**Plans**

Hello and thank you for your potential interest in my web site design business. As of now, there are four types of plans: **Bronze**, **Silver**, **Gold**, and **Platinum**. Prices are subject to change and an update will be made if they receive any changes. Please keep in mind that payment is **required** upfront, and all purchases are ***NON-REFUNDABLE*** unless otherwise stated within the desired plan*.* I do my best to write everything myself, and if I do not believe I can do so efficiently or do not know how, I will consult you first. If I am unable to provide a custom, built-from-scratch feature or enhancement, I will allow for usage of a third-party service if permitted by you, the client - dependent upon your plan and how the third party application functions and integrates within the already-developed environment.

Below you will find details and specifications for certain web site features, enhancements, multimedia, designs and interfaces for each one of the different types (note that silver has everything bronze does, gold has everything silver does, etc.). **More details are explained after the plan listings**.

**NOTE:** Each plan is allocated a certain number of hours (minimum) to complete. The amount of hours is negotiable, however - if the work exceeds the hours agreed upon by the client and I, hourly overcharges will be implemented, generally around $10 - $20 per hour, depending on what work is needed. I am only willing to add a couple of hours, though. As you will read, I’m very flexible, but I’m not stupid. My work is my art and while I do not wish to overvalue my expenses, I also do not wish to devalue my worth as well.

**WORKTIME –** What I mean by worktime is the amount of time spent working on the project. I will not include the hours that I did not spend working. This both allows for less expenses for the client, and time for me to take a couple of breaks if need be. Do not worry if your project gets split up into a few days, as you will only be charged for the hours I spent working, and that’s only if I go ever the allocated time provided by the plan.

**Bronze - $250**

* Up to **eight** pages
* Extra pages can be added for an additional $5 per page
* JavaScript site script provided for dynamic user interaction (more details provided below)
* CSS style-sheet provided for “styling” the page
* Your choice of colors and graphics
* Custom banner/logo, either created by me or one that someone else has made
* **\* One redesign for free if dissatisfied with finished result, then an additional redesign for $20.**
* Option for embedded videos and audio
* 25 hours of work-time total
* **\* Server-side enhancements can be provided for an extra fee, in addition to the plan price – see “Optional Extras for Plans” below.**

**Silver - $380**

* Up to **fourteen** pages
* All features of Bronze
* 38 hours of worktime total
* Optional Server-Side Enhancements (these enhancements are provided by the plan at no extra charge):
* Guestbook provided for visitor’s comments
* Member registration and management
* Members may comment on pages (manageable)
* Very simple Content Management System

**Gold - $520**

* Up to **twenty-five** pages
* All features of Silver
* 52 hours of worktime total

**Platinum - $720**

* Unlimited amount of pages (however please note that the more pages requested, the more hours used)
* All features of Gold
* 72 hours of worktime total

Optional Server-Side Bonuses and Extras

These are extra add-ons that you can apply to your order, regardless of plan. However, please note that this will be an *extra* fee, as an addition to what you are already paying (unless it’s specified to be free in the plan). **Note:** Your host *must* support server-side programming. You can check this in their features list (look for PHP & MySQL support). Please also note that if your plan supports server-side enhancements, then you should ask me for details before purchasing one of these add-ons.

* **Guestbook** – Anyone that visits your web site can leave a message in this guestbook, whether it be to simply say “hi” or to give you some helpful feedback, the possibilities are endless. Keep in mind, however, that this will be open to the public, and as such, it may not always be PG-13. Requires PHP or ASP.   
  ***Price:*** $5
* **Content Management System (CMS)** – This allows you to manage your pages through a graphical user interface (GUI), and to manage any aspects of the site that you wish. Requires a MySQL database and PHP.   
  ***Price:*** $50
* **Member Registration –** Allows users to register accounts on your web site, generally for e-mail lists, access control, user interaction and saved data. Note: This will NOT allow you to see users’ passwords, as they will be heavily encrypted. Requires MySQL and PHP (or ASP).  
  ***Price:*** $15
* **Inventory Management –** Use this to keep track of **SMALL** (500 unique items or less – 2 of the same item still counts as one) inventories of items or merchandise. Requires MySQL and PHP.  
  **Price:** $75

Further Information

**Site Scripts and Style Sheets**

“Site Scripts” are JavaScript-(or jQuery)-encoded scripts that appear on the web page for dynamic interaction (such as posting a comment without refreshing the page [server], displaying pop-up messages [client], etc.). When I say “external,” I mean that it’s called remotely from another file.

So, what’s the difference? The difference is that, generally, non-external site scripts take up more loading time than external scripts do. The loading time may not be substantially different, but in the end, every second of loading time counts. Plus, it’s much less of a clutter, and easier to manage when the scripts and style-sheets are in separate files. Having it all on one page can get very messy, especially if you have multiple pages, because then you have to modify it on *every* page, rather than just editing the script only once.

Style sheets are basically the things that make the site “look pretty.” They’re written in CSS and are used for styling HTML. A good site cannot be made without them. This is why I include them in every plan.

