

TheMoens.com Website Design and Implementation: Details and Contract from Gregg Davis

Prepared by: Gregg Davis

Prepared for: Roger and Teresa Moen

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SNAPSHOT

Roger and Teresa Moen (The Moen Team): a husband and wife team of Breckenridge realtors with a specialty in investment properties and second homes. The Moen Team has a need for a website redesign and implementation of live and dynamic embedded real estate content at themoens.com. The site will use existing content and page structure to maintain their known branding in the local area, with revisions as needed as the project unfolds. The new design will use a modern website user interface and design sense based on WordPress, with a collaborative decision-making process between Gregg, Roger and Teresa, and start from Gregg's extensive resource of predesigned templates, customized for the site's needs. Roger and Teresa have already submitted some design suggestions ie: other sites that they like, and Gregg will begin the process by returning with a few site design options from which we can all choose.

The website will be built and installed at Leverage WP Hosting, owned and managed by Gregg Davis. The site will have the following systems and integrations:

- Embedded RETS, MLSMatrix.com, IDXBroker.com, and EXPRealty data and user interfaces as needed
- Manually collected reviews, Zillow Reviews, and Google Reviews
- Easy Blog Post creation and implementation, including training for Teresa to be able to create and publish posts.
- Integrated Google Analytics, data display in the back end and training on how to read and interpret the data for future planning.
- Connected existing email marketing system.
- Connected EXPRealty-provided website through links between the two sites.
- Existing email boxes and email addresses migrated and/or preserved for use at the domain: roger@themoens.com and teresa@themoens.com, with info@themoens.com forwarded to roger@themoens.com.

Gregg will create the complete website build including all backend integrations needed, using various tools including WordPress and various backend tools for design and code integration. Server-side software at the website hosting server and website care plan include three redundant backups, two off-site at a different data center with daily, weekly, and monthly backups, uptime monitoring, server-side security systems, staging copy for

no-downtime updates, software updates as needed in the background, and worldwide content delivery and caching for speedy site loading from around the globe.

Gregg will 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

TheMoens.com:

Development of a WordPress website, built from the ground up, with a custom design based on modern user interface and interaction principles, including mobile responsiveness for all screen sizes.

The new website will be designed to:

- Load fast and use a modern design.
- Present a look-and-feel to match The Moen's real estate goals and existing brand.
- Present The Moen's content to visitors, including posts, pages, contact and opt-in forms, embedded data feeds, property search tools and Facebook feed.
- Make it easy for potential clients and customers to get to know Roger and Teresa and the Breckenridge Real Estate landscape as well as the local area.
- Generate leads and contacts interested in real estate in Breckenridge and Summit County, Colorado.

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
- Integration with several data feeds and real estate search tools

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 themoens.com, and Website Care and Maintenance:

themoens.com

3-6 Weeks

Ongoing Website Care and Maintenance

Annually or Monthly

INVESTMENT

Project Essentials: themoens.com

\$6,400

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 website
- Integrate Google Analytics software
- Training and support for content management included

Project Ongoing: IT, Website Hosting and Care

Monthly: \$100

Annual: \$1,000

(Annual payment saves \$200)

The following are ongoing Website Care and Maintenance tasks to enhance the performance of the websites and help The Moens and themoens.com achieve the strategic objectives outlined in this proposal:

- Hosting management at the high-speed and WordPress-focused hosting provided by Leverage WP Hosting
- Constant website monitoring for speed, uptime and security
- Timely software updates on WordPress core files, theme and plugins
- Daily, Weekly and Monthly website backups saved locally and off-site
- I will be available for small additions and changes needed at your suggestions
- Website Care payment(s) begin when the website goes live

Project Total – including annual payment discount \$7,400

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 (this is what your blog will do!). 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.

Don't 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, and why it's required.*

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, Roger and/or Teresa Moen is/are 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 initial project fee.

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 (DBA Updraft Media), and you, Roger and Teresa Moen.

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 (The Moens) 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 extra time I need to 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 for students at my 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, to commence when we go live.

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: The Moens,
Roger and/or Teresa Moen

Signed: Updraft Media,
Gregg Davis

Signature

Signature

Date

Date

Copyrights

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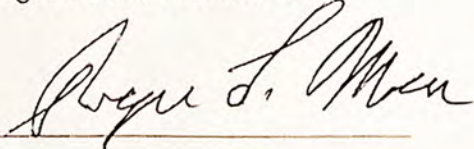
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Signed: The Moens,
Roger and/or Teresa Moen




Signature

Feb 23, 2023

Date

Signed: Updraft Media,
Gregg Davis



Signature

2-23-2023

Date