**ACCEPTANCE FORM**

*Follow the guidance in italics and* ***[change the bold italic text in square brackets]*** *to suit your needs.*

|  |  |
| --- | --- |
| Project Title | ***[Web Design project]*** |
| Proposal Date | ***[Date]*** |
| Project Due | ***[Date]*** |
| Total Cost (exc. VAT) | ***[$/€ …]*** |
| Deposit Amount | ***[$/€ …]*** |

**Terms of Payment**

*Whether it’s payment upon completion, half before and half after, or any other breakdown make sure it’s clearly stated so as to avoid confusion.*

***[40% on signing of Project Acceptance Form***

***40% on first upload to staging server***

***20% on upload to live server]***

**Payment Methods**

*Outline payment methods - such as bank transfer or cheque. Provide the necessary details for payment.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***[Client Name]***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***[Position]***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign here to approve ***[Date]***

**Terms**

*Make it clear that the person signing has agreed to the Terms and Conditions (stated at the end of the document and tailor made to your company).*

**Project Specifications & Pricing**

*Clearly outline your pricing so as to avoid future confusion. Ensure that the client agrees to your pricing plans.*

**Design & Development**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Price** | **Selected** |
| ***[Wordpress theme-based website]*** |  |  |
| ***[Additional cost for bespoke wordpress design & development]*** |  |  |
| ***[Coding edits to template/ hour]*** |  |  |
| ***[Basic Plugins setup - Stats (JetPack) & Anti-spam (Akismet)]*** |  |  |
| ***[News module]*** |  |  |
| ***[Blog Module]*** |  |  |
| ***[Social Media integration]*** |  |  |
| ***[Third-party commenting system integration (Disqus/Facebook)]*** |  |  |
| ***[Google Analytics setup]*** |  |  |
| ***[Google Maps integration]*** |  |  |
| ***[Email List building integration]*** |  |  |
| ***[Events Calendar module]*** |  |  |
| ***[Basic shopping solution]*** |  |  |
| ***[Advanced shopping solution]*** |  |  |
| ***[Payment integration]*** |  |  |
| ***[Authentication login form/ user profiles]*** |  |  |
| ***[Contact Us Page]*** |  |  |
| ***[Sitemap]*** |  |  |

**Copywriting & Population of Content for *[specify amount]* pages**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Price** | **Selected** |
| ***[Photography]*** |  |  |
| ***[Stock photography]*** |  |  |
| ***[Content writing/ number of articles]*** |  |  |
| ***[Copying data from previous site & retaining link structure]*** |  |  |
| ***[Basic SEO]*** |  |  |

**Post-Launch Online Marketing**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Price** | **Selected** |
| ***[Additional SEO services]*** |  |  |
| ***[PPC Campaigns]*** |  |  |
| ***[Social Media Management]*** |  |  |
| ***[Ongoing reports]*** |  |  |

|  |  |  |
| --- | --- | --- |
| **Design** | **Price** | **Selected** |
| **Development** |  |  |
| **Marketing** |  |  |

**Free**

***[Submission to search engines]***

***[404 error page]***

***[No licences]***

**Project description**

**Milestones/ Timelines/ Timeframes/ Project schedule + hours**

*Insert your own timeline or project schedule with a clear breakdown of how long things will take.*

**Support + Maintenance agreement**

*Set out a clear agreement on what support and maintenance will be included in the package, and what comes at an extra cost.*

*For example.*

Includes support

updates

wordpress support upgrades

cost/ checkbox/ how long

table

20 items + extras

From marina:

Regular site maintenance = 10% of website development costs (per annum)

This includes ensuring that your WordPress website and all its plugins are constantly up to date and running smoothly and securely.

It also includes a typekit license for up to 100,000 page views per month.

This does not include:

- optional major upgrades

- design & content changes or additions

- break & fix support

These will be quoted for on an hourly basis.

Additional planned updates and site maintenance are carried out at an hourly rate of x/hr.

This includes:

- design & content changes and/or additions

- optional major upgrades

- break & fix support (+50% surcharge for unplanned/ out of hours maintenance)

- additional development

If you wish to commit to monthly bundles, packages are available at discounted hourly rate.

10 hours = 5%

20 hours = 7.5%

40 hours = 15%

**Terms and Conditions**

*Include your Terms and Conditions, written clearly and ensure that the client clearly understands them. Here’s an example*

The following terms and conditions apply to all website design & development services provided by \_\_\_\_\_\_\_ to the client. Please read these terms and conditions carefully, as any purchase or use of our services implies that you have read and accepted our terms and conditions.

**Commencement of Work**

Payment of the initial deposit will be considered an acceptance of the contract for work.

**Timeframes**

To remain efficient we must ensure that work we have programmed is carried out at the scheduled time. This is why we ask that you provide all the required information in advance, so we would be able to be in sync with the milestones detailed in this document.

**Additional expenses**

Client agrees to reimburse \_\_\_\_\_\_\_ for any additional expenses necessary for the completion of the work. Examples would be custom photography, content creation, purchases of special fonts or stock photography etc.

**Training & Support**

Upon delivery, \_\_\_\_\_\_\_ will organise a training session with anyone who needs to use the website. During the session, all participants will learn how to update pages, upload content and make any basic changes to the website.

**Domain Names & Hosting**

Note that \_\_\_\_\_\_\_ does not offer hosting ourselves, but we do host with third parties. While the third party is chosen based on a trusting and successful relationship in the past, \_\_\_\_\_\_\_ is not responsible for any shortcomings or errors that may occur on the part of the third parties.

\_\_\_\_\_\_\_ may purchase domain names on behalf of the client. Payment and renewal of these domain names is the responsibility of the client. The loss, cancellation or otherwise of the domain brought about by non or late payment is not the responsibility of \_\_\_\_\_\_\_ The client should a record of the due dates of payment to ensure that payment is received in good time.

**Ownership**

The client will gain the total ownership of the finished, assembled web pages, templates, graphics, logos, branding, artwork, marketing copy, source code and instructional material produced by \_\_\_\_\_\_\_

**Browsers**

\_\_\_\_\_\_\_ makes every effort to ensure websites are designed to be viewed by the majority of visitors. Websites are designed to work with the most popular current browsers (Google Chrome, Firefox, Internet Explorer 8 & 9). Client agrees that \_\_\_\_\_\_\_ cannot guarantee correct functionality with all browser software across different operating systems. \_\_\_\_\_\_\_ cannot accept responsibility for web pages which do not display acceptably in new version of browsers released after the website have been designed and handled over to the client. As such, \_\_\_\_\_\_\_ reserves the right to quote for any work involved in in changing the website design or code for it to work with updated browser software.

**Liability & Warranty**

\_\_\_\_\_\_\_ liability will be limited to the cost of supply for this work. \_\_\_\_\_\_\_ is not responsible for any indirect losses. Once a client has agreed to a look and feel proof and instructed \_\_\_\_\_\_\_ to proceed to develop, any subsequent changes in style or design requested by the client will be charged for at the appropriate hourly rate. We offer a 45-day post-launch bug fixing warranty at no charge.

**Termination of contract**

The contracting party will not have the right to cancel this contract after the project has commenced. If, after commencing the project, the contracting party decide not to continue with project development, then the contracting party is obliged to pay the total amount of work that has been completed up to the day of cancellation based on \_\_\_\_\_\_\_ hourly rate.

**Governing Law**

This agreement shall be governed by and construed in all respects in accordance with the Laws of *country*.