



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 at the current hourly rate. Project estimate provided on request. 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. Work will not commence until all content for the website is received by designer.

Hosting

If client does not already have a domain registered and a web hosting plan, a staging site will be established on designer's web server and a domain name of your choosing can also be registered in your name via enom for \$20 annually. *Client must beware of postal mail "bills" seeking payment for your domain at exorbitant prices with warnings of expiration.* Domain registration will thereafter be billed annually, by the designer, at the then-current rate unless notified at least 30 days before annual renewal to discontinue. Client must establish own WordPress hosting with a suitable web hosting company – I recommend SiteGround's WordPress Start Up plan in most cases.

E-Mail

Most web hosting services include email free with your paid hosting plan. (Some, such as GoDaddy, charge extra for email with many of their hosting plans.) If you wish to receive email @yourdomain.com, please be sure your hosting plan includes email. Your designer can configure your accounts if you provide the email address(es) you want (i.e.: yourname@yourdomain.com). Most web hosting plans allow for online access to email, and/or instructions for adding to your computer and / or phone.

Exclusions

Logo design, copywriting, photography, stock art research and purchase, and e-commerce (shopping cart) are not included in any estimate and if desired, will be billed at the current hourly rate.

Communications and Meetings

All communications regarding your project will be made via email to/from taz@tammyzink.com in order to provide a written record of requests, changes, additions, deletions, etc. Meetings, including phone calls, online meetings and in-person meetings after the initial contact call/meeting will be billed at the current rate. In-person meetings will be billed including travel time and any expenses – as well as time for documentation and preparation before and after the meeting.

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 access to the staging site, where the client may test links, contact forms, calendars and other interactive functions. When approved, the staging site will be uploaded to the client's web host and connected to the 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 website. The client will be invoiced once per month for all work, updates and changes completed during the previous month and payment is due in 30 days. The client or designer are 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.

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 in-person training is desired. 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. 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 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.

Web Design Terms and Conditions updated December 2024 and supersedes all previous versions