

Website Setup Service Agreement (as dated)

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1. Features of your New Website

- Back-end Content Management Systems (CMS) permitting you to update your own website. (Uses the WordPress platform, the most widely used and extensively developed CMS available.)
- Attractive, landing (home) page with easy, intuitive navigation menus and a large image slideshow linking to the selected services you wish to highlight.
- Social networking integration, with e.g. Facebook, Twitter, LinkedIn.
- Range of modern features including, as required: integrated Google location maps; contact form; PDF downloads for user content; password protected pages for, e.g. private, client-specific content.
- Search Engine Optimisation (SEO) module to ensure site is SEO compliant. (Please note that I do not guarantee search page rankings.) Website also automatically submits self-generated site-map to Google and other main search engines on a scheduled basis.
- Automated website backup module for added security; can email full site and database backups to you on a scheduled basis.
- Complies with EU Cookies Law.
- Compatibility with all major web browsers. Page optimisation for rapid browser load.
- Fully modular for easy expansion of functionality in future.
- Theme-based design permits rapid redesign of each website in future, if required.
- Security and performance advantages, as theme and code modules can be updated, in order to account for new threats or web browser updates.
- Additional key security features (as available depending on your web host).

2. Work Specification

- Domain name suggestions if required.
- Setup and configuration of web hosting account and registration of domain name. Email setup.
- Installation and configuration of WordPress platform and back-end database on your own hosting account web space. You maintain full ownership and control of your website.
- Three design theme suggestions from which you will select one.
- Installation and configuration of design theme. (Cost of theme code is additional and typically between £20 and £40 for premium themes. Alternatively: I maintain my own account with 'Elegant Themes'. If you wish to use one of these themes, no charge will be levied. Other free themes may also be used.)
- Installation and configuration of plugins (code modules for enhanced functionality). These include:
 - EU Cookies Law control
 - Website backup module
 - SEO module (to make it easier for you to optimise your pages)
 - Google Maps module
 - Under Construction module (to password protect your website whilst it is being built)
 - Social networking icons (for social sharing and links to your profiles)
 - Various security modules
- Creation of example web pages (without content) to help you get started. These include (page names may be changed, of course):
 - Home page
 - About Us
 - Our Products / Product 1 / Product 2
 - Terms and Conditions / Privacy Statement

- 1 hour face to face or online training in the use of the WordPress Content Management System. To include the basics of how to create pages and add them to menus, add images, manage key website functions, etc.
 - A record of all configuration parameters, logins and passwords will be kept, providing you with full control over your website.
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3. Website Hosting

- I will use a recommended and trusted provider (1 and 1 Internet) for your hosting account. This will be set up in your name, and hosting fees are payable by you via credit card. 1 and 1 Internet retain your card details and future payments are taken automatically. You hence maintain full ownership of and control over your website and domain names. 1 and 1 Internet currently charge £2.49 + VAT per month for an appropriate hosting package (also includes email accounts). You may also wish to register additional domain names for your new website as required. Currently, domain names cost £2.99 + VAT per year to register. Registration fees are payable by you.
 - If you choose to remain with your existing web host, it may be necessary to purchase additional services necessary to run a WordPress-based website. This is payable by you. In this case, it is also possible that some functionality may be limited.
 - If you currently own your own domain name registered under a different hosting account, and wish to transfer this name to a new hosting account with 1 and 1 Internet, an additional fee for this work may be payable.
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4. Costs

Website Setup Service

- **£295**
 - Any other work you may require, in addition to the above, based on my standard rate of £45 per hour.
 - Hosting and theme code costs additional, as above.
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5. Optional / Additional Services (not included in this agreement)

Optional and additional services you may require, which are not included in this quotation and agreement. You are of course free to maintain your own website, or engage another developer to do so, if you wish. Full control and ownership of your website remains with you.

- Website maintenance. After website completion, technical maintenance work is advisable periodically for security and performance reasons, and includes upgrading to latest versions of WordPress, plugins and theme code files.
 - Further website development. Any future developmental changes to the structure, design and content of your website, as required.
 - Staff training. One-to-one staff training in the use of the WordPress Content Management System (in addition to the 1 hour included). Alternatively, documentation and instructions are available online.
(The above are all based on my rate of £45 per hour.)
 - Commercial photography. (Daily and half-day rates negotiable.)
 - Google Adwords online marketing campaigns. If you would like to consider a Google Adwords campaign to promote any of your websites, details and cost of my services are provided on my website.
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Agreement Terms and Conditions

Entire Agreement

- This agreement contains the entire understanding between Mat Mackenzie (MDM) and Client Name (CN). It replaces any prior agreements that may have been made.

Payment and Schedule

- An initial deposit of £100 is required in advance along with signed acceptance of this agreement. CN will be invoiced for the balance of £195 (plus any other monies for optional/additional work) upon completion. This balance is payable within three weeks of date of invoice.
- For any optional work, additional to that covered in this document, my current rate of £45 per hour is guaranteed until the end of (date as agreed).
- Turnaround time is generally about a week. MDM will not be liable for costs incurred, compensation or loss of earnings due to the failure to meet agreed deadlines.

Ownership and Responsibilities

- All domain names and contents of website to be property of CN. CN maintains full ownership and control over all aspects of website.
- Website will utilise a hosting account set up with 1 and 1 Internet (CN will maintain full ownership of this hosting account. Hosting fees are payable by CN directly. MDM will set up this account on behalf of CN and will require payment details to do so. Although future payments should be taken automatically, CN is responsible for monitoring renewal dates and ensuring payments are made. Your website hosting contract will be with 1 and 1 Internet. Their Terms and Conditions are available here: <http://www.1and1.co.uk/Gtc>
- MDM is to be provided with full and unrestricted access to web hosting account, necessary to conduct his work. After completion of work, CN may remove MDM's access to the hosting account and website CMS if desired.
- This quotation and agreement does NOT include a maintenance contract. CN is responsible for monitoring the availability of website code updates via the website content management system, and either making the updates or requesting this work is carried out on their behalf. It is important to keep your WordPress website code files up-to-date for security reasons.

Limitation of Liability

- MDM will not be liable for any damages or losses, financial or otherwise, to CN, its partners, clients, heirs or any third parties, resulting directly or indirectly from circumstances outside his control, including but not limited to: host server downtime, errors or faults due to web host; failure by CN to renew hosting account; current or future programmatic errors or incompatibilities within the WordPress engine, plugins or themes code; computer viruses, malware, malicious software or hacking attacks; copyright infringement in content supplied by CN, any other unforeseen circumstances.

Termination

- In the very unlikely event that MDM is unable to complete the agreed work for CN for any reason, e.g. ill health or unforeseen technical issues, MDM's liability is limited to a refund to CN of the £100 deposit paid. In this case, any and all part completed work by MDM remains the property of CN.
- Should CN wish to terminate this agreement before completion of work by MDM, payment settlement to MDM is required according to the proportion of work already completed at the time, with a minimum settlement of the £100 deposit. In this case, any and all part completed work by MDM remains the property of CN.

Declaration

I have read, fully understand and agree to the terms of this agreement on pages 1-4.

Name

Signed

Date
