



# Proposal from Bold Eye Media

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# Snapshot

## THE SNAPSHOT

- There is currently no webmaster to support the website
- The website is not giving notifications to the community who subscribe to the blog for updates.
- The current website to be migrated to Bold Eye Media hosting for better support and performance.
- There will be two options to choose from for moving forward with the website:
  - Option #1: Migrate it over and keep the current design & layout of the website, but give it a tuneup and fix any minor issues.
  - Option #2: Choose a new template to give the website a new look and feel.

# Solution

## Solution

### Option 1: Migrate & Tune - \$225

This option will keep the current look and feel of the website, but move it to a better hosting environment to ensure the best ongoing support by Bold Eye Media.

#### **Features of this option:**

- Migrate website to Bold Eye Media hosting
- Install SSL Certificate for website security
- Make sure every plugin and WordPress core is up to date
- Run security scans & malware scans
- Setup a daily backup system
- Setup Uptime Monitoring
  - Note: Uptime Monitoring sends Bold Eye Media a message if the website is down for more than a minute.
- Run speed tuning to ensure the website is fast for the website visitors
- Setup Monthly Website Support Reporting
  - Note: Monthly Support Reports will cover:
    - Traffic
    - Any tasks are done that month
    - Maintenance Snapshot

## Option 2: Migrate & Re-Design – \$1,500

This option will keep the current look and feel of the website, but move it to a better hosting environment to ensure the best ongoing support by Bold Eye Media.

Features of this option:

- Choose a new website template to give the website an updated look & feel.
- Migrate website to Bold Eye Media hosting
- Install SSL Certificate for website security
- Make sure every plugin and WordPress core is up to date
- Run security scans & malware scans
- Setup a daily backup system
- Setup Uptime MonitoringNote: Uptime Monitoring sends Bold Eye Media a message if the website is down for more than a minute.
- Run speed tuning to ensure the website is fast for the website visitors
- Setup Monthly Website Support ReportingNote: Monthly Support
- Reports will cover:
  - Traffic
  - Any tasks are done that month
  - Maintenance Snapshot

# Monthly Support Plan

## Website Support Plan

### **SEMI-BOLD WEBSITE SUPPORT PLAN**

#### **Option 1: \$660/Year**

Bold Eye Media is here to help support your website after launch. In order to ensure the ongoing success of the project, we have included some extra task time in the support plan. If tasks or additional features are needed we will discuss and quote at that time.

- Premium VPS Hosting Included
  - Your website is on high quality & fast server that is not being shared with 1,000's of other websites.
- WordPress Updates
- Plugin & Theme Updates
- Security & Uptime Monitoring
- Nightly Backups
- Performance Optimization
- Premium Licenses included
- Staging Site Included
- Monthly Website Reports
- Task Time to billed at \$75/Hour when needed

# Investment

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## Choose Your Option

MIGRATE & TUNE

\$225

Select

MIGRATE & RE-DESIGN

\$1,500

Select

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## Website Support Plan

ANNUAL SEMI-BOLD SUPPORT PLAN

\$660 /year

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**Annual Total** \$660/year

## Frequently Asked Questions

### Why do you use WordPress?

WordPress is open source content management software and currently powers around 30% 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 us 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 us to tap into this collective intelligence and bring that wealth of experience to your project.

### Where is the website hosted?

Your website needs to be hosted by a hosting company that specializes in WordPress hosting. There are many companies that do this, but we have chosen to partner with Flywheel.

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

We will be your first point of call should something go wrong with your website. We will determine whether it is something the hosting company needs to fix or be fixed by the Bold Eye Media Team. Either way, we will make sure the problem gets resolved in a timely manner.

## **What happens after the website is launched?**

Once your website is launched we will start the website support plan to make sure your website is looked after and maintained. These website support plans include updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365.

## **How will I know if anyone is visiting my website?**

We will install Google analytics software on your new website and once you subscribe to one of our website support plans you will also receive a more detailed analysis of your website performance and recommendations on how to improve.

## **WHAT IS A SUPPORT TASK?**

A support task is defined as any task that requires 30 minutes or less. Support tasks include, but are not limited to: Adding Photos, Content Changes, Adding New Blog Posts (Content provided by you unless you are on a marketing support plan.)

## **WHAT IS A WEBSITE SUPPORT REPORT?**

Every month we will send you a website support report covering the following:

### **Updates**

You will see the total number of updates that were performed on your website that month. We update all of our client's websites once a week.

### **Backups**

We run 2 different backups of your site every day to ensure that in case an emergency hits your website is safe. You will see an overview of how many backups were done, and also the most recent one.

### **Optimization**

To keep your website running fast we optimize it by deleting post revisions, cleaning up the database as needed. You will see an overview of what was optimized that month.



## **Uptime Monitoring**

We are monitoring your website 24/7 to notify us the minute it goes down if disaster strikes. You will see an overview of that month's uptime in a %.

