

Standard Terms and Pricing

1 Website design / redesign, build and upload / deliver

Design the home and content pages of a website to express the client's identity and meet their customers' needs.

Design an appropriate and logical structure, with suitable navigation.

Make amendments in line with the client's feedback.

Build the site in XHTML, CSS and basic scripting to professional standards. Consider using a CMS such as WordPress to build the site, as discussed with the client.

Use features such as templates and library items for common elements, to increase efficiency in building and maintenance.

Add the content.

Ensure the site looks and functions as intended in Internet Explorer, Mozilla Firefox and Opera.

Upload or deliver the site as agreed with the client.

Hand over the site to the client for their ongoing maintenance.

Assumptions made:

- ◆ The client has some existing design elements from which to work (e.g. logo, corporate colours, and so on).
- ◆ The client provides full, proofed content.
- ◆ The website requires about ten pages.
- ◆ The client's feedback is limited to two revisions of the design.

1a Pricing

- ◆ Basic fee £500 including VAT.
- ◆ Additional fees may be negotiated as below.

2 Services additional to the basic website design, build and upload

Additional fees may be negotiated when:

- ◆ The assumptions as above are not met.
- ◆ The client wishes a completely new design.
- ◆ The website requires programming or other technical solutions that I need to subcontract.

- ◆ The client wants me to write, edit or proofread content.
- ◆ The client asks me to organise domain registration or web hosting.

2a Pricing

Additional fees are negotiable, but are based on the following:

- ◆ Hourly fee £25 per hour including VAT.
- ◆ Direct expenses incurred (e.g. domain registration) are passed on to the client.

3 Website maintenance

Maintain or fix the structure and functionality of a website.

Add to or update the content of a site.

Add further pages or functionality to a site.

3a Pricing

One-off and ongoing fees are negotiable, but are based on the following:

- ◆ Hourly fee £25 per hour including VAT.
- ◆ Direct expenses incurred (e.g. domain registration) are passed on to the client.

4 Payments and refunds

For the web design fee, I ask for payment as follows:

- ◆ one-third upfront, following detailed discussion and agreement of the client's needs, before I begin work;
- ◆ one-third after the design has been agreed, and before I begin the build; and
- ◆ the balance after I have uploaded or delivered the site, and the customer is satisfied with the results.

Invoices are payable in 7 days.

If the client and I decide not to proceed further at any stage of the design, build and upload process, then suitable payment or refund will be negotiated, based on the work done and payments made thus far. I will hand over any work for which the client has paid, for their use.

5 After-sales services

I provide the following after-sales services:

- ◆ Fixing any design, build or upload problems where the website isn't functioning as intended.
- ◆ Handing over the website with enough information so that clients who wish to maintain the site themselves can do so, and being available for reasonable queries.
- ◆ Offering website maintenance services.
- ◆ Refunds of up to 50% of the total fee can be negotiated if the client remains dissatisfied despite my efforts to fix the identified problems.

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