

# Important Information & Terms for Clients

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Online location of this file: <https://keni.co/clients>

**Please note these changes in my working arrangements from June 2017 onwards.**

I'll be joining the web team at **UHI** (University of the Highlands & Islands) in July 2017, working Tuesdays to Fridays. This will leave me with **Mondays** only as working days for continuing client website maintenance as a freelancer.

## **What I can now offer clients:**

- **Half-day Work Blocks:** dedicated design/coding work, technical support or digital marketing consultancy.
- **Maintenance Work:** as part of an agreement, billed regularly.

## **What I can no longer offer:**

- Big jobs: extensive website build or development projects.
- Small jobs: email or phone consultancy, or any website-related work, *outside of a Maintenance Work agreement.*

I've outlined here the changes that will apply to all clients going forward, and can accompany this where necessary with more specific changes of involvement with your business or organisation's website.

## What Won't Change

### Hosting

If you have a site located on my **VPS server hosting** for improved performance and security, this will remain in place and I'll continue to manage this hosting as before. If you have your own hosting account with a third party company, the access, specification and costs for this remain under your control.

## Ownership of Site & Content

You'll continue to maintain ownership of all of your site files, database and other code and content which is hosted on your server. If you require backups of this data, I can provide them for you as part of a Maintenance Work agreement, or you can obtain a backup directly from your hosting account.

## Basecamp

The **Basecamp** account I provide for task management and secure, threaded communication and content exchange will remain in place and free. This should be the main centre for organising work between us. The work I do for you will be most efficient, and you'll get best value, if you spend just a little time using and getting to know it.

## What Will Change

### Response

In the past, you may have been used to this kind of support from me:

- answering the occasional email query with advice
- checking or updating your site hosting or admin details
- coding a minor update to your website

Going forward, these activities will either need to be done as part of a Half-day Work Block, or integrated into a Maintenance Work agreement.

You may have been used to an instant email or phone response from me, or within a few hours at most, however client responses will reduce to a couple of times per day, usually outwith normal 9-5 working hours.

If you're engaging me with work, you can still normally expect to hear back from me within 24 hours of any query, but you'll probably not be able to reach me on the phone at short notice – just leave a message. If I'm not at the UHI office, I could be engaged in work for another client.

You should continue to email me when convenient for you - or even better, message me through your Basecamp account - and we can arrange any work required.

## Availability

I'll be scheduling only **Half-day Work Blocks of 4 hours**. I'll be available on **Mondays only** from either **9am to 1pm** or **2pm to 6pm**.

At the moment roughly half of each month's blocks are filled with continuing client Maintenance Work, so this leaves **4 to 6 work blocks per month available**. You can either:

- set up a **regular monthly Maintenance Work agreement** with me, to automatically book time each month for recurring work
- *or* for **occasional one-off tasks**, enquire about the next available Half-day Work Block date.

## Scheduling

Putting dates in the calendar may not be necessary, depending on the nature of the work. Once we have a well-defined Maintenance Work agreement, scheduling between us won't be necessary and I'll go ahead with it at some point during each month.

Scheduling will be necessary if I need your closer involvement with a task in order to complete it, normally during a Half-day Work Block. You'll have my full attention during any scheduled work block, and I'd need yours. Think of it like a consultancy session where I'd also undertake some technical work.

## Rates

- One **Half-day Work Block** of 4 hours is charged at **£120**. This is invoiced on **7-day terms** immediately following the end of the block.
- **Maintenance Work** is charged in multiples of **£120**. This is invoiced either **quarterly, bi-monthly or monthly in advance** – so the minimum support charge would be the equivalent of *£40 per month*.
- **VPS Hosting** remains at a cost of **£100 per year**.

You can add Half-day Work Blocks to regular Maintenance Work if needed. No following work will start until full payment for any outstanding invoices is made.

## Maintenance Work Agreement

This work consists mainly of routine monitoring and reporting on your established project to help you make decisions. Think of it like an insurance policy to ensure that the most vital aspects of your ongoing web presence are going to be attended to on a monthly basis. Incremental design, development and marketing work can also be undertaken.

We'd discuss in advance what scope of work you need, depending on your existing arrangements, priorities and what you'll be able to cover yourself. The invoicing can be adjusted up or down for following periods - there's no lock-in beyond the current period. Depending on the frequency of regular tasks, I might be doing more work one month than the next, but it averages out.

As examples of Maintenance Work, responsibilities could include:

- **monitoring** your domain and hosting renewal requirements
- **upgrading** your hosting account and content management system for security
- **implementing** ways to enhance site performance (speed)
- **introducing** additional features of functionality
- **creating** visual or textual content
- **updating** existing content
- **optimising** content for search engines (SEO)
- **analysing** visitor behaviour for content prioritisation (Google Analytics)
- **sharing** of most relevant statistical reporting
- **registering** with search indexing, and monitoring (Google Search Console)
- **promoting** your business in search (Google My Business)
- **supporting** you with general website or email-related technical issues
- **communicating** with third party web providers supporting your business
- **documenting** your web-based account access details, and storing them securely
- **investigating** technical solutions to 'pain points' of your business's web process
- **assisting** with a regular email or social media marketing campaign

## Task Management

I'll be consulting directly with you as the single point of contact for your business or organisation. You'll have opportunities to review and provide feedback. We'll use email, talk by phone/videocall, use screensharing for demonstration or training, and I'll visit your office or site if necessary. You can send me material at any time and I'll keep it organised.

I use a task management system called [Basecamp](#) for planning, private and secure communication, and sharing of content. Basecamp is the leading system of its kind and keeps jobs, responsibilities and materials organised into threads for easy reference. I'll provide our account so we can communicate, share information and view progress at any point.

Basecamp will show you what's on my 'to-do' list with an expected schedule. The more you use it, the more it helps me to get your work done most efficiently. If you prefer to stick to email that's fine, messages will often still be recorded in Basecamp for the record. If you think work has stalled, it's a good idea to double check your Basecamp tasks for any unanswered questions that may have been lost in your email inbox.

Important security details such as login usernames and passwords that I collect for your website-related accounts can also be kept up to date in Basecamp, in a password-protected pdf file for safety.

Rest assured that I'll have any agreed routine work scheduled in Basecamp and will keep you informed of progress there.

## Finding More Help

If you decide you really need someone like me available more than I can offer, I could suggest someone from my local contacts. It's unlikely they'll be prepared to do exactly the same kind of work I've done for you to date, at exactly the same rate.

For general guidance on freelancer help and rates these days in the UK I'd suggest a Google search on "*web designer freelance rates 2017*" or see this top result:

<http://webdesign.expertmarket.co.uk/how-much-do-freelance-web-designers-charge-per-hour>

**Please call me on 0777 976 9003 if you have any concerns, or to schedule further work.**