

**3REESIXTY**

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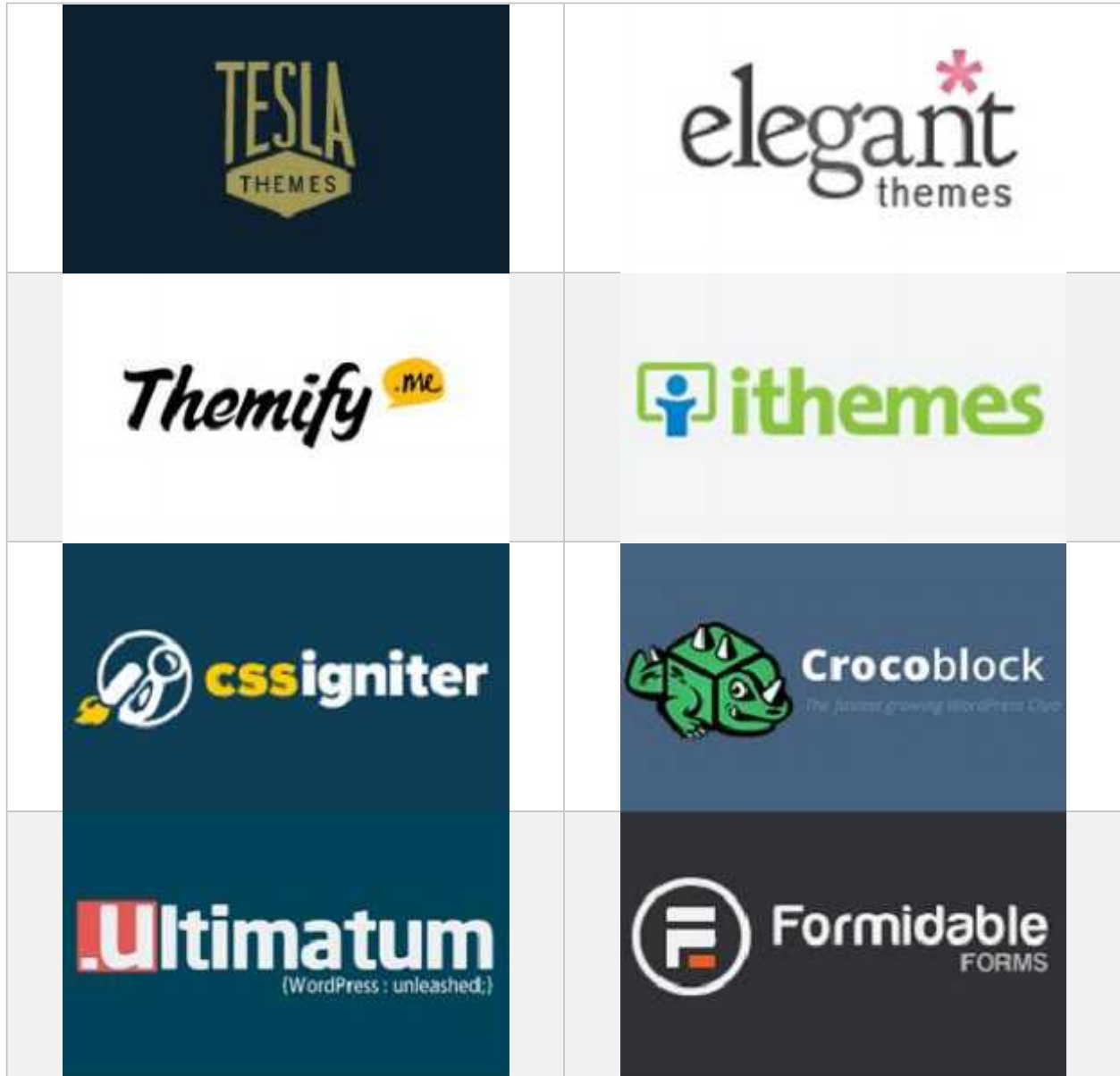
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## Developer Subscriptions

I have developer/agency subscriptions to the following theme clubs and tools. You may select any theme from my subscriptions, they are all included in of my Premium and Ecommerce WordPress Packages. I only charge for the services I provide, so if you have your own theme then the charges will still be the same.



## Important

No custom code will be written in any of the mentioned packages below, service package entails using the features provided either in theme itself or using plugins which you may be required to purchase separately, provided we have thoroughly discussed about it.

Ongoing support will be provided for any minor changes up-to 2 months as in replacing an image or changing content on pages. Though any major revamp or a complete overhaul is not covered under the basic support.

