

# **Andrea Agency Reference Documents**

December 29, 2025

# Contents

<b>1 Website Content &amp; Information Collection Guide</b>	<b>3</b>
1.1 Basic Contact Information (Mandatory) . . . . .	3
1.2 Website Purpose & Goals (Mandatory) . . . . .	3
1.3 Website Content (Mandatory) . . . . .	4
1.4 Images & Media (Very Important) . . . . .	4
1.5 Branding Details (Important) . . . . .	5
1.6 Social Media & Online Links (Important) . . . . .	6
1.7 Domain & Hosting Details (If Available) . . . . .	6
1.8 Functional Requirements (Important) . . . . .	7
1.9 SEO & Marketing Info (Optional but Recommended) . . . . .	7
1.10 Legal & Policy Content (Required for Business Sites) . . . . .	8
1.11 Project Timeline & Budget Confirmation . . . . .	8
1.12 Final Approval & Communication . . . . .	8
1.13 How to Share Files . . . . .	9
1.14 Why This Is Important . . . . .	9
<b>2 Client Policies, Guidelines &amp; Project Restrictions</b>	<b>11</b>
2.1 1. Client Responsibilities (Mandatory) . . . . .	11
2.2 2. Content Ownership & Legal Responsibility . . . . .	11

2.3	3. Revisions Policy . . . . .	12
2.4	4. Scope Control & Change Requests . . . . .	12
2.5	5. Payment & Work Commencement . . . . .	12
2.6	6. Timeline & Delivery Guidelines . . . . .	13
2.7	7. Communication Policy . . . . .	13
2.8	8. Deployment & Technical Limitations . . . . .	13
2.9	9. SEO & Performance Disclaimer . . . . .	14
2.10	10. AI Features & Automation Limitations . . . . .	14
2.11	11. Maintenance & Support Policy . . . . .	14
2.12	12. Termination & Project Hold . . . . .	15
2.13	13. Confidentiality & Data Handling . . . . .	15
2.14	14. Restrictions & Non-Supported Requests . . . . .	16
2.15	15. Final Approval & Project Closure . . . . .	16
<b>3</b>	<b>Short Legal Summary (Client-Friendly)</b>	<b>18</b>

# 1 Website Content & Information Collection Guide

**Thank you for choosing Andrea Agency.** To build your website accurately, efficiently, and without delays, we need the following information and assets from you.

This document explains what to share, why it's needed, and optional items that can improve results.

## 1.1 Basic Contact Information (Mandatory)

These details are essential for your website and communication:

- Business / Brand Name
- Primary Contact Person Name
- Email Address (to be displayed on website)
- Contact Phone Number
- Business Location (City, Country)
- WhatsApp Number (if applicable)
- Business Working Hours (if any)

## 1.2 Website Purpose & Goals (Mandatory)

Help us understand why the website exists. Please tell us:

- Main goal of the website: branding, lead generation, sales, portfolio showcase, informational, booking/inquiries, etc.
- Target audience
- Competitors or reference websites you like (optional links)

### **1.3 Website Content (Mandatory)**

**Text Content:** You can provide content in any format (Word, Google Docs, WhatsApp, Email).

- About Us / About Me content
- Services or offerings description
- Short business introduction
- Call-to-action text (e.g., “Contact Us”, “Get a Quote”)
- FAQs (if available)

*If content is not available, we can help with basic content structuring.*

### **1.4 Images & Media (Very Important)**

#### **Photos You Should Provide:**

- Logo (PNG / SVG preferred)
- Brand images

- Team photos (if applicable)
- Product photos (for e-commerce)
- Office / workspace photos (optional)
- Any images you want used on the website

**Videos (Optional but Powerful):**

- Background videos
- Promotional videos
- Product demo videos
- Hero section videos

*If you don't have images:* You can approve stock images or request AI-generated visuals if applicable.

## 1.5 Branding Details (Important)

If available, please share:

- Brand colors
- Font preferences
- Brand guidelines (PDF, if any)
- Logo variations (dark / light)

If not available, Andrea Agency will design branding based on your business.

