



# Freelance Creative Services

Web • Print • Marketing • Consulting

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## Terms of Service – Custom Website Design

Websites are custom-designed to order and developed utilizing the WordPress platform, using 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.

## Domain Registration and Web Hosting

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. Prices vary depending on the domain and extension chosen. Hosting and domain registration will thereafter be billed annually at the then-current rate. Client must beware of postal mail or emailed "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. Email cannot be forwarded to an AOL.com address, as AOL's extreme consumer-protection security filtering may make many messages undeliverable. Email can be accessed online at webmail.yourdomain.com, or via your own email software. Server info and port numbers required will be furnished on request.

## Rate

All work is billed at the hourly rate then in effect. Clients are expected to supply their own text and photo content and instruction as to placement. Logo design, copywriting, photography, stock art research and purchase, and e-commerce (shopping cart) are all available and are all billed at the hourly rate. Meetings and telephone calls, other than initial meeting, will be billed for time at the current rate. A free estimate of time needed to complete a project will be provided.. Client will be kept informed of any anticipated changes in estimated costs as work progresses.

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## 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 Changes

Additional pages, or changes to existing website content will be billed at the then-current hourly rate and should be submitted in writing via email whenever possible. Most incidental changes can be accomplished within 24 hours. More extensive changes and additional pages may need more time.

### 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. 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, websites can usually be restored via server backups performed periodically by the hosting company. However, any changes to the site after the last date of backup will be lost.

### Monthly Maintenance Agreement

All-inclusive updating/backup maintenance is available for \$25 per month, payable in advance, and may be terminated at any time.

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## **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.