

Big Picture Websites

Standard Website Contractual Details

Website Project Details, Features & Policies

Table of Contents

A. OUR WEBSITES

[Our Approach - Foundation Website + Add-ons](#)

[Separately Priced - Not included in the quote](#)

[External Costs](#)

[Our Commitment to Best Practices](#)

B. FOUNDATION WEBSITE DETAILS - WHAT YOU GET

[1. Infrastructure](#)

[2. Content](#)

[3. Design](#)

[4. Functionality](#)

C. OTHER DETAILS

[Site Ownership Policy](#)

[Users & Permissions](#)

[Analytics, Reporting & SEO](#)

D. AVAILABLE ADD-ONS & OPTIONAL SERVICES

[Services: Content, Design, Maintenance & Support:](#)

[Interactive Features](#)

[Administrative Functions](#)

A. OUR WEBSITES

Many of the aspects of building a website are very similar, so some parts of this process are standardized, whereas others are unique and specific to your company's site. This document covers all aspects of the project that are the same for every site.

Our Approach - Foundation Website + Add-ons

Whether we're building you an ultra-basic one-page online brochure, or an elaborate and complex ecommerce site with tons of unique functionality, every site starts with the same foundation. Our "Foundation Website" includes similar IT infrastructure, a standardized branding and design process, content collection and uploading/formatting, and a range of settings for security, backups, caching, SEO and other admin features. From there, each site takes a unique path depending on the content, structure, and specific function required/requested.

Separately Priced - Not included in the quote

- **Content development** work (research, writing, sourcing/taking photographs, etc.) is a big variable that we price separately in order to keep the base cost down.
- **Extra Features** - For more advanced functionality and extra features, we have a list of 'add-ons' that you only buy if requested, so you don't pay for anything you don't need.
- **Logo design** and brand development is some of our favorite work. Ask for details. Obviously this has to be considered a separate project.

External Costs

- **Hosting** - [*Our monthly subscription packages include web hosting and all set up work.] For stand-alone projects, hosting is not included in the price. We often recommend a hosting provider and set it up in the client's name. The first ½ hr of this work is free - most hosting can be configured in that time. If it takes longer, it will be billed hourly.
- **Domain Registration** - Everyone should own their own domain. This is your unique online address, and should never be under anyone else's name. If you don't have a domain already, we can help you register one. In either case, you will need to provide us with access to your domain registrar if you can't redirect your domain to the hosting yourself. If we are doing any domain registration or configuration, the first ½ hr of this process is included in the quoted price. After ½ hr, it will be billed hourly.
- **Theme Registration** - For leased websites, we purchase and own the theme. For one-off website projects, we add-in the cost of the theme purchase, so you will own it in full and get all your updates and theme support, regardless of our involvement.

**Please feel free to request more details on any of these items.*

Our Commitment to Best Practices

Every site starts with the best platform, security, and core features we've spent years honing. We install and configure the most up to date versions of wordpress itself, a premium well-supported theme that manages the design and layout, and a set of highly vetted and tested 3rd-party plugins that add some extra function and make things work.

Our sites are built to be always up to date - both the WordPress content management system and the modular features (plugins) can be updated at any time or switched out for new version or different options as needed. Together with a incredibly flexible and well-designed theme, and countless add-on options, we can build anything you might need a website to do.



About WordPress - We work exclusively with the WordPress content management system – the most popular (and still growing) CMS in the world. Currently, almost 30% of websites on the internet are built on WordPress! It is a platform that allows for both the easy editing of the content by company staff, and the future addition of a wide range of functionality components. There is a large community of open source developers building free and paid feature plugins for WordPress, making it a great option for almost all business websites. Plus it's very easy to learn to edit. Ask us for more information about it if you want.

B. FOUNDATION WEBSITE DETAILS - WHAT YOU GET

The following four sections detail specifically what is included with our standard website development. Each section also includes some suggested add-ons that are not included.

1. Infrastructure

This is the 'nuts and bolts' of the site - the server, database, the content management system, plus all the actual pages, the menu system, and any other related technical aspects such as DNS settings, etc.

Foundation Site Includes:

- ½ hr configuring your domain's DNS settings to point to hosting / new site.
- ½ hr configuring your new or existing hosting server to prepare for WP database.
- WordPress CMS / database installation and setup
- Customize the core WordPress settings with your company's specific information
- Theme installation and configuration / set-up
- Create standard pages - many options for different layouts
- Create user accounts with varying permissions, passwords, and account settings
- Up to 5 email accounts created as part of package pricing.
- A development site, so only you can see your in-progress site until it's ready to launch.

