



YOUR WEBSITE PROPOSAL

BY The Website Guy

Included in cost of website:

5 – 10 page website (mobile friendly / SEO optimized), uploaded to host of choice.

**Website built using our signature desktop website builder
(We can maintain moving forward).**

**Responsive Web Design (Mobile Friendly)
Initial On-Page SEO**

**Set up of Google analytics (traffic) / webmaster tools (SEO) / local Google My Business maps listing
(once GOOGLE account info received)**

**Set up of website hosting as well as a hosted email address
(if need be, once hosting account info is received)**

**Uploading of files via FTP and testing, Initial SEO report
Website Maintenance (such as blog posts) & Monthly Traffic Reports (*only if monthly option chosen*)**

Not included in cost of website:

Cost of domain / hosting / SSL Certificate (paid directly to provider)

A web-based Content management system (like WordPress.org etc) unless otherwise stated

Writing of content or blog posts / logo design / print design

Social media marketing or link building / online marketing etc.

**Website Maintenance / CMS Training
Guarantee of SEO ranking**

Cost:

See details in agreement below

THE WEBSITE GUY
Lino Lakes MN 55038



Client Name & Title: _____

Business Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Authorization – The above named client is engaging The Website Guy, hereinafter known as “TWG”, for the specific purpose of designing or re-designing a website to be installed on the client’s host of choice (charged separately by the host). The client hereby authorizes TWG to, if necessary, sign up for (in the client’s name) and access this hosting account and / or domain name registrar. The client also authorizes TWG to publicize, upon written or emailed approval by the client, the completed project to the client’s host server. Estimated due date for project (generally no less than 30 days from signature – dependent on timeliness of client communication and receipt of items needed to complete the project):

Design Payment Options

Monthly Financing – TWG AGREES to build a website for a **monthly fee** of \$_____/month. Client understands total pages for website will = **5-10** pages. Client understands payment terms are \$_____ **down and a monthly payment for no less than 12 months**, starting _____. Last payment is _____. Client understands this option *DOES INCLUDE* maintenance of up to **15** minutes per month & Annual website updates. (**see exclusions below*). 12/24/36 month options avail (total = \$2000)

Flat Fee – TWG AGREES to build a website for a one-time **flat fee** of \$_____. Client understands total pages for website will = **up to 10** pages. Client understands *payment terms are 50% down to start the project, with the balance due PRIOR to uploading of the website (to host of choice).* **Cost does NOT include maintenance, annual website updates or cms training.**

**In the cases above, additional pages (blog posts) / link building / social media / PPC / cms training / monthly performance reports is NOT included here. See ad-hoc services below.*

And / Or Ad-Hoc Maintenance Options (Billed Monthly, Separately, As Needed)

1 - Hourly package - TWG AGREES to perform the following services (as requested) **circled** at the **HOURLY RATE** of ***\$75**, billed in 15-minute increments. **Maintenance as needed | Monthly Reports** | (subject to annual increase)

2 – Other Services: Blog Posts & OnGoing SEO (\$195/mo) | **Local Link Package (\$75/mo)** | Social-Media (\$140/mo) | Reports

3 - Website Host of Choice: _____. **Est cost of hosting = \$ 25/mo?** Subject to change, Paid to host directly.

4 - Website Builder: Client understands that the tool of choice to build this website will be _____.

5 – Maintenance / CMS Training: Client understands *TWG will need to edit the website as directed* by the client until the website has been paid in full. It is recommended you permit TWG to maintain the website thereafter at a rate of **\$ 75 / hour**. Client also understands that any CMS training will be billed at **\$ 75 /hour**. *** Hourly rate subject to an annual cost of living increase.**

Set up of domain registration and hosting (including email)

6 - Client understands that TWG will need access to existing domain / hosting / email for client to upload files and agrees to send this information to TWG for the purpose of uploading website files to the existing server.

7 - Client understands that TWG will set up domain / hosting / email as needed for client in the client’s name as owner. Client agrees to provide a credit card to have on file for the purpose of securing domain / hosting / email / SSL Certificate as required.

8 - Client agrees that cost of domain / monthly hosting is NOT included in the above prices and will be paid to registrar / host separately and directly. Cost of hosting is dependent on host and package chosen. TWG will furnish estimate for hosting.

