**Website Design/Development
and Hosting Agreement**

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Parties Involved

Phillip Crum-OnlineIncomeLLC.com, dba PracticeMentors.us; "Site Provider"

(Your name here!)-(Your company name here); "Client"

Confidentiality

The information contained within this document is considered confidential to "Client", "Site Provider" and its' partners. We undertake the responsibility to ensure that this information does not enter the public domain and any communication, written or verbal, is kept confidential to both parties.

Contact Details

Please address any/all site related questions to:

Phillip Crum – pcrum@OnlineIncomeLLC.com – 469-536-2347

The Design and Development Process

This document is meant to provide you with insights into our process, what you can expect from us and what we expect from you.

Phase I: Discovery
Objective: It is during this phase that site map, functionality and end goals of the website are determined. This is a *mandatory* phase of the process. The primary reasons for this are to uncover hidden expectations, create a shared road-map and avoid project creep.

Phase II: Design
Objective: The design phase is all about making the lion's share of *design* decisions.

Style Guide
A style guide is a simplified document that includes the core brand colors and fonts (usually supplied in discovery either as a logo or through research into an existing digital presence). It will also include a few conceptual paragraphs and buttons to show generally what the look and feel of the site's elements will be. This is an opportunity for some creative input from the client team.

Mock-Ups

Mock-Ups will be created for the:

- Standard Header
- Standard Footer
- Standard Page template
- Blog Page template
- Standard Post template
- Custom Post template (if applicable)
- Standard eCommerce Product Page (if applicable)

Generally, these are the most design intensive pages and will give a sense of the overall direction of the project. The Home page is typically developed last and so a mock-up is not delivered. Once the mock-ups are approved, the Development phase can begin.

Phase III: Development

Objective: To build a functioning website per discussions with the Client.

The Development Phase involves the work required to:

- create the overall staging site and its architecture
- install all "included functionality" plugins
- integrate Client's branded color scheme
- integrate Client's existing content

Typically, _this phase is the longest phase._ Once the developers believe the site is ready for review by Client we will contact you to schedule a review of work completed so far for feedback, comments, and pre-approval.

Phase IV: Final Approval & Site Launch
Objective: Client will make final approvals and the site will be taken "live".

The site will be tested and prepared for launch. Once the site is ready to go live and Client has approved the final product, the Site Provider will switch the domain name over and take it live.

Phase VI: Site Management
Objective: This is a two-fold objective:

1. To provide an acknowledged post-launch period of time to freely and quickly trouble-shoot any problems that may arise. Once the site is live, the Site Developer will place it into, "active management" for 30 days. During this period no ticket limits are imposed and any changes required, are made.

2. After 30 days, the site moves into passive management where Client is managing most things day-to-day _on the content side_ while the Site Provider focuses on server and stack (WordPress, plugins and theme) management. Once in passive management, ticket limits are put in place and anything beyond the scope of those tickets will be considered billable work.

Our Custom Website Blueprint Details

What's Included

Hosting-Website

       Semi-Private Server

       Server-Level Security

       Site-Level Security

       Daily Backups (30-Day Rotation)

       Security Certificate

       Staging Site Capability

Hosting: Audio/Video file accts (*limited*)

Website Development

       Basic Branding

       Posts, Pages, Blog

       Forms Functionality & Management

       PMP Platform Integration

Content Development

       Content Posting Discount (50%)

Mobile Website

       Responsive, mobile friendly

Content Distribution Functionality

       CDN-Content Distribution Network

       Content Distribution Channels

SEO Set Up

       Site-wide SEO "rules" in place.

       Google Integration

       Google Analytics Set Up

       Image compression acct set up

Website Maintenance/Plugin Management

       Software updates

What's Not Included

Most basic functionality is included in our standard website service package and is listed in the section above. A second layer of popular functionalities called, "Add-Ons", are clearly listed on the Pricing page that follows. If a desired addition is not expressly listed in these two areas it will be considered a, "Custom Add-On", for purposes of pricing.

Time-Line

Our goal is to get a new website up as quickly as possible. The way we implement this model is to set a launch date approximately four to eight weeks from when you first sign the letter of agreement, as the launch date for the new website.

In order to get a website up in that short time-frame, we take a modular approach to design, development, and launch. We identify the 'mission-critical' modules (like a home page, product or service page, and contact page) and relegate all other modules to 'if it can be ready by launch date' status (like an about page, blog page or targeted landing page). We will work with your team to identify the mission-critical modules in the Discovery Phase and set our focus as a result.

Project Delays

The most complicated and time-consuming aspect of any web project is the creation and curation of content (text, images and video). ***It is the one aspect of the entire process that is most often not directly under our control and the most likely to cause project delays.***

Pricing

Our pricing is also designed in a modular way to allow for more focused projects. Below is a breakdown of pricing on a per month basis.

