


CLGolden Frontend Developer

GENERAL SCOPE OF WORK

In the following table, I've described what you receive with every website I build or work on.

Design	Application of the basics of modern, well-researched design, UI and UX concepts. I do not claim to be a 'web designer,' <i>per se</i> .
Responsiveness	A design that is coded to look good and perform well on mobile phones, tablets, desktops and conference room TVs.
Content	Written copy, optimized for SEO, to be supplied by Client unless otherwise specified. Images to be supplied by Client and optimized by CLGolden for search, accessibility and speed, as well as for responsive design
Customer Experience	Navigation, forms, behavior and human usability tested on a variety of browsers and mobile devices
User Experience	Built-in 'no code' functionality (widgets, blocks, page templates and customizer) as specified and site-specific instructions so that non-coding users can manage the site
Performance	Tested and optimized for speed even for low bandwidth visitors
Google Search	Best Practices applied in the code (meta tags, images, anchor tags, etc.) to allow Google to index and properly display your web pages (Technical SEO)
301 Redirects	If during a redesign, old pages are removed, visitors and search engines will get a 404 error page unless the web developer correctly sets up "301 Redirects," which is something I include as needed.
Social Media Cards	When you or a site visitor share your page on Facebook or other social media, it must have a well-composed, correctly-sized image and unique description of each page. The proper code and image optimization for each page is included. SEO content and image to be supplied by Client.

Social Media Links	Link icons for visitors to <u>follow your social media</u> and to allow them to <u>share to their social media</u> are included as specified.
Security	<p>I write custom, hand-coded themes for my WordPress Clients, which reduces the amount of unused and un-maintained code that off-the-shelf themes have, and which creates 'holes' for hackers.</p> <p> For WordPress sites, several 'hardening' tactics are included as well as a free, scheduled backup system.</p>
Analytics & Site Health	Google Analytics and Search Console setup if specified.
Expandable	Coded for growth by any developer knowledgeable in HTML5/CSS3 and/or WordPress.
Training & Support	For 30 days upon site turnover to Client.

GENERAL TERMS & CONDITIONS

Industry Standards

I am proud to provide code that meets or exceeds the best standards of the day to ensure your website is accessible¹, searchable, easy for you and your visitors to load and to use, whether on a desktop or mobile device.

Licenses & Copyrights

Client agrees that written and graphic content will be original or free of copyright burdens. Graphics supplied by CLGolden through stock photo platforms will be properly licensed and paid for by the Client.



WordPress is an open-source platform and is free to use. Plugins will each have their own licensing and will be chosen to allow commercial use.



The custom WordPress theme that I build for you is yours to use and modify as you wish.

¹ Basic accessibility best practices, but not to the level required by public agency websites.

Marketing Rights

CLGolden requests the right to use your website in its marketing materials and to be cited (subtly) in the footer of your website.

Warranty & Support

Your website will meet or exceed industry standards with regard to quality code, technical functionality, and security (although security cannot be guaranteed).

Questions and/or support will be available for 30 days from turnover to Owner.

Indemnification

Client agrees to indemnify, save and hold harmless CLGolden from any and all damages, losses, lawsuits, expenses or costs that might arise as a result of claim or action by a third party or other developer. This includes any action that involves hacking or other malicious activity by a third party resulting in damage to the Client's website, reputation, goodwill or revenue.



It is important to note that, as an open-source platform, WordPress' core code is not CLGolden's responsibility. It is possible that bugs, security flaws, and compatibility issues which are out of Client's or CLGolden's control may arise with future releases of WordPress.



The same is true for plugins, although I only select the most reputable and well- established vendor code.

Early Termination

In the event this contract needs to be terminated before its completion, Client agrees to notify CLGolden in writing (email is okay) and pay CLGolden for work done to date. CLGolden agrees to provide deliverables due and paid for by the date of notification.

Mediation & Liability

In the event of a dispute that requires an outside party to resolve, CLGolden and Client agree to use Arbitration services in the State of California. We also agree that the most CLGolden can be held liable for is the cost of the website paid to date.

End of General Scope & Conditions
Dated January 1, 2021

CLGolden
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