

Creighton Legal Resources Website Design and Implementation: Proposal from Gregg Davis

Prepared by: Gregg Davis

Prepared for: James B. Creighton, Esq.

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SNAPSHOT

Creighton Law is a legal services firm led by James B Creighton, Esq. based in California. James Creighton has a need for a website and system for publishing and delivering video content, courses, posts and documents to visitors and members at creightonlegalresources.com. The site will contain a registration and membership system wherein users can sign up and pay for access to the legal resources offered, through both single payments and ongoing subscriptions, as well as the ability for members to manage their account access and payment methods.

The website will be built and installed at Leverage WP Hosting, already set up and running. Jay has submitted a site map of required pages and sections, as well as chosen a general design layout based on the Divi design theme and page builder for WordPress.

Gregg Davis will create the complete website build including all backend systems needed, using various tools including Divi, WooCommerce, Woo Subscriptions, Learndash, and WooCommerce Memberships or similar. Jay and Creighton Law will be responsible for any licensing and purchase of additional software for WordPress. Additional needed licenses not yet procured so far could be Woo Subscriptions, WooCommerce Memberships, FunnelKit and FunnelKit Automations CRM for customer journey design and Customer Relationship Management; we will discuss and decide what additional software is needed.

Gregg Davis will also provide and fulfill a Website Care plan to maintain the website with updates, monitoring, and basic content updates or design changes once live. Design and systems changes will be included up to approximately one hour of project work per month, and requests beyond that can be offered as an additional project proposal, and discussed as needed.

SOLUTION

CreightonLegalResources.com:

I recommend development of a WordPress website, built from the ground up, with a custom design based on the Estate Planning Layout Pack provided by Elegant Themes within the Divi design platform.

The new website will be designed to:

- Load fast and use a modern design
- Present a branding look-and-feel to match Jay Creighton's goals and needs
- Present Jay Creighton's content to visitors, including posts, videos, documents and other resources to be uploaded and managed by Jay.
- Make it easy for potential clients and customers to sign up for a profile at the website opt-in to free and paid content
- Manage all parts of the visitor/customer journey using WordPress, Amazon Simple Email Service, WooCommerce and Woo Subscriptions, FunnelKit and FunnelKit Automations CRM, Amazon Simple Email Service, and other software yet to be determined.

Additionally the following "behind the scenes" features will be built-in to the website:

- optimized for SEO
- Google Analytics performance and traffic reporting
- High-speed page loading
- Anti-spam features on contact forms and signup forms
- WordPress content management system using Divi Visual Builder
- Learndash LMS for delivering organized courses
- Integration with FunnelKit CRM for contact management, connected to Amazon SES for broadcast and transactional email, and WooCommerce for purchases and subscriptions

Website Care Plan will be provided on a monthly or annual basis, managed personally by Gregg Davis.

Ongoing Website Care and Maintenance

Successful websites are those websites that continue to attract the right type of visitors and lead them down a path towards meeting company and organization goals. This requires consistent content publishing and monitoring of the website to make sure it is achieving its objectives.

Once the website has been launched I will assist you with your content strategy and help you to make incremental improvements to the website to make sure that it continues to deliver a positive return on your investment.

PROJECT TIMELINE

I offer the following timeline for the design and implementation of creightonlegalresources.com, and Website Care and Maintenance:

creightonlegalresources.com

2-4 Weeks

Ongoing Website Care and Maintenance

Annually or Monthly

INVESTMENT

Project Essentials: companywebsite.com

\$7,500

The following elements are considered essential to the website project:

- Development of information architecture into sitemap
- Design user experience and user interface
- Develop responsive breakpoints for tablet and mobile experience
- Integrate website theme and functionality into WordPress
- Integrate Search Engine Optimization best practices to increase visibility in popular search engines such as Google and other Search Engines
- Test and debug beta version of websites before launch
- Launch live websites
- Integrate Google Analytics software
- Training and support for content management included

FREQUENTLY ASKED QUESTIONS – the following are my answers to standard questions I usually get asked.

How long will it take to appear at the top of Google?

