



## Typewheel LLC

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Sanctuary Beauty and Massage Therapy

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# Web Services & Brand Identity Proposal

## Snapshot

Sanctuary Beauty and Massage Therapy is a startup business focused on personal care and injury rehabilitation. Sanctuary Beauty and Massage Therapy is seeking a clean and fast website that functions as both an informational and functional tool to engage clients.

Sanctuary Beauty and Massage Therapy has approached Joshua Vandercar at Typewheel to (1) assist in discover of brand identity and (2) design, develop, and maintain a new website and offer basic management of this site.

## Recommendation

I recommend development of a new website built with WordPress utilizing a pre-built theme which will be customized to convey the vision of Sanctuary Beauty and Massage Therapy and connect clients with ongoing services and products.

The new website will be designed to:

- introduce potential clients to the people and services of Sanctuary Beauty and Massage Therapy
- allow visitors to securely contact Sanctuary Beauty and Massage Therapy via a basic contact form
- eventually allow visitors to securely schedule appointments with Sanctuary Beauty and Massage Therapy
  - recommended scheduling service: Acuity Scheduling ([acuityscheduling.com](http://acuityscheduling.com))
- allow visitor opt-in to an email marketing list managed by Sanctuary Beauty and Massage Therapy
  - recommended email marketing service: MailChimp ([mailchimp.com](http://mailchimp.com))

Additionally, the following "behind the scene" features will be built into the website:

- Google analytics reporting via the WP dashboard
- basic search engine optimization

Brand identity assets (logo, style guide, and business cards) will be designed in collaboration with an artistic designer identified by Sanctuary Beauty and Massage Therapy.

## Maintaining the Site

Once the website has been launched, Typewheel will utilize proven tools to ensure your site is updated, optimized, and secure. Ongoing maintenance will include:

- web hosting on a secure [Digital Ocean](#) VPS maintained by [Pinnacle Technology Solutions](#)
- annual domain name registration for one domain (up to \$30/yr)
- SSL certificate issued by LetsEncrypt
- login protection via two-factor authentication
- security services that check for and protect against breaches to the site
- regular backups of the website's database and files
- regular updates of site software

These and other features of the Typewheel Publish service are outlined at [typewheel.xyz/services/](https://typewheel.xyz/services/).

## Project Timeline

I offer the following timeline summary for development of a new website at [sanctuarybeautyandmassage.com](https://sanctuarybeautyandmassage.com) with completion of the project within three months from the date we commence with an agreement.

### DISCOVERY (4 WEEKS)

The discovery phase of the project will involve:

- developing information architecture into a sitemap
- further conversation to explore design, development, and relationship expectations

### DESIGN & DEVELOPMENT (5 WEEK)

The design and development phase of the project will involve:

- availability of brand assets, photos, and text content of site
- further consideration of how user interface and experience serves to achieve organizational ends
- customization of starter theme for optimal user experience
- development of a working website on the WordPress content management system.

### TESTING (2 WEEK)

This testing phase will involve final testing and debugging on the staging site prior to launch.

### DEPLOYMENT (1 WEEK)

The deployment phase of the project will involve:

- final DNS configurations
- connecting the site to Google Webmaster Tools and Google Analytics
- submitting the site URL to Google for indexing

## Investment

Total project cost is based on the scope and complexity of the site and is wrapped into a monthly service fee. Typewheel Publisher (includes site development, deployment, and maintenance) for sanctuarybeautyandmassage.com is **\$100/month**. Additionally, the cost of discovery and design of brand identity assets will be covered by an upfront development cost of **\$325**. This does not include printing costs of business cards.

Typewheel Publisher includes the Typewheel Assistant services. This service covers one hour per month of content management. Anything outside the realm of regular site maintenance or Typewheel Assistant services is not covered. Such requests must be submitted separately and would be billable at \$42/hour or priced as a stand-alone project.

## Frequently Asked Questions

### WHY DO YOU USE WORDPRESS?

WordPress is open source content management software and currently powers around 28% 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.

### WHERE IS THE WEBSITE HOSTED?

Your website will be hosted on a Digital Ocean VPS in New York maintained by Pinnacle Technology Solutions of Fort Wayne, IN.

### WHO DO I CALL IF SOMETHING GOES WRONG WITH THE WEBSITE OR I CAN'T FIGURE SOMETHING OUT?

With Typewheel Publisher - the ongoing website care plan - I will be your first point of call should something go wrong with your website. I can provide two free hours of basic training to assist you in using your website once it is launched. Additionally, up to one hour per month of site management services will be include.

