

TARA WHITIE

DEPOSITS, PAYMENT TERMS, RATES & SUPPORT COSTS

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1. Costs of Services

1.1 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 including face-to-face meetings, emails and SMS 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) Logo Design Deposit – \$120.00

Including but not limited to:

1. All communications to achieve the best outcome for clients.
2. Assembling any existing design ideas clients have.
3. Design and collaboration to create desired outcome.

Logo design costs are listed in Section 1.6 in this document.

No tasks are undertaken until deposit is paid.

1.2 Payment Terms and Conditions

1. Invoices are issued weekly: payment is '**Due On Receipt**'.
2. Evidence of payment is required within 4 days, if no evidence or communications are received to discuss when payment will be made; interest will be charged at 10% on a daily basis and no further tasks will be undertaken.
3. Invoices are in Australian Dollars. **GST** is not applicable.

1.3 Website Building Costs

This is a guide only: **\$240.00** per page/fold.

Registered charities rate; guide only **\$180.00** per page/fold.

1. Page - any navigation link such as; Home, About, Services, Testimonials, and Contact Us etc.
2. Fold - 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.

1.4 Building/Updating Initial or Existing Website – Hourly Rate \$80.00

Including but not limited to:

1. Meetings (including developers travel time) are billed from scheduled time.
2. All communications to determine website requirements, design elements, content building and marketing strategies.
3. Instructions to teach you how-to-do tasks on your website, social media and business marketing.

4. Calling/emailing your hosting company including wait times to investigate issues – excluding my affiliate Typical Hosting <http://tarawhitie.com/web-hosting>.
5. Calling/emailing your 3rd party email delivery service including wait times to investigate issues.
6. Calling/emailing your payment gateway including wait times to investigate issues.
7. Calling/emailing any 3rd party service/s that you have included in your marketing or development strategies to investigate issues.
8. Investigating any errors that have occurred when you were editing your website/s, social media/s and/or business marketing strategies.

1.5 Registered Charity Rates – Hourly Rate \$60.00

Tara Whitie is very community focused and offers discounted hourly rate to all registered charities, registered not for profit and schools from Lapstone to Lithgow. This fee is the same for support.

1.6 Logo Design Costs – From \$200.00 up to \$1,000.00

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

1. 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.
2. Some clients do not have a vision then designs are developed for branding to suit their business needs.
3. Overall costs are determined by how many edits are applied.

1.7 Accepted Forms of Payments

Invoices are created with QuickBooks
 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 errors are found within 5 days they will be amended free of charge.

3. Ongoing Support – After Initial Website Building or Existing Websites

3.1 Definition

Ongoing technical support is a service provided by a hardware or software company, which provides clients with help and advice about their products and services. Support is offered to individuals having technical problems with electronic devices, software and websites. Support is offered after initial business communications where previous work has already been completed.

3.2 Inclusions but not limited to

1. Troubleshooting to analyse and solve technical problems for a company, organisation or individual.
2. Investigating errors that occur when you edit your website/s, social media/s and/or business marketing strategies.
3. Instructions to revise previous lesson content on how-to-do tasks on your website, social media and business marketing strategies.
4. Further website development lessons as your website grows with your business goals and strategies.
5. Adapting website/s to your business goals and strategy changes.

6. Meetings (including developers travel time) are billed from scheduled time.
7. Calling/emailing hosting companies; excluding my affiliate Typical Hosting <http://tarawhitie.com/web-hosting>, email delivery services, payment gateways, any 3rd party companies that have been included in your marketing and business strategies including wait times.

3.3 Role of Ongoing Support

Individuals that are familiar with the ins and outs of a device, software and websites deliver ongoing technical support. With this knowledge, they are able to troubleshoot most problems that a user experiences. This support can be delivered via phone, in person or email.

3.4 Cost of Ongoing Support

Option 1:

Call-In Support: Phone calls for urgent requests that require action within 24 hours of receipt incur a fee of **\$80.00** if tasks are completed within 1 hour. If tasks require more than an hour an additional cost of **\$80.00** per hour will be charged in 30-minute increments when tasks are being performed during my business hours.

Any requests outside these hours including public holidays will incur additional fees.

Public Holidays hourly rate **\$110.00**, charged in 1 hour increments.

After Hours hourly rate **\$110.00**, charged in 30-minute increments.

Option 2:

Email Support: Emails for non-urgent requests that require action within 48 – 72 hours of receipt incur fee of **\$60.00** if tasks are completed within 1 hour. If tasks require more than an hour an additional cost of **\$60.00** per hour will be charged in 30-minute increments when tasks are being performed during my business hours.

Any requests outside these hours including public holidays will incur additional fees.

Public Holidays hourly rate **\$90.00**, charged in 1 hour increments.

After Hours hourly rate **\$80.00**, charged in 30-minute increments.

Please Note: Option 2 fees are applied when clients require tasks to be addressed outside my business hours not when emails are received.

Please state in emails the timeframe for tasks to be actioned.

SMS is **NOT** a supported communication for support issues.

4. Indemnity

All clients agree to indemnify the developer against any claims, demands, proceedings, liabilities, expenses and costs including but not limited to:

1. Any 3rd party software/plugin updates that may cause breakages on website/s.
2. Any purchased and non-purchased theme updates that may cause breakages on website/s.
3. Google SEO requirement changes.
4. Not acting upon the information sent to clients by developer.
5. Accidents including but not limited to trips and falls that may occur whilst visiting 6 Coniston Rd Leura NSW 2780.
6. Clients' personal property supplied to the developer.

5. My Business Hours

9:00am – 5:00pm Monday to Friday.

Subject to change without notice