Pages:

The foundation site includes the following page types:

- Home - Full-width image, text overlay, columns, nested content, widgets, etc. - highly customizable. Many options for layout. (Multi-frame slider extra, available upon request.)
- Content Pages - Up to 5 pages / subpages of standard content (e.g. About Us, Our History, Services, Reference, etc.) Various layouts of content pages include: full-width or multi-column text & images, content toggles, accordion content & sliders, rotating testimonials, pricing tables, and many other features. 2 of 5 pages can be full-width with parallax sections. More available upon request.)
- Categorizable Portfolio / Gallery (if part of proposal) - Categorized, sorted list items for displaying projects, case studies, etc. Various visual layouts for displaying the list, and layouts options for the item pages. Plus lots of other ways to customize it. We prep, load and format content for the first 10 list items as part of the foundation pricing.
- Blog/Updates - Tag-able and sortable news-style posts - can also be used for job postings, employee update system, etc. (optional comment threads.)
- Contact - Address and contact info, live google map, contact form with recaptcha, social media links, other content as needed.

Suggested extras, priced separately:

- *Multi-frame, multi-layer slider with animations and transitions.*
- *Any customization or integration with other systems beyond the basic set-up of the server and database.*
- *Extra full-width, multi-section designed pages (beyond the standard pages and the 5 content pages that are included)*
- *Online product catalog – e-commerce ready (or quote-request feature)*
- *Staff training on how to manage website content*

2. Content

IMPORTANT: The organization, uploading, and formatting of your content is included in the cost of the foundation package. However, the writing and creation of new content is not, since it varies so much between projects. Through further discussion, we can determine how much content development is required, and what will be generated by each party.

Foundation Site Includes:**PLANNING:**

- Review of all possible types of content and descriptive categorization
- A discussion and review of your specific content

CONTENT ORGANIZATION:

- Categorization of your content into pre-set groupings for various uses
- Decision about what pages and content components (sidebars, footer, widgets, etc.) the site will have and their relative organization and structure.

COLLECTION:

- Image collection system where you can upload your images for the site, including your logo, home page slider photos, project/product pictures, etc.
- We will create a shared online document organized according to pages on the website. We will pre-populate it with any existing content you have where you can add to it, edit it and format.

ORGANIZATION & SIGN OFF:

- Once we have collected your text and images, and they are organized according to where they will go on the website, you sign-off so that we can start working on getting the content into the website. Any further changes can happen at the end.

PREPARATION & OPTIMIZATION

- We crop and optimize all images for size, quality and fast loading
- Each media file gets properly named for easy searching, SEO purposes, and long-term organization best practices.

UPLOAD, ORGANIZE, PLACEMENT & FORMATTING

- This is one of the biggest jobs of the entire website build, which is why we insist on both the content organization document and the sign-off before we start this.
- All images and files get added to a media library, and grouped and categorized according to the type of content they are.
- By the time we are ready to load the text content, the pages and content widgets will have already been built. We will add text and images to pages, sliders, sidebars, footer widgets, etc.

Suggested Add-ons:

- *Text/Copy Starter Package: We strongly suggest you have at least 1000 words (if not double or triple that) describing who you are, what you do, how your products or services are organized, how you work, staff/facilities, etc., and how to get in touch with you. If you need help putting that together, we offer a basic starter service that includes: a 2-3hr interview/discussion, basic copywriting for all above standard content, with one round of revisions. (\$500)*
- *Sourcing images: Finding just the right pictures to make an impact can be surprisingly time consuming and often based on personal preference. You may prefer finding them yourself, but we are pretty fast and know where to look. This work is offered hourly.*
- *Other new content creation - we have excellent capacity for copywriting and editing, photography and image editing, social media campaigns, research reports and white papers, video production, illustrations and artwork, and basically any other content creation you might want on your site. Talk to us about options.*
- *For any changes to existing content already signed off:*
 - *Small one-off changes: billed hourly in 15 min increments.*
 - *We have a monthly “Unlimited Content Edits” add-on package available.*

3. Design

Each of our websites is build with an incredibly flexible, customizable framework theme – we can control every design element on the site; all colours, fonts, sizes, and all layout choices. Plus there are tons of built-in options for content display features.

Website design is a combination of choosing how various elements and content will be set up and organized, plus the choice of images and the organization of the content itself. The variations are endless, so we work with you to choose what combination best suits your company brand.

Our 3-round design process covers the following:

Round 1 - Style: This is the general aesthetics that covers generalities like alignment, layout, types and placement of images, how corporate or contemporary it appears, etc.

Round 2 - Site-wide Elements: This is all the specifics that are not content - Logo, colors, fonts and typography, header, footer, etc.