### WHAT HAPPENS AFTER THE WEBSITE IS LAUNCHED?

After deployment of the approved site, I will, for the duration of one month, accept development and support requests that reasonably relate to the initial scope of this project. This will ensure any bugs are ironed out and that you are confident using your new website. If I determine that requests fall outside this scope or if they are requested after one month from deployment of the site, they must be submitted separately and will be billable at the agreed upon hourly rate.

### 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. Google continues to prioritize sites that are secure, active, and optimized for mobile devices.

**HOW WILL I KNOW IF ANYONE IS VISITING MY WEBSITE?**

I will connect your site to Google Analytics and install software which allows you to view these statistics directly from your WordPress dashboard.

**WHAT HAPPENS IF I WANT TO ADD SOME FEATURES TO THE WEBSITE WHILE YOU'RE BUILDING IT?**

Whilst I like to be flexible and responsive to your needs, I also like to deliver what I promise within the timeframes and budgets we've 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 we will be more than happy to oblige. This may incur additional cost. If this new feature is something you would like to add to your website but is not directly tied to your original objectives then I would suggest scheduling it for a second iteration of the website once it has been launched. This will require a new proposal.

# Contract

Between Typewheel LLC

And Sanctuary Beauty and Massage Therapy

## Summary

We'll always do our best to fulfill your needs and meet your expectations, but it's important to have things written down so we both know what's what, with expectations, and how to proceed if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. We aim to set out what is best for both parties - now and in the future.

In short;

You (Sanctuary Beauty and Massage Therapy, henceforth Sanctuary Beauty) ("You") are hiring us (Typewheel LLC, henceforth Typewheel) ("We" or "Us") to:

- discover and design brand identity assets for Sanctuary Beauty and Massage Therapy
- maintain a web site at [sanctuarybeautyandmassage.com](http://sanctuarybeautyandmassage.com) in accordance with Typewheel Publisher services
- per request, design, development, and manage a web site at [sanctuarybeautyandmassage.com](http://sanctuarybeautyandmassage.com)

We will commit the time needed to accomplish tasks and projects at hand in a timely manner. We aim to deploy a new site at [sanctuarybeautyandmassage.com](http://sanctuarybeautyandmassage.com) within three months of your (1) accepting this contract and (2) placing your down payment on the development of this online property.

You will compensate ongoing Typewheel Publisher services in the amount of \$100 per month to be paid by the 15th of each month for which service is rendered. Typewheel Publisher services begin on the day when we've mutually agreed on this contract by show of our signatures. Services that fall outside Typewheel Publisher will be billed at 84% of our hourly rate to be invoiced and paid monthly. Typewheel reserves the right to annually review these costs and propose new terms. Late payment may be subject to a 5% fee.

This contract has an effective start date upon signature of both parties and remains effective until one month after you or we request termination of this partnership.

## What Do Both Parties Agree To?

You: You will carry out your responsibilities, as stated in this contract, in a professional and timely manner.

Us: We will carry out our responsibilities, as stated in this contract, in a professional and timely manner.

## Typewheel Publisher

The Typewheel Publisher, found at [typewheel.xyz/services](http://typewheel.xyz/services), will govern development and maintenance of the website at [sanctuarybeautyandmassage.com](http://sanctuarybeautyandmassage.com).

# Other Services

## Design & Development

Our site development is iterative and uses predominantly HTML and CSS so we won't waste time mocking up every template as a static visual. Thus, in order for us to meet deadlines, you will, in a timely manner, present any significant design proposals, provide requested assets and information, review our work, and provide feedback and approval. We will strive to develop properties in adherence to the standards of each relevant platform and tool being employed and in accordance to the expectations expressed by you.

After deployment of the approved site, we will, for the duration of one month, accept development and support requests that reasonably relate to the initial scope of this project. If we determine that requests fall outside this scope or if they are requested after one month from deployment of the site, they must be submitted separately and will be billable at the agreed upon hourly rate.

## Deployment

Once you approve a developed property, we will deploy the site to the world wide web. You will provide us credentials for accounts related to domain registration, web hosting, social profiles and others needed to complete these responsibilities. We will ensure the confidentiality of everything you give us.

## Management & Support

Whereas maintenance (covered by the Typewheel Publisher service) looks to the big picture performance of a site, management relates to the day-to-day implementation of a site (i.e. data entry, content publishing, form development, etc.). Typewheel will work to develop your site in such a manner that it can be managed by you. However, we may retain some management capabilities, insofar as they might affect the maintainability of a site.

If you want us to manage portions of a property, you will present requests on a case-by-case basis. Proper management of items is contingent on your ability to supply content. You agree to provide text content in a digital format that allows for copy/paste. You agree to supply graphic files in an editable, vector digital format. You agree to supply photographs in a high resolution digital format. These services will be subject to the Typewheel Assistant service and billable at the agreed upon hourly rate.