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimization fundamentals built-in. Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Another best practice is to participate in discussions and comment on other websites in your industry, offering your website link to be published as a backlink. Launching your website and then forgetting about it is a surefire way to get lost among the noise.

How will I know if anyone is visiting my website?

We will install Google Analytics software on your website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, page views than the amount of time people are spending on your website.

What happens if I want to add some features to the website while you're building it?

While I like to be flexible and responsive to your needs, I also like to deliver what I promise within the time frames and budgets I have allowed. If you ask me to add new features to your website while I am building it, I will most likely ask why. If we all agree that your new request will help us achieve our objectives then I will be more than happy to oblige. If your new feature is something you would like to add to your website but is not directly tied to your original objectives then I will suggest that we schedule it for a second iteration of the website once it has been launched. This would require a new proposal.

Why do you use WordPress?

WordPress is open source content management software and currently powers more than 40% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows me to develop flexible and customizable websites to modern standards and observes web development best practices. Furthermore the community of web developers that use WordPress reaches far and wide and allows me to tap into this collective intelligence and bring that wealth of experience to your project..

Who do I call if something goes wrong with the website or I can't figure something out?

I am your first point of call should something go wrong with your website. I will determine whether it is something the hosting company needs to fix or something that I can take care of, and I'll immediately take the appropriate action to restore your website or fix the problem. I will provide training and video tutorials to assist you in using your website once it is launched.

What happens after the website is launched?

Once your website is launched, I will provide support to make sure any bugs have been ironed out and that you are confident using your new website. The website care plan includes updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365. Details about the proposed Website Care Plan are below.

WEBSITE CARE PLAN

Your Website Is Critical To Your Business

You have a website that is crucial to your business. It generates leads, customers and revenue (or at least it should). It's a channel through which customers, suppliers, potential new staff and partners will find you and engage with you. It is fundamental to the success of your business and you want peace of mind that it will be up and available for your audience 24/7 without interruption.

I will monitor your website for any changes in speed, security risks that occur through software changes, and the ever-present "bot" attacks that waste bandwidth and CPU executions at the server. With constant monitoring, your site will remain fast-loading, and live. I monitor uptime and immediately address any issues with access to the site if they come up.

All Software Is Vulnerable

Software needs updating. All software, including the software that powers your website. The world is getting smaller as more of us connect to the web and that means that it is only going to get harder to keep up, let alone stay ahead of the pack. More and more websites are getting hacked and attacked, including the big players like Twitter and Facebook as well as millions of small businesses every day. It's the nature of the world we live in and unfortunately websites are an easy target.

The fact that WordPress powers more than 40% of all websites worldwide, is both a boon and a security problem. With so many developers making great themes, plugins and extensions for WordPress, the possibilities for unique, fast-loading websites that can include any function needed, are endless. However, it comes with a price, and that's the tendency for hackers and nefarious online "bots" to target WordPress and its various login pages, themes and plugins.

I will create and save daily backups of your website from the day it's launched, and these backups are easy to use to restore your site to a previous version in the case that it's compromised someday. I will also monitor security systems that I'll have in place for your website, and keep on top of software updates for WordPress itself, as well as any plugins and themes that we use. It's known that the majority of hacked websites were using outdated software at the time, with known security holes. I'll keep this from happening by keeping your software current and tested.

Do It Yourself?

Keeping your website up to date, backed up and secure can be time consuming and a little tedious. It takes you away from what you should be doing, which is building relationships with your customers, staff and partners. The technology continues to evolve and there is no way you can keep abreast of all the trends and developments. *But that's what I do.*

Not only will I keep backups and restore your website if needed, monitoring speed and uptime, and perform software updates and testing when needed, I'll also be available for any small changes or additions to the website that you can think of.

Of course, most changes will be small tasks and would fall under our Website Care contract here, but some will take more time and will require an additional proposal and fee. I will always discuss this with you and remain upfront about ideas for improvements to the website, in terms of any extra time needed to develop them.

