



*The Salty Olive*

ESTIMATE & CONTRACT



## SITE ESTIMATE & CONTRACT AS PREPARED FOR: **BELOVED CLIENT TO-BE**

### WHAT IS INCLUDED IN MY WEBSITE DESIGN ESTIMATE?

- Complete website design & development from start to finish.
- New logo and optional tagline development as part of the organic design process for your brand (\*if applicable to package chosen\* – Typeface logo only recommended)
- Up to 3 rounds of changes to the design before moving into the production/programming phase. (\*note: it's not 3 changes, it's 3 ROUNDS of changes)
- Insertion and formatting of site text and photo content. Up to 3 rounds of changes to content included. (\*note: it's not 3 changes, it's 3 ROUNDS of changes)
- Final publish, post launch and testing of website.
- Caring and attentive customer support, including timely and thoughtful answers to any of your questions or concerns. We pride ourselves on excellent communication skills and ability to truly hear your needs and be there when you need us!
- Links to video tutorials showing you how to use, manage & update your website if you wish.

### WHAT IS NOT INCLUDED IN MY WEBSITE DESIGN ESTIMATE?

- Your Domain Name Registration or Renewal fee's (generally \$15 per year or less per domain)
- Your Hosting Costs (starting at \$12 - \$29 per month when paid annually)

- Your Stock Art & Photography costs (this is highly recommended unless you have absolutely *stellar* photography of your own to use, this is key! – [see here for details on this](#))
- Any 3rd Party provider plug-ins such as e-commerce shopping carts, mailing list services, or booking systems. These fee’s are assessed separately by service provider.
- All of the above can be set up for you if you need, but the costs will be passed on to you as a separate charge from the original estimate. (we do not mark-up on any of these services)

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**WEB DESIGN & DEVELOPMENT PACKAGE:**

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**THE LEGACY PACKAGE** | Everything listed below including: Wordpress website including insertion and formatting of all content, integration of startup plugins, and up to 8 pages of initial content, I handle everything for you from start to finish. We’ll take great care to attend to the “overall” look and feel throughout the site so all your content looks precise and beautiful across the board, we’ll take care of it all, and be with you every step of the way! \$12,995

- the most allotted creative time for a truly unique and stand-out site and brand
- leave a lasting impression, by taking the time to truly reflect the brilliance of your unique presence
- brand development: logo, look & feel, tag lines & short-copy blurbs to set you apart
- complete design & development of WordPress (or chosen CMS) custom theme
- you provide page copy, we insert & format for you.
- includes up to 8 pages
- additional pages +\$200 per page
- fully scalable & mobile responsible site design
- caring & attentive customer support
- tutorial videos showing you how to use/manage your site in Wordpress

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**OPTIONAL ADDITIONS:**

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1. Email/Newsletter Template to match site design (Aweber, MailChimp, etc.): \$800
2. Additional pages of web content & layout: \$200 per page

3. Bookings integration & eCommerce / Shopping Cart: needs to be quoted, starting at +\$1200
4. Business Card design, file prep, pre-press and send to printer (print cost not included): \$500 - \$700 (depends on design special effects like spot-gloss, foiling, embossing, 2 sided or 1-sided, etc.)
5. Stationery design (letterhead and envelopes): \$800
6. Monthly maintenance contracts are available starting at : \$200 per site, per month

**\*\* Before filling in the below and signing, please read the process, fee schedule, and terms below in full. \*\***

By signing the below I, the above mentioned client, acknowledge that I have read and agree to the terms and conditions outlined in this contract in full:

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## **WORK PROCESS & FEE SCHEDULE**

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Once your payment has been collected and your spot is secured. Once your project start date has commenced, I will send you my in-depth brand discovery form which will help both of us get clear on both your design aesthetic and desired "look and feel", and hone in on the heart of your business and audience.

Once I get that back from you, I then go into the design phase for approximately 15-30 business days, (depending on package chosen) wherein I create your new design mockup(s). Once the design(s) are completed, they are then posted to a secure location on my servers for you to view.

Once the design has been approved (and any changes necessary have been made) I will then prep and send the completed design to my developers/coders (if this is a website package), who will build the site shell to current standards, test for accuracy and general bug-free-ness and then pass the empty site "shell" back to me. At this time you will be responsible for supplying all your site text content to me, so that we can begin populating your site with the content, installing basic plug-ins,

setting any additional functionalities, testing and detail perfecting until the site is complete and ready for your final review.