## Starter Newbie Package \$200

If your site has limited number of pages, then you can opt for the starter newbie package wherein the cost is minimal and it is suitable for those who are just starting out in the digital world.

I'll require the following

- U Hosting/Domain Registrar credentials
- U Or WPadmin credentials if already installed
- U Content
- U Images
- U For the content and images, I'd prefer if they are separated in each individual folder for each page.
- U Social Media Links
- U Contact Form fields required
- U Mailing address for the contact form

I'll be providing the following services

- U Installing WordPress
- U Installation of the premium theme [ Only from teslathemes or elegantthemes ]
- U Configuration of basic plugins
- U Create Pages [ up to 5 pages with your given content ]
- U Create Posts [ up to 5 posts with your given content ]
- U Create Categories
- U Place the images provided within the posts and pages
- U Setup Contact Form
- U Setting Up logo on the site
- U Customizing colors according to preferences

## Startup Business Package: \$400

If you are serious about your business and want to take it to next level with a website which reflects your competitive edge and generate more leads/business for you then this is the right package for you.

I'll require the following

- U Hosting/Domain Registrar credentials
- U Or WPadmin credentials if already installed
- U Content
- U Images
- U For the content and images, I'd prefer if they are separated in each individual folder for each page.
- U Social Media Links
- U Contact Form fields required
- U Mailing address for the contact form
- U Titles / Meta descriptions for every page

I'll be providing the following services

- U Installing WordPress
- U Installation of the premium theme [ Any theme from the subscriptions ]
- U Configuration of basic plugins
- U Create Pages [ up to 20 pages with your given content ]
- U Create Posts [ up to 20 posts with your given content ]
- U Create Categories
- U Place the images provided within the posts and pages
- U Setup Contact Form
- U Setting Up logo on the site
- U Customizing colors according to preferences
- U On page Search Engine Optimization
- U Speed optimization
- U Use of premium stock images from stockunlimited.com
- U Automated scheduled backups on the server
- U Security optimization to prevent hack / malware attacks
- U Integrate lead generation with mailing services such as aweber / mailchimp etc
- U Skype 1 hour live call for explaining basic maintenance to the site

## E-Commerce / Membership Package: \$800

I'll require the following

- U Hosting/Domain Registrar credentials
- U Or WPadmin credentials if already installed
- U Content
- U Images
- U For the content and images, I'd prefer if they are separated in each individual folder for each page.
- U Social Media Links
- U Contact Form fields required
- U Mailing address for the contact form
- U Titles / Meta descriptions for every page
- U If your site is a membership site, please provide all the relevant details of how the membership will be structured etc.

I'll be providing the following services

- U Everything in Premium package + the following
- U Installation of the E-commerce premium theme
- U Configuration of basic and premium plugins
- U Create Pages [ up to 35 pages with your given content ]
- U Create Posts [ up to 40 posts with your given content ]
- U Create Products [ up to 100 products with your given content ]
- U Install and configure WooCommerce / Easy Digital Downloads
- U Configuration of Payment gateways [ default is PayPal, if additional gateway is required, please ask ]
- U Setup the Shop page
- U Setup the Checkout page
- U Setup User Accounts page
- U Setup Membership plugin (Ultimate Membership Pro)
- U Configure Membership levels
- U Restrict pages/content according to levels of membership



## Resellers

For all those wishing to resell my services can get the startup package in \$300 and the ecommerce package for \$600. Condition being that each month you bring in at least two or more orders.

## Custom Requirements

If what you require is not covered in the above packages and you require a custom solution, development of plugin or modification then you can ask for a quote.

We offer complete custom theme development, plugin development for WordPress.

## Search Engine Optimization (SEO) Services

	Basic SEO	Advanced SEO	Premium SEO
Keywords Optimized	10	20	30
Pages Optimized	15	25	50
Keywords Research	✓	✓	✓
Title & Meta Tag Optimization	✓	✓	✓
Monthly Ranking Report	✓	✓	✓
Meets Search Engine Guidelines	✓	✓	✓
Basic Directory Submissions	✓	✓	✓
Basic SEO Content	✓	✓	✓
Basic Link Development	X	✓	✓
Advanced Directory Submissions	X	✓	✓
Custom SEO Content	X	X	✓
Advanced Link Development	X	X	✓
Conversion Optimization	X	X	✓
SEO Package Pricing	\$125	\$250	\$375
	per month	per month	per month

## WordPress Basic Onsite SEO \$5 per page

Following services will be provided for each page/post optimized using [Yoast](#) plugin

1. Creating title & metadata for the website to target the keywords
2. Updating title & metadata as per the requirement and search engine updates during further maintenance of the website
3. Suggesting patterns for title & metadata of dynamic pages
4. Implementing patterns for title & metadata of dynamic pages (if feasible from existing code)
5. Content Checking [ Content duplication , Keyword density & prominence ]
6. Content optimization – Optimizing content to target specific keywords.

