

Important Information & Terms for Clients

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

Please note a change in my working arrangements from June 2017 onwards.

I recently accepted a post at **UHI** (University of the Highlands & Islands) in Inverness so will join their web team in July 2017 to manage and develop website code and content for their colleges and research centres. The job is four full days per week, expected to be Tuesdays to Fridays.

This will leave me (almost certainly) with **Mondays** only as working days for continuing client website maintenance as a freelancer.

As of now I'll be:

- no longer offering extensive website build or development projects
- tying up loose ends on recent build projects
- taking some time off
- starting to schedule ongoing work for Mondays, from the beginning of July onwards.

I've outlined here the changes that will apply to all clients going forward, and will accompany this with more specific changes of involvement with your business or organisation's website, if there are to be any.

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>

What Will Change

Response

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 from July onwards. This will be outwith normal 9-5 working hours. You'll probably not be able to reach me on the phone at short notice but can leave a message. If I'm not at the UHI office, I could be engaged on a work block for another client.

What I'd recommend is to continue to email me when convenient for you, or even better message me through Basecamp. Phone discussions about any ongoing work needed can take place this week and throughout June, or as part of a work block in future.

If you're engaging me with work, you can still expect to hear back from me within 24 hours of any query.

Availability

I'll be scheduling only **half-day work blocks of 4 hours**. One block will be the minimum period that you can engage me for.

At the moment I expect roughly half of each month's work blocks to be filled with continuing client maintenance work, so this currently 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 one or more of the remaining blocks each month, for recurring or expected work
- *or* for **occasional one-off tasks**, enquire about the next available block date.

Scheduling

Putting dates in the calendar may not be necessary, depending on the nature of the work. If 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. 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.

Rate

Each half-day work block of 4 hours will be charged at **£120** and invoiced on **7-day terms** immediately following the end of the block.

What Won't Change

Hosting

If you have a site located on my server hosting (VPS) for improved performance and security, this will remain in place at a cost of **£100 per year**. 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 a backup of this data at any point I can provide one for you on request during June, regularly 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 become 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. See further information on Basecamp below.

Your Messages & Queries

Keep sending me messages, questions and work requests via email and Basecamp. I'll either answer them as soon as I can with advice, or schedule the work block required.

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 number of half-day work blocks required can be adjusted up or down for following months, depending on requirements – there's no lock-in beyond the current month. 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** content
- **optimising** content for search engines (SEO)
- **analysing** visitor behaviour for content prioritisation (Google Analytics)
- **sharing** of most relevant statistical reporting
- **registering** with Google search indexing (Search Console)
- **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.

Please call me on 01381 621393 or 0777 976 9003 if you have any concerns, or to schedule further work.