9 - Client understands that the account for the domain and hosting will be in the client's name and client is ultimately responsible for ensuring the account is renewed as needed.

10 - TWG agrees to hand over all account info regarding domain / hosting / email to the client as owner once the website is live.

Google Account

11 - Client also understands that TWG will need access to a Google account the client owns and has access to for the purpose of adding Google Analytics (traffic) / Google Webmaster Tools (SEO) / Google My Business Maps (Local SEM) to the website. Client agrees to provide TWG with access to a Gmail account for this purpose.

Content & Force Majeure

12 - Client AGREES to furnish TWG with true and complete information necessary for TWG to perform its services as applicable. This information may include but is not limited to, originally owned text / pictures for website content, and other information as requested in the "new client questionnaire" and / or as required to complete the project. TWG performance of their duties is reliant on the client providing this information in a timely fashion and TWG will not be held liable for any delay for any reason. TWG reserves the right to suggest changes as agreed upon to any content received.

ON-PAGE SEO & WARRANTIES

13 - Client understands that the website will include standard on-page SEO properties as allowed by the website builder (page specific titles / descriptions / keywords / H1 tags / other tags as necessary), htaccess file for redirects, as well as initial submission of xml sitemap to Google / Bing, and will be mobile friendly, but makes no guarantees as to the sites timeliness of rank / height of rank in search engines, amount of traffic, nor HTML code compliance with W3C or accessibility standards.

Indemnification & Limitation of Liability

14 - Client UNDERSTANDS that they own the content of their website and are ultimately responsible for the content of their website and further AGREES to defend, indemnify, and hold any and all members of TWG harmless and client waives all claims against TWG and it's members such that TWG will not be liable nor responsible for any demands, liabilities, losses, injury, costs, and claims by or damages from whomsoever arising out of or attributable to the reputation of or operations / performance of products or services of the company as a result of the website and / or marketing efforts performed by TWG.

15 - In no event shall either party be liable hereunder for incidental, special, indirect, consequential, or punitive damages even if advised in advance of the possibility for such damages and TWG's total liability for damages under the agreement shall be limited to the total fees due hereunder for the invoice upon which a claim is based.

Automatic Renewal & Termination (Monthly Financing)

16 - Client understands that contract will automatically renew (*if applicable*) and payments will continue (*if applicable*), until the contract is terminated – **in writing within 30 days from end of current contract.** *If financing is the payment option chosen, - client's payment obligation continues until the balance owed is satisfied & paid in full.*

17 - Client understands that if 2 consecutive payments are missed (*if applicable*) CCBSI reserves the right to ask for the website to be paid in full. If this option is not chosen, Client gives The Website Guy permission to go into clients hosting account and take down the website until the website is paid in full. Client agrees to NOT change Hosting account, CPanel, or FTP account info until official termination & fulfillment of this contract and all fees have been paid to date.

Upon official termination of this contract, TWG agrees to furnish the client all files / account information / software information necessary for client to resume control of their website. *Depending on the software used, the client may need to download additional programs to maintain their website moving forward.*

THIS AGREEMENT is entered into this [] day of [], 20[]. Either party may cancel this AGREEMENT by giving a 30-day written notice of intent to cancel to the other party at the address stated above.

Rob Shurtleff, Owner

Client -

Recurring Payment Authorization Form

I _____ (print your first/last name) authorize Common Cents Business Services Inc (dba The Website Guy), hereinafter known as CCBSI, to regularly schedule charges to my checking/savings account or to my credit card.

I acknowledge I will be charged \$ _____, recurring monthly via the account listed below, on the 1st day of each month, starting on _____. I also authorize a two-time fee of \$ _____, which will be charged once immediately upon CCBSI's receipt of this signed form, and again upon final approval of the website.

This one time / recurring payment (12 -month minimum) is for a up to 10 page customized website design; & up to 15 minutes of SEO with reporting, website updates, ~~blog posts~~, and annual updates. Client understands that the design of the website will be published by _____ (if applicable) and that payments will continue automatically until contract is terminated in writing, no sooner than _____.

Billing Information (Please use the information as shown on your bank/credit card statement.)

