# Content Management Systeme

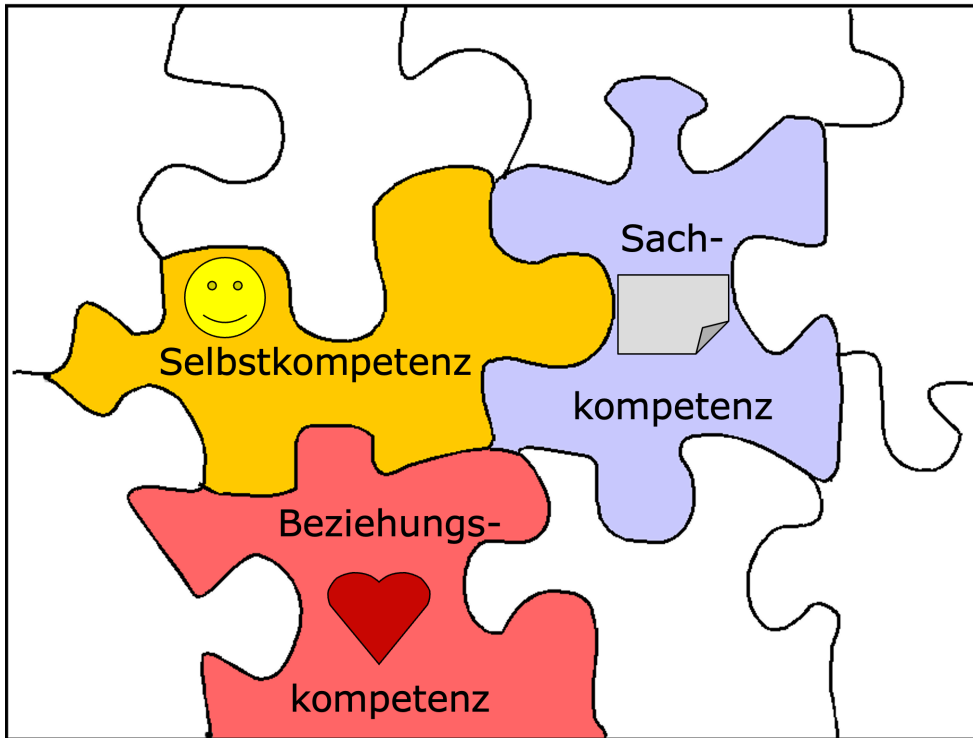# Clients
## Software Business is People Business

„Willst du ein guter [Geschäfts-]Partner sein,
schau erst in dich selbst hinein".
Friedemann Schulz von Thun

[„As developers] everything we're doing really should flow from
user value... Code gulf... is a fun puzzle game but that really
should not be a major motivator for you. We're solving problems
for people,... we're doing something of value to people ... that's
how you make the world a better place."
John Carmack (https://www.youtube.com/watch?v=I845O57ZSy4)

**Don't over-estimate and don't over-emphasize your technical
expertise, your stack, ... in a client relationship**



There is more to a client relationship than just being a technical expert.

### Literature

Mike Monteiro: Design is a Job, A Book Apart 2012

# Business

## How to Calculate your Minimum Hourly Rate

### 1. Calculate your Expenses

Expenses

Office
Energy
Phone/Internet
Software

.
.
.

SVA (health care etc.).

.
.
.

_____

EUR 1.820,–
+ financial cushion
_____

EUR 1.970,–

### 2. Define your desired income

My Income

EUR 2.500,–
per month

EUR 1.970,–
EUR 2.500,–

EUR 4.470,–
X 12

EUR 53.640,–
+ EUR 6.000,–
_____
EUR 59.640–

3. Add expenses to
desired income

and multiply by 12 for the minimum
annual income you need to earn

Add approx. income tax

~ 20 hrs/week
~ 40 weeks
_____
800 hours / year

4. Realistically estimate the amount
of **billable** hours you work per year
(Hint: It's much less than the total
number of hours you work.)

~60.000 ÷ 800 =
EUR 75,–
_____

5. Divide income by hours to get
your minimum hourly rate

6. Raise your rates regularly
(inflation, increased expenses,
value provided, ...)

The income tax in Austria is
calculated like this:

| Einkommen in Euro (Stufen) | Grenzsteuersatz |
|---|---|
| 11.000 und darunter | 0 % |
| über 11.000 bis 18.000 | 20 % |
| über 18.000 bis 31.000 | 32,5 % |
| über 31.000 bis 60.000 | 42 % |
| über 60.000 bis 90.000 | 48 % |
| über 90.000 bis 1.000.000 | 50 % |
| über 1.000.000 | 55 % |

source: https://www.finanz.at/steuern/
lohnsteuertabelle/#Lohnsteuer-
Bemessungsgrundlagen

# Checklist
## Screendesign to Static Site

- ☐ visually as close to screendesign as possible (font-sizes, colours, white-space, line-heights …), but responsive

- ☐ valid HTML (including title-tag) https://validator.w3.org/
- ☐ meta tags for viewport, keywords, description
- ☐ fonts hosted locally https://google-webfonts-helper.herokuapp.com/fonts
- ☐ favicons/touch Icons https://realfavicongenerator.net/
- ☐ og-Image
- ☐ responsive images https://www.responsivebreakpoints.com/
- ☐ performance tested with Lighthouse

- ☐ CSS modularised with SASS
- ☐ variables used for blockpaddings, standard paddings mobile / desktop, colors in hsla

- ☐ no JS errors in the console