Upon final review and approval, by you, we will take the site live to the web. Most sites can be taken from concept to completion in 60 – 90 days.

Turn-around times are largely dependent on how quickly you provide content and decisions, if you are looking for faster turn around times, you will need to be responsible for how quickly you provide your content and decisions. **All sites must be completed in 120 days.**

If your project is not complete in 120 days, and we have not heard from you, or made custom arrangements with you at that time, your site will be shelved as-is and project will be considered *complete*. If you wish to resume in the future, you will need to get a new quote at that time. Please rest assured that there is no need for this to happen at all, unless you literally disappear on us.

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**DO YOU TAKE CREDIT CARDS?**

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Yes. I take credit card payments online via my online billing system, which also allows you to pay by debit card, or e-check. You can always pay regular check by snail mail as well. Unfortunately I don't accept actual snails, "clams", monopoly money, or pinky-swears at this time. ;) All credit card transactions are charged a 3% processing fee.

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**WHAT IF I NEED UPDATES IN THE FUTURE? CAN I DO MY OWN UPDATES?**

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YES. You will have a built-in CMS (Content Management System) in your site that will allow you to do your own updates. If you're going with Wordpress, it also means you get access to their host of available plug-ins, for extra functionality and plenty of room for future growth. WordPress's CMS will allow you to do your own text and content updates, and add new pages, and photos as you wish. I will provide you with Wordpress tutorial videos to learn it for yourself, or if you prefer, I have monthly maintenance packages available to take care of it for you, if it proves to be too much of a headache.

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## WHAT IF MY PROJECT GOES OVER ESTIMATE?

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Your project will never go over estimate without prior written approval and consent from you. Reasons a project might go over estimate are: excessive rounds of changes, addition of functionalities or pages that were not initially quoted, etc.

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## IS THERE ANY FINE PRINT? AND IF SO, CAN YOU MAKE IT NOT-SO-FINE?

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Yes. There always is isn't there? But it's best we're all clear from the get-go so that we preserve our harmonious working relationship in the long run. This way, everybody is in "the know".

1. **SITE CREDITS:** We reserve the right to apply our site credits (and link) to your website in a clean and discreet manner below the main window of your site design. If you do not wish to have our site credits on your site, please inquire about cost to remove the link.
2. **EXCLUSIVITY:** I strive to create a unique and distinctive site design for every one of my clients individually, and deeply honor each and every one of my clients endeavors. But I need to make it clear that securing a project with me is in no way securing exclusive rights to me, or contractually securing me from working for other companies IN or related-to your field. If that is something you require or are interested in, you may inquire about exclusivity and cost.
3. **RIGHTS TO ARTWORK:** The artwork created for you, by me, is performed as an independent contractor, and once paid for - is yours to keep, circulate and freely make changes to under your ownership of the company the artwork was originally created for. However, as an independent contractor the artwork created is property of The Salty Olive and may not be RE-SOLD or duplicated for another (SEPARATE) company's objectives without The Salty Olive's prior written approval.
4. **BREAKS & BUGS:** Your site will be launched, tested and approved and we will fix any "breaks" that happen there-after for a period of 30 days, just in case there is anything that was missed. After that time, "breaks" or "bugs" will be assumed to be client-error or error as a result of browser, plugin or

software updates, and will need to be addressed and quoted separately. A website is not a static thing anymore, it is living and breathing and has many parts that come together that make it hum (Wordpress software itself, plugin softwares, opt-ins, etc.) so things will come up, and breaks will happen over time and updates, as all living things have to deal with. ;) That's why we offer monthly maintenance packages to keep on top of all this for you if it's of interest.

5. **REFUNDS:** The Salty Olive does not give refunds. Your finished, beautiful website will be supplied without fail, so once you're signed on, we're 100% committed to completing your project, and so are you. This is a good thing, because it keeps us both focused, steadfast, and fully committed to the completion of your new presence on the web. Beautiful partnerships and progress are made when both parties are "ALL IN".
  
6. **TURN AROUND:** You are responsible for supplying your text content and decisions in a timely manner, turn-around times weigh heavily on your ability to provide content and decisions - if it takes longer, that's okay, but just so you are aware that we cannot be held responsible for missed deadlines if content was not provided on time. **All projects must be completed in 120 days.** If your project is not complete, and we have not heard from you or made custom arrangements at that time, your site will be saved as-is and project will be considered complete. If you wish to resume in the future, you will need to get a new quote at that time. Don't worry, there is no need for this to happen at all, unless you literally disappear on us.