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone Number: (_____) _____ - _____ Email: _____

Bank or Credit Card Information

☐ Credit/Debit Card (The monthly charge will appear on your statement as "IN *CCBSI")

Card Holder Name (as shown on card): _____

Card Number: _____ - _____ - _____ - _____ Expiration Date: ____/____ CVV Code: _____

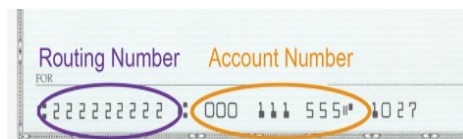
☐ Personal Checking ☐ Personal Savings ☐ Business Checking ☐ Business Savings

Account Name: _____

Bank Name: _____

Routing Number: _____

Account Number: _____



_____ (initial) I agree to a minimum of 12 months recurring charges in the amount indicated above. If for some reason the recurring charge is cancelled prior to the 12 months, I agree to pay the remaining balance due on my account, based on the date of cancellation to the end of the 12-month time period.

_____ (initial) I understand that this authorization and automatic billing will remain in effect until I cancel it in writing. I may cancel this automatic billing at any time after _____ by contacting CCBSI at least 30 days prior to the next billing date.

_____ (initial) I agree that no notification will be provided prior to the monthly charge. If the above noted payment date falls on a weekend or holiday, I understand that the payment will be run the next business day.

_____ (initial) In the case of an ACH Transaction or check draft being rejected for Non-Sufficient Funds (NSF) I understand that CCBSI will attempt to process the charge again within 30 days. I agree to an additional \$35 charge for each NSF occurrence, which will be initiated as a separate transaction from the authorized recurring payment. If the credit card is declined in 2 consecutive months, CCBSI reserves the right to ask for the entire remaining balance owed to be paid in full to avoid further NSF charges.

SIGNATURE: _____ DATE: ____/____/20____
(Account Holder's or Card Holder's Name)

I certify that I am an authorized signer of this bank or credit card account and will not dispute these scheduled transactions, as long as the transactions correspond to the terms indicated within this authorization form.

More information about your business:

We are here to do more than just build a website. We simply provide your vision of a custom optimized website that consistently reflects you and effectively communicates your core message and unique value across all internet marketing channels and do so without breaking the budget.

How did you find me? _____

Name –

Company name –

Started –

Industry –

Address –

Email –

Phone –

Fax –

Contact preference –

Credit Card Info – To have on file

Type –

Number –

Security Code –

Exp -

Name on card –

Billing Address –

Zip –

Payment Method – Per contract above

Full (1/2 down ½ when ready to go live)

Amt -

Monthly – with maintenance – without maintenance

Amt –

Have logo (send to us) –

Have business cards / brochures (send to us) -

Description of business (60 second pitch) –

Target market –

Unique Selling Point / value offered / why choose you over competition –

Will you maintain the site on your own (yes = GD or Weebly or host's site builder / no – us WB)?

To be able to upload files, we need access to the domain registrar account as well as hosting account (as set up in your name). Fill out the below as best known. If need be, we can set up the CPanel / FTP / Webmail login and send this info to you.

Domain name (why choose this name) –

Registrar –

Login id –

Password –

Current Host –

Login id –

Password –

Pin –

CPanel –

Login –

PW –

FTP IP Address –

Host -

Login –

Password –

Path –

Port –

Webmail Login url –

Email –

PW –

Webmaster

PW –

Google account email / pw –

(for the purpose of G+, GTW / Analytics)

GSuite Login / pw (if appl) -

GA –

GWT –

GMB –

As part of content sent, please include any text, pictures, logo you'd like to see on each of the following pages. Thank you. Stock photos and time to generate unique content (as opposed to improving existing content) is extra (\$25 for stock photography, \$65/hour total for content). Covers entire website.

About –

Who we are –

What we do –

Why choose you –

Vision –

Mission –

Process –

Tell me your story (passion, expertise, background, the why behind what you do – for the about page)

Other pages to include – we request content to be sent)

Products / Services / Pricing /

Testimonials / portfolio / samples of work

FAQ (to be sent)

Links

News / events / blog

Privacy Policy / TOS

Mobile version of site (RWD / AWD) (included)

Design elements (need access to current materials / logo, etc.)

Color scheme (logo branded) –

Feeling –

Personality –

Full screen Background -
(color, picture, texture, white)

Header / footer -
(do you want it stretched across screen or centered)

Home page slider -
(call to action, list your services, portfolio)

Navigation -
(horizontal across top or / vertical on left or right)

Please list example sites that you'd like to model your site after (content / look & feel) –
url –
url –
url -

How close to this design are you looking for?