NEXT STEPS

To proceed with this project, James B. Creighton, Esq. is required take the following steps:

1. Accept the proposal by signing the contract on the next page. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Decide on monthly or annual Website Care Plan fees.
3. Submit initial payment of 50% or 100% of the total project fees.

Once these steps have been completed I will begin the project, and we will come up with a list of tasks for each of us.

MUTUAL AGREEMENT

Between me, Gregg Davis, and you, Creighton Law represented by James B. Creighton, Esq.

Summary

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

In short

You (Creighton Law) are hiring me (Gregg Davis) located in Fairplay, Colorado to design and develop a website for the estimated total price as outlined in my proposal. We are also entering an agreement for monthly or annually charged Website Care and Maintenance, as outlined. Of course it's a little more complicated, but I'll get to that.

What Do Both Parties Agree To Do?

As my customer, you have the power and ability to enter into this contract on behalf of your company or organization. You agree to provide me with everything that I'll need to complete the project – including text, images and other information – as and when I need it and in the format I ask for. You agree to review my work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll 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.

I have the experience and ability to perform the services you need from me and I will carry them out in a professional and timely manner. Along the way I will endeavor to meet all the deadlines set but I 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 my work on-time at any stage. On top of this I'll also maintain the confidentiality of any information that you give me.

Getting Down to the Nitty Gritty

Design

Since I'll be creating your website using our chosen theme/layout, I'll create general layouts that can be revised per page using this layout for the look-and-feel, layout and functionality of your website.

Text Content

I'm not responsible for writing any text copy or marketing messages on the website. I'll be happy to help though, and we can discuss the needs of the site for ongoing content.

Photographs

If needed, you will supply me photographs in digital format. If you choose to buy stock photographs I can suggest vendors of stock photography. Any time I spend searching for appropriate photographs will be charged at my standard hourly rate of \$100, but I don't foresee us needing it.

Changes and Revisions

I 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. I 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 amount of work I estimate I'll need to accomplish everything that you have told me 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. However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. I'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. I may also ask you to put requests in writing so I can keep track of changes.

Legal stuff

I can't guarantee that the functions contained in any website themes or in a completed website will always be error-free and so I 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 website and any other web pages, even if you have advised me 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 me that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide me for inclusion in the website are either owned by your good selves, or that you have permission to use them.

When I receive your final payment, copyright is automatically assigned as follows:
You own the graphics and other visual elements that I create for you for this project.

You also own text content, photographs and other data you provided, unless someone else owns them. I own the markup, CSS and other code and I license it to you for use on only this project. I love to show off my work and share what I have learned with other people, so I reserve the right to display and link to your completed project as part of my portfolio and to write about the project on websites, courses, and the Leverage WP Community.

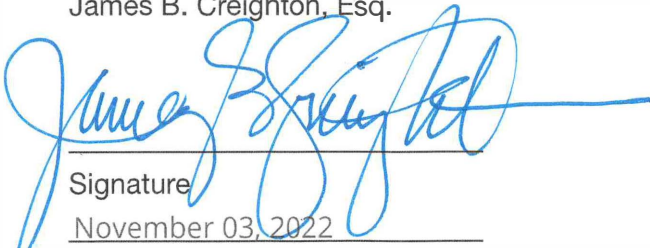
Payments

I am sure you understand how important it is as a small business that you pay the invoices that I send you promptly. As I'm also sure you'll want to stay friends, you agree to stick tight to the following payment schedule.

- 50% deposit up front (or 100% if you prefer)
- 50% remaining balance once the websites have been tested and everyone agrees they are ready to go live.
- Annual or Monthly (circle one) website care plan

You can't transfer this contract to anyone else without my 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 the jurisdiction of the State of Colorado, United States of America.

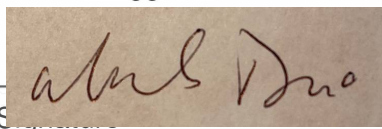
Signed: Creighton Law,
James B. Creighton, Esq.



 Signature
 November 03, 2022

 Date

Signed: Leverage WP,
Gregg Davis



 November 4, 2022

 Date