Products and services not explicitly mentioned in this contract, in the Typewheel Publisher service, or the Typewheel Assistant Service at [typewheel.xyz/services/](http://typewheel.xyz/services/) are not covered in this agreement.

## Browser Testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device. We test our work in current versions of major desktop browsers including Safari, Chrome, Firefox, and Opera.

Testing using popular smaller screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our designs in Safari, Chrome, and Opera on iOS and OSX. We will attempt to develop a site that is accessible and functional

for the widest range of environments. However, testing for other browsers and devices is not available at this time.

## Intellectual Property Rights

“Intellectual property rights” means all patents, rights to inventions, copyright (including rights in software) and related rights, trademarks, service marks, get up and trade names, internet domain names, rights to goodwill or to sue for passing off, rights in designs, database rights, rights in confidential information (including know-how) and any other intellectual property rights, in each case whether registered or unregistered and including all applications (or rights to apply) for, and renewals or extensions of, such rights and all similar or equivalent rights or forms of protection which subsist or shall subsist now or in the future in any part of the world.

What does this mean?

First, you guarantee that all elements of text, images or other artwork you provide are either owned by you or that you have permission to use them. When you provide text, images or other artwork to us, you agree to protect us from any claim by a third party that we’re using their intellectual property. We agree to not disclose any confidential information you provide without permission.

We guarantee that all elements of the work we deliver to you are either owned by us or we’ve obtained permission to provide them to you. When we provide text, images or other artwork to you, we agree to protect you from any claim by a third party that you’re using their intellectual property.

Provided you’ve paid for the work and that this contract hasn’t been terminated, we’ll assign all intellectual property rights to you as follows:

You’ll own the website we design for you plus the visual elements that we create for it. We’ll give you source files and finished files and you should keep them somewhere safe as we’re not required to keep a copy. You own all intellectual property rights of text, images, site specification and data you provided, unless someone else owns them.

We’ll own any intellectual property rights we’ve developed prior to, or developed separately from this project and not paid for by you and will inform you of these inclusions. We’ll own the unique combination of these elements that constitutes a complete design and we’ll license its use to you, exclusively and in perpetuity for this project only, unless we agree otherwise.

## Displaying Our Work

We reserve the right to display all aspects of our creative work, including sketches, work-in-progress designs and the completed project on our portfolio and in articles on websites, in magazine articles and in books.

## Payment Schedule

You will compensate ongoing Typewheel Publisher services in the amount of \$100 per month to be paid by the 15th of each month for which service is rendered. Typewheel Publisher services begin on the day when we’ve mutually agreed on this contract by show of our signatures. Services that fall outside Typewheel Publisher will be billed at 84% of our hourly rate to be invoiced and paid monthly.

Typewheel reserves the right to annually review these costs and propose new terms. Late payment may be subject to a 5% fee.

If unique tools, resources, or hosting is needed for this project and they are not included on the suite of premium resources provided by Typewheel Publisher, you will cover these costs directly or by authorizing us to purchase and reimbursing us.

## Legalities

We'll carry out our work in accordance with good industry practice and at the standard expected from a suitably qualified person with relevant experience.

That said, we can't guarantee that our work will 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, even if you've advised us of them.

Your liability to us will also be limited to the amount of fees payable under this contract and you won't be liable to us or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if we've advised you of them.

If any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions.

Neither of us can transfer this contract to anyone else without the other's permission.

You and we agree to adhere to all relevant laws and regulations in relation to our activities under this contract and not cause the other to breach any relevant laws or regulations.

## The Dotted Line

I, Joshua Vandercar, have authority to and do so enter into this contract on behalf of Typewheel LLC.

Signed by and on behalf of Typewheel LLC

Signed:  Date: **Feb 13, 2018**

I, \_\_\_\_\_, have authority to and do so enter into this contract on behalf of Sanctuary Beauty and Massage Therapy.

Signed by and on behalf of Sanctuary Beauty and Massage Therapy.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## Next Steps

To proceed with this project, Sanctuary Beauty and Massage Therapy is required take the following steps:

1. Accept the proposal and contractual agreement as is by signing and sending a copy to [joshua@typewheel.xyz](mailto:joshua@typewheel.xyz) or discuss desired changes. Please note that changes to the scope of the project can be made at anytime, but additional charges may apply.
2. Submit initial payment of \$600. This covers the first six months of your Typewheel Publisher service which commences the day we sign agreements and 50% of the brand identity asset design costs.

Once these steps have been completed we will begin to move the project forward.

## Wrapping It Up

Let me know if you have any questions regarding this information. I look forward to hearing from you.

Kind Regards,



Joshua Vandercar