What technology did you want to include –
(audio, video, slideshows, calendar, social widgets, paypal, pw protect, blog, chat,
translation, analytics included, gtw included, other etc.)

For content sent over, may be ask about making grammatical / spelling corrections if needed or simply add “as is / verbatim”?

Make corrections / enter “as is / verbatim”

Can we provide feedback as to design / content choices made and make suggestions as to how to improve?

Yes / No

We ask these two questions so we know that when you ask that we make a change this way, or make the website look like this one – how exact are your expectations and how quickly will the relationship turn south if you don't see exactly what you see in your head – even if it is only what we can do and perhaps better than what you were asking for. We always try to find a balance between what our clients want / expect and what they deserve and is in their best interest. All we ask is that you be clear with your communication / expectations, and patient with us as we work to find this balance given the limitations of the website builder chosen.

What is your marketing strategy?

Additional Marketing Services

Logo
Bus cards
Brochures
Local SEM (Profiles - Google maps, Bing Maps, Yahoo Maps, etc.) (\$60 each)
Local SEM (Profiles - Yellow Pages, Yellow Book, etc.) (\$60 each)
Local SEM (profiles - industry specific directories) (\$15 each)
Social Media (Profiles - FB, Twitter, LinkedIn, G+, YouTube, etc.) (\$60 each)
Blog Posts For You / DIY Wordpress.com blog (shared to social media) (\$60 each)
Email marketing (mailchimp)
Mobile marketing
Print marketing
Classified advertising (\$15 each)
Coupons
Relevant Link Building (\$15 each)
Pay per click (Google)

Final Questions –

Budget –

Turnaround time –

Preferred communication method –

Changes that are seen to be needed but not requested by you, do we ask permission or beg forgiveness?

Is the change billable?

What additional information do you need from me?

What do you think of our website www.TheWebsiteGuy.biz

50% Down Payment? Or monthly contract?

____ Client understands that they may be contacted by SEO agencies offering their services (such as social media, link building, blog posts etc.) and with this understanding agrees to contact TWG with the agencies' contact information for vetting purposes. Furthermore, client understands that for the SEO agency to do their job, the website does not necessarily need to be taken over by said SEO agency.

Client agrees to allow TWG to work with the new SEO agency in terms of on-page SEO changes.

Notes on what to expect from me:

The above form will be used as a starting point to build your site. We'll also research your competition for inspiration. If need be, we'll call or email for clarification of certain items or additional information that is needed.

We'll send a screenshot of the home page to make sure we are going in the right direction. If all looks good, we'll continue with the rest of the pages. Once the initial draft is complete, we will email you with a link to where the temporary site resides for pre-approval. We understand it is easier to change what you can see than what you cannot. If the site is not what you imagined, don't panic. Simply let us know what changes need to be made and we'll make the changes - if within reason and our abilities.

Any time spent generating content, looking for copyright-safe stock photography, or long meetings to go over the website may be subject to our hourly rate (\$60) of over-and-above what is generally accepted. Simply understand it is not our goal to charge you as much as possible nor is it our goal to simply give you what you want. Rather it is our goal to go over and above and give you what you deserve - our very best at a rate that is affordable as well as fair to both sides. All that we ask is that you work with us, not against us.

At some point early in this process, we'll need to verify you have a domain name and hosting secured. We can set this up for you if need be. We'll just need a credit card to place on file as well as access to your gmail (Google) account info to set these accounts up in your name. If you already have an account for your domain and host, we'll need this info so we can set up / optimize hosting. Having this info allows us to do our jobs more effectively, but a minimum, we need "cPanel" and/or "FTP" login account info to upload the files.

We love it when websites are approved within 2 rounds of revisions and published within 45 days of answering this questionnaire. Upon final approval (hopefully within 45 days of initial contract), the site will be published to the host of your choice (usually within 24 hours after receipt of final payment / final approval) under your own account (again - we will need this account info from you), rendered "live" and then it is ready to market. Additional changes can be made up to 14 days after publish - no extra charge.

Ask about our website maintenance services including annual website updates - Cost = \$65 / hour or annually as required.

Once the site is live, we'll use your Google account info to set up Google Analytics (traffic), Google Webmaster Tools (SEO), and a Google My Business Maps Listing (local).