The same rules for external and local apply to these as well. External loads faster, local (on the same page) doesn’t load as fast. This is why (generally) I will not use local, and will always use external, to better support the developing web site.

**Multimedia Enhancements**

When I say “multimedia,” I mean add-ons akin to audio, video, images and text (along with anything else you may want, provided I can do it). For audio (and video) files, the files themselves must be provided, and I will code them in for you. Same goes for the images. **I do not make these files myself, except for logos**. As for the text on the web site (the content), that also will be up to you. I will spell-check it for free once. If you wish for me to come up with something for you, that’s fine, but that will also cost extra, how much depends on the amount you want me to write.

Please note, though, that since I am busy at my job, I don’t have the time to write essays on the side for these web sites. I will charge $5 for every 10 sentences **only if you ask me to write it for you**. If the text you wish for me to come up with is *under* 10 sentences, then I will not charge for that. Also, if you have something already typed up that you wish for me to add, that will not cost you anything, as all I’ll need to do is just copy and paste – so if you already have your text provided, it will be completely free and I will spellcheck it for free as well.

**Limitations (Applies only for Gold and Platinum)**

I do not (currently) make anything that requires a high-level programming language such as Java (though I am learning it currently), C++, C# (same situation as Java), Ruby, Perl or Python. Generally, most web sites I design will utilize XHTML, HTML5, CSS3, JavaScript, DHTML, jQuery, AngularJS, Bootstrap, MySQL / XML and PHP (or ASP). I am in the process of learning Ruby on Rails but am not proficient in it yet. Basically what this means is that I do web site design (and server programming, depending on your plan), not programs or applets (such as games or chat rooms), not yet at least.

I also currently do not do anything related to Flash. I will be in the process of learning SVG, but have not had to use it, and therefore anything that requires Flash-or SVG-content will have to be provided by the client (you). Flash is also quickly losing both popularity and reasons for use, not to mention that it has had severe vulnerabilities recently, so SVG is generally where I’ll go to first.

If I do not believe I can do a satisfactory job of your purchase requests, I will let you know so that you do not waste your money. Depending on what you asked for, I may or may not refer you to another web site design business that I believe would better suit you. The money is upfront, but one redesign is provided for free regardless of plan. However, if the work is already done, and you have exhausted your one, free redesign, additional funds will be required for another rewrite, and you will be put below others on the client list. The work is non-refundable, as building a web site takes time, hard work, dedication, perseverance and patience.

**Redesigns**

When I say that “one redesign is provided for free,” it is indeed true that I mean start over. However, I will need to know what it is specifically that you don’t like, before I try to remake it. I do have other clients that I must get to, and asking for a redesign will put you below them on the list. Something as simple as “I’m just not feeling it,” or “I just want it to look different,” anything around those lines, will not be sufficient enough to merit a redesign because I’m not going to be sure what it is exactly I’m trying to fix or make differently, and I’m not going to take a shot in the dark to figure it out. If it’s something about the layout, tell me what it is specifically so I can address it directly. If it’s something about the way a particular part works, tell me and we’ll talk about what you’d like instead. It’s usually pretty easy to tackle the problem once I know what it is. I do not mind reworking, but I need a reason to do so – I need specifics and details.  
 Please also note that before payment is required, I will talk with you about what you would like. Once everything has been discussed and everyone has been satisfied, *then* the payment will be necessary. I do need the money, but I also need the reputation. My goal is to make my clients happy, and to minimize not only my headaches, but yours too.

**Advising**

Please note that when I advise you on something, it will be for the betterment of the web site, usually the loading time or how it will function. Faster web sites that load quick get more traffic than those that don’t, so I will do the best I can to provide you with the best information that I have available. It’s not that I’m saying you’re wrong or that you can’t have what you asked for by any means, I’m simply informing you of the consequences it might procure. It is your choice what you do with the knowledge.

**Repairs & Upkeep**

A web site is what some call a “living page.” Much like a car, it requires constant maintenance and (at times) updating. A warranty has you covered if something were to happen (coding was tampered with, something stopped working right, links or images become broken and/or missing, a scripting language changes the site to the point where the old coding no longer functions, etc.). Warranties are sold separately, and their pricing details are below. At times, a web site can simply sit for a while and something can go wrong. This is usually due to a bug that was not noticeable at the time of the development, or caused by an update to one of the web technologies utilized in its development.

Warranties

**1 year -** $30  
 **2 years** - $60  
 **4 years** - $90

If, after the creation, you experience an error of any kind, I will be more than happy to fix it for you; however, whether the warranty applies or not (*see below*) will be the deciding factor of whether or not you’ll have to pay for the maintenance, or if I’ll even do it in some cases (voided warranties).