- We start with some basic general style options, and you pick from a range of page element design and layout variations from our live demo site. Based on your choices and your answers to a series of questions, we create 3 sample home page design proofs.
- You chose which you like best, and suggest any changes.
- We further refine the options and present you with one more series of 3 further variations (smaller differences by now.)
- You make a final selection, which become the template that will guide the design of the rest of the site.
- You also get to select up to 5 high-quality stock images from a site we have an account with, at no extra charge.

[After rounds 1 & 2, we request sign-off before we start designing the actual content]

Round 3 - Content Design: After the style and elements are placed, and after all the content is collected, we add the content to the pages along with things like buttons, icons, lists, columns, tabs, etc. with one round of revision requests.

Suggested Add-ons:

Website design includes applying your pre-existing branding to a new site. It is not a substitute for a company branding and identity development project. (Choosing new company colours, or designing a new logo will be a separate project.)

- *We offer a standardized small-business “start-up branding package” that includes a logo, colours and fonts selection, business card template, and a style guide.*
- *Aside from this package, any extra branding work, logo refinement or editing, etc. will be billed hourly, or as a project if the specs are clear. We offer very good value and results.*

4. Functionality

This is the “what does it do” part of the website - the aspects and components that determine how the website interacts with site visitors or other systems. Some of it is behind the scenes stuff to assist with site administration, and some of it is ‘front-facing’ (e.g. forms, online-catalog / e-commerce, calendars, etc.)

Much of this extra functionality comes from plugins - pre-built pieces of code - which save time on coding but still have to be configured for your site. We are also very good at custom-building unique solutions. Ask us for examples.

Foundation Site Includes:

We include a lot of great functionality in all the sites we build, much of it invisible but essential for a good site.

- **Mobile-friendly Responsive Layout:** This means the website can adapt to various screen sizes for tablet and smartphone / mobile devices. This is a critical aspects since mobile is such a common platform now.
- **Security:** We install and configure the WordFence security plugin - one of the most widely-used and trusted WordPress security plugins available. We use it to remove any security vulnerabilities, preventing attackers from learning too much about your site and keeping them away from sensitive areas like your site's login, admin, etc. We also use it to block bad users and increase the security of passwords and other vital information, as well as to detect bots and other attempts to search vulnerabilities.
- **SEO:** On every site we build, we install and setup an industry-leading, comprehensive plugin that can completely optimize your site for search engines, both through automatic tools as well as manual meta tagging of pages and media. While we only configure the basic core settings and tag the main pages and media as part of our foundation package, we can go much further as part of our Tier 2 & 3 SEO packages. The tool offers the following options: Post titles and meta descriptions, Robots Meta configuration, Canonical, Breadcrumbs, Permalink clean up, XML Sitemaps, RSS enhancements, Edit your robots.txt and .htaccess, Clean up head section, API Docs and more.
- **Page Load Speed / Performance (“Caching”):** In order to improve page load speed, after the content is completely added, we install and configure a caching tool that saves cached versions of visited pages and universal elements on a user's browser cache. This greatly increased the speed that pages load, improving overall user experience.
- **Back-up:** We install a feature that will generate a daily or weekly (your choice) complete-site backup. For leased sites, they're saved to our Amazon S3 server. For purchased sites, we can set it up on your own cloud-account (Amazon S3, Dropbox, Google Drive, etc.), or offer a more robust option - BlogVault (~\$7/mo.) We have never lost a website completely before, however, due to the nature of some of the technology, and our limited control, we can offer no indemnity for a lost purchased website.
- **Embeddable Documents:** Easily display pdfs and other document formats directly

inside the site. No need to make users download and open in a new application...they can read the documents directly on-page, with the option to zoom, scroll, and download from inside the widget.

- **Media Categorization and Management:** All images, graphics and files uploaded to your site can be grouped according to pre-determined custom categories, and be easily sortable and filtered for quick access and management.
- **Custom Login:** Your site will have it's own login page URL with your company logo and matching your branding. This will improve the overall professionalism conveyed by the site both to company staff as well as any outside customers or subscribers who might access restricted content that requires logging in.
- **Google Map:** The contact page will feature a fully-interactive google map if requested.
- **Basic Info Form:** This can be placed on any content page, to collect data from customers. More advanced forms are available upon reequest.
- **Google Analytics:** An account will be set up and configured with the website to monitor traffic patterns and visitor statistics.
- **PLUS:** Other admin tools such a broken link checker, an image replacement tool, etc.

Suggested Add-ons:

See the full list of Add-on Features and Functions in [Section D: Available Add-ons](#) below.

