

FORTY FIVE DEGREES

Design & Print

45°



Website Design
Process &
Contract

Pricing

3 page website	£149.00
Additional page	£45.00
Tablet version	£50.00
Phone version	£50.00

or

3 page responsive website	£275.00
Additional responsive page	£60.00

All sites are individually designed, no templates are used.

Prices include:

- Home, gallery & contact page
- Sliding image banners
- Contact forms
- Content management facility
- Google integration*

Other additional costs

Domain Name	From £8.50 / 2 years
Hosting	£90.00 / year

Further costs:

Set of alterations	£15.00 - £25.00
Product sales / PayPal	£5.00 per product
Facebook / Twitter Feed	£15.00 each

*All websites will be designed to work with Google and will gain you a Google listing, however, we cannot guarantee a high listing. Search Engine Optimisation (SEO) is not included in the prices quoted above as this is a separate service. If you require SEO, please ask for an additional quotation.

Step 1

let's talk!

Mini Consultation

As a start point, we like to learn about your business, what you're about and what product or service you offer.

You can either have a chat to us over the counter there and then or if you're super busy, we can arrange a 10-15 minute appointment. In this time, we will get to know you and find out what type of website you require.



Have a think about:

- How many pages you need
- What you want your website to do
- Whether you want to display information or sell products

Step 2

get it
together!

Content

Once you've got an idea of what your website is going to do and how you want to distribute your content, you should start to get together some text, images and logos if required.

This can be rough for now, but it gives us (and you) a clearer view of how your website will look and function.

Step 3

lookin'
good!

Visual

Now that we have the drafts for your content, as well as all your logos and images, we can then start to design your website. This is just a visual to show you styles, layouts and colour schemes.

This can be sent to you by email in a PDF format, or printed for you to collect, take with you and scribble on!



We can't take the next step to your website design if we don't have the required information!



Website *design* visual turnaround:
3 days

Step 4

almost
done!

Build

We now have a design template and we can start to build your website using a separate piece of software that allows us to send you a preview link to view your website, with working links and galleries.

When you are happy with how the website works and all the content is approved, we can upload it!

Step 5

other
bits

Hosting & Domain Name

Hosting: £90.00 / year

This is where your website is held on the internet.

Domain Name: From £8.50 / 2 years

Your domain name is your web address, for example:
www.fortyfivedegrees.co.uk

Editing

Some parts of your website can be edited by you. We will talk you through this as you will receive log-in details to access this feature.

Website *build* turnaround:
1 week (typical website)



Contract

Summary

We will always do our best to fulfil your needs and meet your goals, but sometimes it is best to have a few simple things written down so that we both know what is what, who should do what and what happens if things go wrong. In this contract you won't find complicated legal terms or large passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

In short

You, are hiring 45 Degrees Design & Print located at 63-65 Bridge Street, Belper, Derbyshire, DE56 1AY to design and build a web site for the agreed price as outlined in our previous correspondence. The agreed payment plan is at the end of this document.

What do both parties agree to do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide us with everything that we need to complete the project including text, images and other information as and when we need it, and in the format that we ask for. You agree to review our work, provide feedback and sign-off approval in a timely manner too. Deadlines work two ways and you will also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will endeavour to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage. On top of this we will also maintain the confidentiality of any information that you give us.

Details of the works

We will create designs for the look-and-feel, layout and functionality of your web site. This contract includes one main design plus the opportunity for you to make up to three rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions at the daily rate set out in our original estimate.

Adobe Muse files & content

The site will be built using Adobe Muse website design software. The software optimises the website for all browsers and mobile devices such as smart phones

and tablets. Tablet & Smart phone versions of your site can be built at a further cost as discussed.

We will not test the site in old or abandoned browsers, for example Microsoft Internet Explorer 5, 5.5 or 6 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. If you need to show the same or similar visual design to visitors using these older browsers, we will charge you at the daily rate set out in our original estimate for any necessary additional code and its testing.

Text content

We are not responsible for writing or inputting any text copy unless we specified it in the original estimate. We'll be happy to help though, and in addition to the estimate we will charge you at £30 Hourly Copy Fee per hour, including a free initial consultation, for copy writing or content input.

Photographs

If needed, you will supply us photographs either in digital or printed format. If you choose to buy stock photographs we would suggest Bigstock Images where we can purchase images for £4 each.

Changes and revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the number of days that we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem. You will be charged the daily rate set out in the estimate we gave you. Along the way we might ask you to put requests in writing so we can keep track of changes.

Technical support

Your website has a limited content management system, meaning that you can log in and change and update text, images and other content. It is limited to make sure that the site keeps to the design and does not stray from any set design, look and feel. Should you wish to make any major alterations we can undertake this work for you under our hourly rate of £15.

Hosting and Domain Name

You may already have professional web site hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own web site hosting, we can set up an account for you at one of our preferred, third-party

hosting providers. We will charge you a one-off fee for installing your site on this server, plus any statistics software such as Google Analytics; then the updates to, and management of that server, plus any support issues will be up to you.

We are not a web site hosting company and so we do not offer or include technical support for web site hosting, email or other services relating to web site hosting. If you do require help with anything beyond the design and development of your site, we'll be happy to help.

Search Engine Optimisation

We do not offer an SEO service, that said, we do add to the site all the keywords that relate to your business and to your location and service area, we also make sure that your page titles relate to the actual content on each page, and also for the page description. We finally make sure that all the content on your website is in HTML plain internet text so search engines such as Google can see the website and give it a listing.

We are also happy to suggest to you other FREE ways to enhance your listing that you can do.

We can't guarantee that your website will appear in search engines and we do not offer an on going search engine optimisation service, however we can suggest a company who can do this for you.

Legal stuff

We can't guarantee that the functions contained in any web page templates or in a completed web site will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this web site and any other web pages, even if you have advised us of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the web site are either owned by your good selfs, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. We will give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files that we used in making them.

You also own text content, photographs and other data you provided, unless someone else owns them. We own the XHTML markup, CSS and other code and we license it to you for use on only this project.

We love to show off our work and share what we have learned with other people, so we also reserve the right to display and link to your completed project as part of our portfolio and to write about the project on web sites, in magazine articles and in books about web design.

Payments

We are sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule, which will be as follows, but may be revised based on further conversations between us.

50% of total estimated fee upon agreement of initial design: £Deposit Fee

Remainder of fee payable not more than 14 days after receipt of finished product: £Remainder of Fee

But where is all the horrible small print?

Just like a parking ticket, you cannot transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of English courts.

Everyone should sign below and keep a copy for their own records.

.....
Customer Signature

.....
Customer Print Name

.....
Date

.....
45 Degrees Signature

.....
Date



FORTY FIVE DEGREES

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