Program	Up-Front	Monthly	Initial Term	Thereafter
Website Design & Development				
Custom Website Blueprint	$0	$159	36 mos	$99/mo

Program	a la carte	Monthly	Initial Term	Thereafter
Content Development				
Content Development Consulting	$125/hr			
Logo Development	$595			
Professional Photography	*bid*			
Writing Services	$50 + .08/word			
Your "Story"	$200			
Text Editing Services	$75/hr			
Audio Recording & Editing	$125/hr			
Video Recording & Editing	$195/hr			
Interactive Forms Conversion	$100 + $5/pg			

Program	Up-Front	Monthly	Initial Term	Thereafter
Localized Marketing				
Claim/Setup Google My Places Acct	$75/hr			
Directory(s) Set Up (12)	$250			
Social Media Platform Set Up (2)	$200			
Social Media Platform Management (2)		+$50/mo		
ActiveCampaign Acct Set-Up	$75			
Email Marketing Mgmt (via A/C)		+$100/mo		

Program	Up-Front	Monthly	Initial Term	Thereafter
Content Distribution				
Distribution functionality setup	$50			
Content Posting & SEO	$50/per piece			

Program	Up-Front	Monthly	Initial Term	Thereafter
Sales Functionality				
eCommerce Set-Up	$250			
eCommerce Management		+$50/mo		
Courseware Set-Up	$350			
Courseware Management		+$50/mo		
"Course" Development	$195/hr			
eCommerce *and* Courseware Setup	$395			
eCommerce *and* Courseware Mgmt		+$125/hr		

About Add-Ons

"Add-Ons" are modules that you will need based upon additional site functionality that you request. All of these extensions and software packages come with initial costs and on-going hard-cost expenditures for continual upgrades, regular license fee renewals, and management labor. The costs for these on-going expenses are handled in much the same manner as the Standard Website Services Program:

- Add-Ons and/or Custom Development Modules usually require an up-front fee to cover additional labor for set-up of these modules.
- Monthly fees for Add-Ons and/or Custom Development Modules are added to the base monthly fee.

The Fine Print

About Billing

- All of our products require an up-front, three-year commitment
- Client's site fees are due/payable 1st of each month
- Credit cards keep our billing-labor costs down, please

About Support

- All site-related technical issues will be handled by Site Provider through a support-ticket submission system.
- There is a 2-tickets per month limit to technical support issue tickets that may be submitted for *client-generated* issues.
- There is a 2-tickets per month limit to content-posting related support tickets that may be submitted for *client-generated* issues.
- Once these ticket submission limit(s) have been reached each subsequent support ticket will be billed at $75/hr. *(Check the training video tutorials first!)*

About Renewals

- After the 3rd year, you will be automatically renewed for a new one-year commitment (paid monthly).
- Automatic one-year renewals will continue throughout our working partnership.

About Design Changes

The design you sign off on is the design that's included in your initial 36-month management fee. Nevertheless, it is good to change the look of a website on a regular basis. Here is the schedule the Site Provider uses to determine the cost of a new look:

- **During Initial 36-Month Term:** if there is a request for a major design change during the 36 months *after the site is completed and signed-off,* there is an additional $1500, one-time, up-front charge to redo the site design.
- **4th Year and Beyond:** At the client's request, a new site design may be developed and the monthly service fee will assessed at $129/mo for an additional 48-month term.

About the Cost of Exiting the Program

You are free to shutter or transfer the site at any time during the term of this agreement, however, you will be charged:

- a $2,400 exit fee covers the original web-dev labor costs not yet billed or passed on to client for:
  - *Structure development*
  - *Included module acquisition, licensing, and development*
  - *Requested module acquisition, licensing, and development*
  - *Custom module acquisition, licensing, and development*
- These costs cover incurred expenses only and do not include any additional requests for services. That is outlined separately, below.

About Transferring Your Website

Within 5 business days of receipt of your written 30-day notice of intent to suspend service, Site Developer will provide a digital file, a back-up, of your site in its' entirety. You may provide this file to your new hosting company and they will be glad to assist you in setting up your site in their hosting environment. Please keep in mind that while total functionality will remain intact, none of the shared plugin functionality employed will be licensed and as such will not be eligible for software updates. You will be responsible for obtaining your own license for each affected plugin or service.

Your website will be taken offline within thirty calendar days of receiving your written confirmation to suspend service.

About Site Asset Ownership

- Client owns all of the *content*. All of it.
- Site Provider owns all *non-content* assets.

About the Ongoing Costs of Exiting the Program

The primary benefits of a site management service have been clearly outlined elsewhere in this document. Please know that once you exit our management program you will be responsible for:

- Updating the platform software
- Updating the platform software plugins and license renewals
- Updating the theme software and the theme's annual license renewal
- Maintaining software updates for Requested Add-Ons and license renewals
- Maintaining Custom Module Add-On functionality and license renewals
- All technical trouble-shooting issues (IT)

Getting Started

Letter of Agreement & Credit Card Authorization

This is a contractual agreement between "Site Provider" and "Client" to design, develop, and host a custom website utilizing products, services, and tools of "Site Provider's" choosing. I am authorizing the immediate implementation of the outlined development process.

I also understand I am entering into a 36-month website development, hosting, and site management agreement with OnlineIncomeLLC, dba PracticeMentors.us, subject to the guidelines, limitations, and fees disclosed in the attached document.

I give OnlineIncomeLLC, dba PracticeMentors.us, permission to utilize the credit card information listed below for any/all website development and hosting related products and services. This authorization will be in effect until such a time as "Client" has terminated this agreement in writing.

[   ] MC   [   ] VISA   [   ] AMEX   [   ] Discover   Date: ____/____/____

Card# _____   Exp. ____/____   Sec. Code _____

_____
Printed Name

_____
Signature