## 1.6 Social Media & Online Links (Important)

Please provide links for:

- Instagram
- Facebook page
- LinkedIn
- Twitter / X
- YouTube
- Google Business Profile
- Any other relevant platforms

## 1.7 Domain & Hosting Details (If Available)

- Existing domain name (e.g., [yoursite.com](#))
- Domain provider (GoDaddy, Hostinger, etc.)
- Hosting provider (Vercel, Hostinger, etc.)
- Login access (only if deployment handled by us)

*If you don't have these yet, Andrea Agency can guide you.*

## 1.8 Functional Requirements (Important)

Tell us if you need:

- Contact forms
- Booking / appointment system
- Payment integration
- Admin dashboard
- Login / signup
- Newsletter signup
- Chat or AI voice agent
- CRM integration
- Automation features

## 1.9 SEO & Marketing Info (Optional but Recommended)

- Business keywords (if known)
- Service locations (for local SEO)
- Meta descriptions (if available)
- Google Analytics / Search Console access (optional)

## 1.10 Legal & Policy Content (Required for Business Sites)

- Privacy Policy
- Terms & Conditions
- Refund Policy (if applicable)

*If not available, we can help generate basic legal pages (non-legal advice).*

## 1.11 Project Timeline & Budget Confirmation

Please confirm:

- Preferred timeline
- Budget range
- Any hard deadlines

## 1.12 Final Approval & Communication

- Preferred communication channel (Email / WhatsApp / Call)
- Review & feedback turnaround time
- Approval authority (who gives final approval)

## 1.13 How to Share Files

You may share files via:

Google Drive, Dropbox, Email, WhatsApp, Notion, or any file-sharing platform.

## 1.14 Why This Is Important

Providing the above information:

- Reduces revisions
- Speeds up delivery
- Ensures accurate design
- Avoids misunderstandings
- Leads to better results

**Note from Andrea Agency:** You don't need everything on day one. We will guide you step-by-step if anything is missing.

Our goal is to build a website that truly represents your brand.

If you want next:

- A client intake form (Google Form style)
- A checklist version (tick boxes)
- A Notion / PDF formatted version

- A short version for WhatsApp

Just tell us which format you want.

## 2 Client Policies, Guidelines & Project Restrictions

These policies exist to ensure clarity, quality, fairness, and smooth collaboration between Andrea Agency and clients.

### 2.1 1. Client Responsibilities (Mandatory)

Clients are responsible for:

- Providing accurate and complete information
- Required content (text, images, assets)
- Timely feedback and approvals
- Clear communication

*Delays in providing content or feedback may affect project timelines. Andrea Agency is not responsible for delays caused by missing inputs.*

### 2.2 2. Content Ownership & Legal Responsibility

Clients confirm that:

- All provided text, images, videos, logos, and files are owned by them or legally licensed
- Content does not violate copyright, trademark, or third-party rights
- Content does not promote illegal, harmful, or misleading activities

Andrea Agency is not liable for legal issues arising from client-provided content.

## **2.3 3. Revisions Policy**

- Revisions are limited to the scope agreed at project start
- Minor revisions include text changes, color adjustments, and spacing/alignment fixes
- Major changes (new sections, features, layouts) are out of scope and may require additional cost

*Unlimited revisions are not provided.*

## **2.4 4. Scope Control & Change Requests**

Once the project scope is confirmed:

- Any new features, pages, or integrations are treated as scope changes
- Scope changes may impact timeline, cost, and deliverables
- All changes must be approved before implementation

## **2.5 5. Payment & Work Commencement**

- Work begins only after payment confirmation (full or partial, as agreed)
- Payment terms are communicated clearly before starting

- No deployment or final delivery without payment completion
- Andrea Agency does not offer refunds for completed work

## **2.6 6. Timeline & Delivery Guidelines**

- Timelines are estimated, not guaranteed
- Delays may occur due to client feedback delays, third-party services, hosting, domain, or API issues
- Andrea Agency will communicate proactively if delays occur

## **2.7 7. Communication Policy**

- Preferred communication channels: Email, WhatsApp, Scheduled calls
- Communication hours during reasonable business hours
- Emergency or after-hours requests are not guaranteed unless agreed
- Andrea Agency maintains professional boundaries at all times

## **2.8 8. Deployment & Technical Limitations**

Andrea Agency:

- Deploys websites based on agreed platforms (Vercel, hosting providers, etc.)

