

# TARA WHITIE

## DEPOSITS, PAYMENT TERMS, RATES & COSTS

As of 1 September 2018

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# 1. Costs of Services

## 1.2 Deposits

### a) Website Building Deposit

**\$500.00 including but not limited to:**

1. Purchase and set-up domain name registration and hosting package **and/or** gain access to existing hosting package. Please note: All registration and hosting documentation is owned by client.
2. All conversations or face-to-face meetings to discuss your requirements.
3. Installation of database, folders and files onto server.
4. Assembling images and written content for your website, including edits to images such as naming and resizing.
5. Initial design element ideas and communications between client and developer.

Website building costs are listed in Section 1.4 in this document.

### b) Website Editing and Website Consulting/Teaching Deposit

**\$120.00 including but not limited to:**

1. Discussions for what is required to gain best outcome for client.
2. Consulting/teaching client how to perform website building tasks to create the desired outcome.

My hourly rates are listed in Section 1.5 in this document.

### c) Logo Design Deposit

**\$120.00 including but not limited to:**

1. Discussions on what is required to gain best outcome for client.
2. Assembling any existing design ideas client may already have.
3. Design and collaboration to create desired outcome.

Logo design costs are listed in Section 1.7 in this document.

***No tasks are undertaken until deposit is paid.***

## 1.3 Payment Terms and Condition after deposit conditions have been met

1. Invoices are issued weekly.
2. Invoices are in Australian Dollars, **GST** is not applicable.
3. All invoices are '**Due: On Receipt**', evidence of payment is required; if no evidence is received no further tasks will be undertaken.

## 1.4 Website Building Costs

This is a guide only: \$180 per page/fold. Registered charities rate; guide only \$105 per page/fold.

1. Page - *description* is any navigation link such as; Home, About, Services, Testimonials, and Contact Us etc.
2. Fold - *description* is where you scroll down a web page and have past the current content area and now a new content area is visible, so below the initial fold, these act like pages, one page websites that have no navigation links but all content is on one page and you scroll down fold by fold to find the information you require.
3. Search Engine Optimisation (SEO) is not included in website building costs; this is charged separately as an hourly rate.
4. Indexing (listing your website with Google search engine) is not included in website building costs; this is charged separately as an hourly rate.

## 1.5 Hourly Rates

Hourly Rate \$60

**Including but not limited to:**

1. Meetings except initial consultation – see below.
2. Phone calls greater than 5 mins in duration.
3. Instructions to teach you how-to-do tasks on your website, social media and business marketing.

Other Hourly Rate \$40

Including but not limited to:

This rate is charged when asked to do tasks that you could do or research, the best research tools are Google & YouTube.

Includes:

1. Calling/emailing your hosting company including being on hold to investigate issues you may have – excluding my affiliate Typical Hosting.
2. Calling/emailing your 3rd party email delivery service including being on hold to investigate issues you may have.
3. Calling/emailing your payment gateway including being on hold to investigate issues you may have.
4. Calling/emailing any 3rd party service/s that you have included in your marketing or development strategies to investigate issues you may have.
5. Investigating any errors that might have occurred when you were editing your website/s, social media/s and/or business marketing strategies.

**Initial consultation** can be via phone or face-to-face, this is where information is assembled to determine the services you require; this consultation is **FREE OF CHARGE**.

## 1.6 Registered Charity Rates

Tara Whitie is very community focused and offers an hourly rate of \$35 to all registered charities and schools from Lapstone to Lithgow.

## 1.7 Logo Design Costs

Prices may vary on how the logo is developed. For example:

Some clients hand-draw their vision and email a scanned version of their logo idea/s, desirable colour choices etc. This is re-created using Photoshop or Illustrator.

Some clients do not have a vision then designs are developed for branding to suit their business needs.

Overall costs are determined by how many edits are applied.

Prices range from \$ 200.00 to \$ 1,000.00.

## 1.8 Accepted Forms of Payments

Electronic funds transfer (EFT)

Direct Deposit

Cheque – made out to Tara Whitie

Cash

## 2. Content, Copy, Edits and Errors

Supplied copy **will NOT be proof read** before adding to your website, unless otherwise instructed.

All content we contribute will be proof read and if any errors are found within 5 days they will be amended free of charge.

## 3. My Availability

Phone calls and emails between 9:30am – 4:30pm Monday to Thursday.

Subject to change without notice