Warranty Voids

Please note, that even though warranties are provided, they are not limitless. **Any of the actions below will render your warranty void regardless of the chosen plan**, and therefore further work or maintenance will cost extra **or may not happen at all**, dependent on what went wrong:

* **Tampering with the coding**. Simple things such as the way something’s worded, or how something’s colored will not matter, but changing (or attempting to change) the way something functions or works, will. I will *potentially* still fix it, it will just cost money. As for how much, it depends on the error and how much work it took. **\*\*** If you wish to just change text or something else simple, however, and something accidentally goes wrong, I will completely understand and not charge you for it, because usually it's just a missing tag. However, *this will be under my judgment*.
* **Hiring someone else to fix or edit my work**. This makes it rather difficult to tell where my errors are, compared to where theirs are, so in order for me to address mine specifically, I need it clean. I will probably not fix it at this point, but if I do, it will cost much extra for breaking warranty. The amount it will cost is dependent upon how much work needed to be done. **\*\* If you had your buddy take a quick look at the site and do something as simple as repairing a tag or moving something somewhere else, that's okay**. I'm only talking about major changes, here. Note though, that when I say "your buddy," I don't mean another web developer business, or another programmer for that matter. I do not wish to get two businesses or coding styles confused - it never ends well. Not to mention, it’s a big, confusing mess. So if you use mine, please *stick* with mine. It won't bother me, but it will void your warranty, and it is ***non-refundable***, so *please* get your money's worth. If you feel you can change something, I *highly* encourage you to contact me first, because it makes everything so much easier.
* **Abuse of any of the systems or features**. If I see that the site has been intentionally spammed or otherwise vandalized, I will not do anything about it (unless it was by an outside party such as a bot or a misbehaving member), as I don’t work to have it mistreated. Web sites are my work of art – I spend days if not weeks on them to make them absolutely perfect. If I am to include them in my portfolio, I need them to look presentable, so that I may show them to other, more interested clients. If the site is not presentable enough to be put in a portfolio, the warranty will expire.
* **Sites that criticize or otherwise mock a select individual or group (discrimination)**. It’s not right to have an entire web site dedicated to bashing someone. That is not why I create web sites and I will not have anything to do with those that do. If you have a web site like this and come across an error, find someone else. I refuse to work with this and FYI, it is *illegal*. I do not support bullying and *will* report it to the FCC if I find out.
* **Any encouragement of illegal activity.** Much like the above, anything illegal is prohibited. As I said earlier, I need the money, but I also need the reputation, and I will not tolerate having it tarnished by acts such as this. Just like the above, I will report anything like this that I see. Asking me to “look the other way” will also lead to problems.
* **Inappropriate content (pornography, violence, drugs, alcohol, etc.).** The first two examples of this are always prohibited no matter what – no exceptions. However, the latter two are acceptable *only* for doctor’s offices and pharmacies for **legal** drugs, and restaurants or bars for alcohol. Sites about getting “wasted” or getting “high,” anything to that effect, will not be tolerated and will cause the warranty to expire.

Portfolio

A web site portfolio is a collection of web sites that the creator has designed. If you are greatly satisfied with your result, I will link to your site in my portfolio for other potential clients to see, so that they may get an idea of what I can create for them. This will generate more traffic to your site free of charge, as well as help my business. I may also include your own statement below the web site on my page, so that you may be a referral. This is mostly for your benefit (and somewhat for mine, but at no cost to you). So the more satisfied you are, the more traffic you’ll get to your web site, without having to pay extra. It also means more people see my work, so that always makes me happy. Everyone wins in this scenario.

Switching Plans

If, at any time during the development, you feel that you wish to upgrade your plan, you may, just so long as you’re willing to pay the original purchase price (minus what you’ve already paid). However, I will **not** add on to what you have already paid. In other words, if you pay for bronze, and wish to upgrade to silver, it will simply be the *difference* in amounts as opposed to the original, full amount, since you would have already paid the initial fee. This is a good way to get a “feel” for the work I do and to decide if you want more or not. I highly recommend this. However, if you wish to downgrade your plan (platinum to gold, silver to bronze, etc.), **no money will be refunded**. This is just to avoid a big, confusing headache with everybody, and is 95% of the reason why I even wrote this document. Also, if you upgrade your plan, the hours will simply be the remainder. For example, if you have a 25 hour worktime (Bronze), and upgrade to 36 hours of worktime (Silver), and I have already worked the 25, then only 9 more will be added – it will not be reset.

**- Site Hosting**

I will be more than happy to suggest some decent domain names to you, however the hosting for this (as in what I have to pay) will cost you extra, separate from your plan’s fee. The amount depends on the cost of the domain service and what route you choose to go with their services. Please also be aware that when using server-side implementations, we must find a host that supports the coding (I use PHP & MySQL for server-side upon request, depending on the plan). Typically, free and “cheap” web hosts do not support server-side programming, so it’s something that requires a bit of research.

**\*\* NOTE:** If you are confused about any of the above descriptions or explanations, I will be more than happy to explain them to you. Don't ever hesitate to ask me if you have any questions - I want you to be satisfied, and that means ensuring that you get what you pay for. **You have to communicate with me**. I cannot stress this enough.

**You must be 18 years or older to order! If you are not of age, consult with your parent(s) or legal guardian(s) first, and we’ll try to work something out.**

Thanks,

Paul T. Shannon, Jr.