All 3rd party accounts (or claimed profile listings), free or paid, will be signed up for as - you the client. Such accounts may include domain registrar, hosting, on-going seo, social media, reputation management, paid advertising, or any others as requested. Contact email will be webmaster@yourwebsite.com and will forward to us. We will need your Google account login info for plus, maps, analytics and webmaster tools so you own this info as well. We promise to not read your personal email. This is so that you remain in control of those accounts. We will of course get permission prior to signing up for any paid accounts.

Disclaimer:

Please note - final approval rests with you the owner to ensure your new website looks and says what they want it to. As business owner, you the client are responsible for final say on all content of the website and to ensure it is your own for authorized use. Be advised, any change in website structure may result in a change of rank for the website - higher or lower. We are not responsible for any change in rank and subsequent loss of business due to this change. It will take time (up to a year) for true ranking to be reflected accurately. With that being said, we will do all it can to get the site ranked as soon as possible. In addition to on-page seo, additional off-going seo is available to help your site rank quickly. We look forward to connecting the pieces of your online presence.

With that being said, you may get a call from an SEO agency insisting they can get you on page 1 of Google. Before the conversation goes any further – I would ask “at what cost”? And get specifics of what they are offering in terms of “SEO” and “Digital Marketing”? Link Building. Local Links. Blog posts. Social media. Pay Per Click. You don’t want to get stuck in a 6 – 12 month contract shelling out \$1000 - \$2000 / mo with no guarantee that the ROI will cover the expense.

Also, if the SEO agency insists on taking control of the website in order to do their job – it is simply not necessary nor required. I am more than willing to make any on-the-website changes (on-page SEO) needed – so long as the design and layout is respected. That is all I ask. I am even willing to add keywords to the content here and there as well as add blog posts at an affordable monthly maintenance rate of \$65/mo. Not a problem. Just let me know what they say and I’ll give you my honest opinion – if I think they are on the up and up.

If you are looking to invest time in your website monthly, I have affordable plans to do so. Granted it’s a smaller scale, but smaller budget.

Thank you for your inquiry and the opportunity to design and build your online presence. We'll contact you with any questions, concerns, and of course status updates on how the design is going.

Office Use Only

To Do

Builder –

Domain Registrar (account info) –

Domain Host (account info) -

Website

Pages – Home, About, Services, Portfolio, News / Blog, FAQ, Contact, Privacy, TOS, Links

Title –

Descr -

Keywords –

H1, H2

Browser Tested – IE Edge __ 11 __ 10 __ 9 __ 8 __ Chrome __ Firefox __ Tablet __ Mobile __

W3C Valid –

Static sitemap –

Logo / Favicon –

Mobile site –

Main email –

Webmaster@mywebsite.com (fwd to info@bobthewebsitebuilder.net) pw –

info@mywebsite.com (fwd to info@bobthewebsitebuilder.net) pw –

client@mywebsite.com (fwd to client's other email) pw -

MyWebsite@gmail.com (info@bobthewebsitebuilder.net) pw -

SEO

WebCEO – Dashboard

Pingdom – site uptime

Nibbler by SilkTide's SiteBeam

Google Webmaster tools

Google Analytics

Bing Webmaster tools

Schema

Canonical Tag <link rel="canonical" href="<http://www.mywebsite.com/>" />

Robots.txt

Meta-tags.txt

Sitemap.XML file

301 redirect via HTACCESS file (non www to www / http to https)

404 Page not found redirect via HTACCES File

Leverage Browser Cache via HTACCESS File

GZIP via server settings (or HTACCESS?)

SEM

Google Maps / Local (Google Plus Business Page)

Bing Maps / Local

Yahoo Maps / Local

YP, YB, DMOZ, Dex, Yelp, 4Sq, Local. Etc.

Local paper listing

Social (reputation management) (copyscape / reputation.com, en.mention.net/)

Hootsuite - Dashboard

FB

Twitter

LinkedIn

Google Plus Personal Profile

YouTube

- Wordpress.com blog
- Other
- Chamber of Commerce
- Copyscape / DCMA / Mention
- Online
 - Industry specific Directory listings
 - Classified ads (Craigslist)
 - PPC
- Print
 - Leads (secretary of state, new bus)
- Relevant Link Building (google search, claim listing, add contact info, description and link)

Thank you Card -