# WordPress Monthly Maintenance Packages

## Basic WordPress Maintenance Package (\$50)

- Monthly Back-ups of WordPress Database which contains the site content and WordPress Files which contains the site design. The backups are stored on our file storing program (Dropbox). We will share the folder with you so that you have access to the back-up to download onto your computer if need be. This is a huge protection if anything were to break within WordPress, it can then be easily restored back to a stable condition
- WordPress Version Updates – Keep your WordPress version up to date and reduce the risk of security issues.
- WordPress Plug-in updates
- Virus & Malware Scan
- Broken Links Scan – We'll perform a monthly scan for broken links on your website and fix them, if we're able (and report them to you, otherwise).
- Empty all Spam & Trash

## Extended WordPress Maintenance Package (\$100)

- Monthly Back-ups of WordPress Database which contains the site content and WordPress Files which contains the site design. The backups are stored on our file storing program (Dropbox). We will share the folder with you so that you have access to the back-up to download onto your computer if need be. This is a huge protection if anything were to break within WordPress, it can then be easily restored back to a stable condition
- WordPress Version Updates – Keep your WordPress version up to date and reduce the risk of security issues.
- WordPress Plug-in updates
- Virus & Malware Scan
- Broken Links Scan – We'll perform a monthly scan for broken links on your website and fix them, if we're able (and report them to you, otherwise).
- Empty all Spam & Trash
- Check Host for Script Updates
- Regular Password Changes
- 1 hour of Technical Support & Site Changes – Have a question about a plugin? Want to change some content on your site? We can help!

## Terms and Conditions

We'll always do our best to fulfil your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future.

So in short; you are hiring us to design and develop a web site for the estimated total price as outlined in the Fiverr Custom Offer Invoice. Of course it's a little more complicated, but we'll get to that.

## What do both parties agree to do?

*You:* You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us everything we need to complete the project as and when and in the format we need it. You'll review our work, provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at the end of this contract.

*Us:* We have the experience and ability to do everything we've agreed with you and we'll do it all in a professional and timely manner. We'll endeavor to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

## Getting down to the nitty gritty

### Design

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. We may use static visuals to indicate a look-and-feel direction (colour, texture and typography.) We call that 'design atmosphere.'

You'll have plenty of opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you'll pay us in full for everything we've produced until that point and cancel this contract.

### Text content

We're not responsible for writing or inputting any text copy. If you'd like us to write new content or input text for you, we can provide a separate estimate for that.

### Photographs

You should supply graphic files in an editable, vector digital format. You should supply photographs in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries. If you'd like us to search for photographs for you, we can provide a separate estimate for that.

## HTML, CSS and JavaScript

We deliver web page types developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive JavaScript for feature detection, poly-fills and behaviors.

## Browser testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

## Desktop browser testing

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

## Zero tolerance against rude behavior

You might not see this clause in any other legal document, but we consider rude behavior as a bad omen and have zero tolerance policy against it. If you the client use rude language/behavior we will have no other choice then to cancel and cut off any communication from that point onwards.

## Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using.

We test our work in:

iOS: Safari, Google Chrome Android 4.x: Google Chrome and Firefox

We currently don't test Blackberry, Opera Mini/Mobile, Windows Phone or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

## Technical support

We're not a website hosting company so we don't offer support for website hosting, email or other services relating to hosting. You may already have professional hosting and you might even manage that hosting in-house; if you do, great. If you don't, we can set up an account for you at one of our preferred hosting providers. We can set up your site on a server, plus any statistics software such as Google Analytics and we can provide a separate estimate for that. Then, the updates to, and management of that server will be up to you.

## Changes and revisions

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for that.



## Legal stuff

We can't guarantee that our work will be error-free and so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them. Finally, if any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions.

## Copyrights

First, you guarantee that all elements of text, images or other artwork you provide are either owned by your good selves, or that you've permission to use them. In cases where you refer us to other sites for the content, we deem that you have taken a written consent from the authors to use their content whether it be text, images or any other element.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license its use to you, exclusively and in perpetuity for this project only, unless we agree otherwise.

We love to show off our work and share what we've learned with other people, so we reserve the right, with your permission, to display and link to your project as part of our portfolio and to write about it on websites, in magazine articles and in books.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of [English and Welsh] courts.