C. OTHER DETAILS

Site Ownership Policy

If you buy a website from us, everything about it is yours - your domain name, hosting account, theme license, your branding, and most importantly all your content. You are paying for these and they belong to you. We are only charging for our time and services.

For monthly subscription packages, you own your domain name, your branding, and all your content and IP. We retain ownership and liability for the hosting, theme license, and the site design. And if you want to get someone else to run your website, at any point, we can export your content files and give you a zip file to assist with moving your site elsewhere, but you won't be able to easily reproduce the exact same site design.

Users & Permissions

You and your team will have access to the content management system of your site and the ability to quite quickly add and edit content. We set up a number of standard user role with varying degrees of editing access. Only the main admin account can make fundamental changes to the way the site looks. You can create as many user accounts as you like.

Analytics, Reporting & SEO

Tracking visits and website activity is done through Google Analytics. We install tracking codes and monitor your site through our google account, but if you have one, we can set it up on yours. Any analytics reporting, along with other SEO work, would be part of a marketing project rather than building the website.

D. AVAILABLE ADD-ONS & OPTIONAL SERVICES

The following features and extended functionality are available by request - not included in foundation website pricing. If you have an idea not listed here, please ask. We have build and set up lots of unique web-based solutions for our clients.

The are organized by:

- Services: Content, Design, Maintenance & Support
- Interactive Features
- Administrative Functions

Services: Content, Design, Maintenance & Support:

The following can be done as monthly packages, or on-demand at an hourly rate as well.

Monthly Admin Maintenance \$100/month (~1.3hr) - or - \$75/hr on-demand

**INCLUDED IN MONTHLY SUBSCRIPTION PACKAGES*

WordPress is great because it's easy to keep it up to date, but you have to make sure it happens regularly. Keep your website secure and running optimally by having us do monthly check-ups and updating the WordPress install, and all the plugins. We fix broken links, ensure the page structure is clean, manage any comments and spam, and make sure everything is functioning smoothly. (*Does not include major theme updates required every year or two.)

Start-up Branding Package: \$750 - or - \$75/hr on-demand

If you don't have solid branding, or you feel it's time for a refresh, we offer a great package that includes a simple logo or brand-mark, colour and font selection, a business card template, and a short style-guide for your organization to ensure all future designed content has a consistent look and feel. (3 rounds incl. - more by request)

See our website for more, including SEO, Social Media.

Interactive Features

Forms: From simple contact forms to extensive surveys, registration forms, and more.

Product Catalog / Ecommerce: From simply listing products to full-fledged online payment and shipping, inventory control, and integrated ordering systems, this can be a simple basic add-on or a full featured shop.

Private pages and content: Log-in access sections of the website for customers, clients, staff, management, registered users, etc.

Advanced Tables: For sites that need extensive tables and data sets.

Calendars: Depending on the requirements, we can set up and configure simple calendars that sync with webcals, all the way up to advanced calendars that allow for booking and registration and payment for events and much more.

Download Manager: For sites that have extensive file collections that need to be accessed by users, we can create a special downloads area, where files are categorized for quick access.

File Uploader: Excellent simple plugin for when you need your visitors to be able to send you large files directly from inside the site.

Mega-menu: For sites with many pages that each have numerous subpages, you can employ a large dropdown menu that can include images, columns, and even widgets.

Multi-language website: If you have visitors regularly coming to your site from non-English speaking countries, we can set up your site with sections in the back-end for pages in both language. There are different ways to do this. Ask for more details.

Social Media Features: Integrate various social media features and interactivity using plugins that allow websites posts to be re-posted automatically to various accounts, or allow users to comment via a Facebook comments section, or allow some content to be shared easily with various profiles, etc.

Administrative Functions

Google Apps / Social Media Login: Allow your users and guests to access the back-end and restricted content by logging in with an existing social media account.

Sidebar or Footer Login Widget: For allowing quick access to private / secure content from anywhere on a page, we can set up a log-in form in a sidebar on in the footer on every page.

Front-end Editor: Allows frequent editors to change content directly from a page, without having to access the CMS interface.

Content Delivery Network: Preload and serve your website's content from servers located around the world. Ensures your site loads quickly across the globe, and stays online even during server downtimes.

Anti-Spam Features: There are number of tools we can set up to block spam - from simple form captchas to paid membership filter services - if you find your inbox flooded due to forms or email addresses listed on the website.

Google Drive Media Loader: Add images and files directly from shared Google Drive folders.

Dropbox Photo Sideloader: Adds a new tab to the Media Uploader, which allows you to pull image files from your Dropbox into WordPress.

...and many more available.

If you have any questions at all about anything in this document please don't hesitate to ask and we will help clarify.