being black-listed by the search engine. In most cases, traditional advertising methods such as print and radio advertising, as well as social media promotion and Google’s AdWords Express services are often the most successful. That being said, clients are generally advised to give newly published websites a few months to see how they perform in the real world before paying for advertising or expert advice.