## **Security**

There are scans done every done to ensure that your website is free of any malware or security threats. You will see an overview of Malware Scans, Vulnerabilities, Web Trust.

## **Basic Analytics**

To keep you up to date with what your website is doing we connect it to Google Analytics. Your report will cover:

- Site Sessions
- Page Views
- Pages/Session
- New Sessions
- Referrers
- Keywords
- Top Page View
- Bounce Rate
- Social Media Sessions
- Average Time on Site

## **HOW OFTEN DO YOU BACKUP MY WEBSITE?**

All of our clients get their website backed up off-site every night. We also run backups before we run any updates to the website. This method ensures that if an update fails we can revert back immediately to the last restore point. If something happens, and you need to restore your website to a previous version we are happy to help.

## **DO YOU REMOVE MALWARE FROM MY WEBSITE IF INFECTED?**

You betcha! If a hacker, malware or another attack gets past the barriers, we'll take care of it.

# Have a question not listed?

Email: [mitch@boldeyemedia.com](mailto:mitch@boldeyemedia.com)

# Mutual Agreement

## Mutual Agreement

### agreement details

#### Summary

We will always do our 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. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

#### In short

"You" Orcas Island Health Care District are hiring us Bold Eye Media to design and develop a website for the estimated total price as outlined in our proposal. **Of course, it's a little more complicated, but we'll get to that.**

#### What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization.

You agree to provide us with everything that we'll need to complete the project – including text, images, and other information – as and when we need it and in the format, we ask for. You agree to review our 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.

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

## **Getting Down to the Nitty Gritty**

### **Design**

If we are designing your application we'll create designs for the look-and-feel, layout, and functionality of your website. This contract includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions at our standard design rates.

### **Testing**

We will also test that your website performs well on devices such as mobile devices, tablets, and desktop computers. We are human and cannot guarantee that we caught every little quirk on all devices. If you find an error that is not mobile friendly or is broken please let us know and we will address it immediately.

### **Text Content**

At Bold Eye Media we rely on the content that is provided by "You" Orcas Island Health Care District to provide accurate & quality content. If you need additional help with content we do have content writing & content marketing services upon request.

## **Photographs**

"You" Orcas Island Health Care District will supply us with photographs in digital format. If you choose to buy stock photographs we can suggest vendors of stock photography. Any time we spend searching for appropriate photographs will be charged at our standard discovery rate.

## **Changes and Revisions**

At Bold Eye Media we know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible.

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. We'll be upfront about all of this if and when it happens to make sure we're all on the same page before proceeding. We may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, we reserve the right to deem the current project canceled.

At this point, you will pay us in full for all the work we have done and may commission us to complete the new project based on the new requirements. This will require a new quote and contract.

## **Website Support Plan**

Bold Eye Support Plans help protect your website from becoming outdated, vulnerable to hackers and safe. Bold Eye Media will do everything in its power to protect your website from hackers. We do not guarantee your website to be hacker proof, and in the extreme case something happens we will help get your website up and running.

Website Support Plans are arranged as either monthly or annual payments. Missed payments or declined payments will be followed up with a reminder email to let you know your monthly fees are still due. Any fees overdue by

more than 15 days will require a late fee of \$20. If extreme circumstances arise and you need additional payment options, please contact us to resolve it.

## Legal Agreement

We can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so we 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 us 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. Phew!

## Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by your good selves or that you have permission to use them.

### **When we receive your final payment, copyright is automatically assigned as follows:**

You own the graphics and other visual elements that we create for you for this project.

We'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided unless someone else owns them. We own the markup, CSS and other code and we license it to you for use on only this project. We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and to write about the project on websites, in magazine articles and in books about web design.

## Payments

We are sure you understand how important it is for a small business that you pay the invoices that we send you promptly. Every invoice after that will have 15-day payment terms. In the event payment is not made within 15 days, Bold Eye Media will charge a late payment fee of 5% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Bold Eye Media pays for carrying overdue invoices from the client. In addition, Bold Eye Media reserves the right to stop work until payment is received.

If you are unable to supply all of the right content at this stage, it does not mean we have not done our job. Once the site has been tested and is ready to go live, either with your content or placeholder images and dummy text, we will issue the final invoice. Once the final invoice is paid we will hand over the keys and show you how to use your brand new website. If the final invoice is not paid within the credit terms we have given you, we are under no obligation to keep the site on our testing server or continue with the project in any way.

## But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our 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 exclusive jurisdiction of the courts of Washington State.

**Authorizing this project requires a signature on the 'Next Steps' page.**

# Next Steps

## Next Steps

### how to go ahead

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**To proceed with this project, please follow the steps below:**

1. Accept the proposal by typing your name in the digital signature box
2. Submit the initial payment of 25% of the total project fee.

**Once these steps have been completed we will begin the project with an introduction to all relevant people and begin the discovery process.**

*\*Please note that changes to the scope of the project can be made at any time,  
but additional charges may apply.*