- Is not responsible for third-party outages, browser/device limitations, or platform policy changes

## **2.9 9. SEO & Performance Disclaimer**

- Basic SEO setup does not guarantee rankings or traffic
- Google indexing and ranking depend on multiple external factors
- Performance metrics may vary based on hosting, content quality, and user behavior
- Andrea Agency does not guarantee #1 rankings or traffic numbers

## **2.10 10. AI Features & Automation Limitations**

For AI voice agents, chat agents, or automations:

- AI responses may vary; accuracy is not 100% guaranteed
- AI behavior depends on models, user input, and platform policies
- Andrea Agency is not responsible for misuse, hallucinations, or third-party AI platform changes/pricing

## **2.11 11. Maintenance & Support Policy**

Unless explicitly agreed:

- Ongoing maintenance is not included
- Bug fixes apply only to issues caused by Andrea Agency's code
- Changes made by clients or third parties are not covered
- Support beyond scope may require additional charges

## **2.12 12. Termination & Project Hold**

Andrea Agency reserves the right to:

- Pause or terminate a project if payments are delayed, communication stops, or client violates policies
- Resume work only after issues are resolved

## **2.13 13. Confidentiality & Data Handling**

- Client information is treated as confidential
- Login credentials are handled securely
- Andrea Agency does not share client data with third parties
- Clients should change passwords after project completion

## **2.14 14. Restrictions & Non-Supported Requests**

Andrea Agency does not support:

- Illegal or unethical projects
- Adult, gambling, or harmful content (unless legally compliant and pre-approved)
- Black-hat SEO techniques
- Fake reviews or misleading practices
- Copyright infringement

## **2.15 15. Final Approval & Project Closure**

- Client must review and approve final deliverables
- Once approved, project is considered complete
- Further changes are treated as new work

**Important Note:** These policies protect both client and freelancer, ensure professional delivery, avoid misunderstandings, and maintain high-quality outcomes.

By proceeding with Andrea Agency, clients acknowledge and accept these guidelines.

**Want this in other formats?**

We can convert this into:

- Website Policies page
- Short legal summary (client-friendly)
- Checkbox acceptance form
- Google Form / Notion intake
- Contract-style PDF

Just tell us which format you want next.

### 3 Short Legal Summary (Client-Friendly)

This is a simple explanation of how Andrea Agency works.

#### What We Do

- Design and build websites and AI solutions
- Deliver work based on agreed scope and timelines
- Communicate clearly and professionally

#### What We Need From You

- Accurate information and content
- Legal ownership of provided assets
- Timely feedback and approvals

#### Important to Know

- Timelines are estimates, not guarantees
- SEO and AI features do not guarantee rankings or outcomes
- Revisions are limited to agreed scope
- Payments are required before delivery
- Third-party tools and platforms may affect performance

## **Legal & Content Responsibility**

- You own the content you provide
- Andrea Agency is not responsible for copyright or legal issues related to client content

## **Support & Maintenance**

- Ongoing support is not included unless agreed
- Additional changes may require additional cost

## **Restrictions**

- No illegal, unethical, or misleading projects
- No black-hat SEO or copyright violations

## **Final Note**

Our goal is to deliver high-quality, professional work while maintaining clear boundaries and mutual respect.

If anything is unclear, we're happy to explain before starting.

## **Next Options**

We can now:

- Convert these into a Terms & Conditions page

- Create a Privacy Policy
- Make a checkbox acceptance form
- Prepare a client onboarding PDF
- Simplify further for WhatsApp/email

Just tell us ☺.