

## Our Approach

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Our client-based approach to website design is rather unique. B2 staff takes a Four Phase approach to designing sites for our clients, large or small.

### PHASE I

#### Initial Consultation & Data Collection (14 – 28 days)

During the initial consultation, B2 staff will meet with the client to determine specific client needs. During Phase I, Client and B2 staff will work together to “map” the website, so a timeline for work completion and list of deliverables can be developed. Also, at this time, the client will provide B2 staff with all copy and images the client wishes to be incorporated into the overall layout and design. **\* We estimate it will take between 14 to 28 days to complete this phase of the project; however this estimate depends on the amount of time needed for the client to pull together all copy/ text/ images/ etc.**

### PHASE II

#### Preliminary Layout and Design Phase (Preliminary Layout & Design 14-28 days)

During the preliminary layout and design phase, the Client works closely with B2 design staff in determining the layout and design of the website. Client and B2 staff will work together to develop an overall color scheme and layout to be used across the site in order to provide a uniform and professional look to the site. Navigation bars and sub navigation bars will be developed, as will any necessary web-graphics, icons, buttons, bars, and modifications to Client provided images.

B2 staff will present for client approval a simple website consisting of a main page, two sub pages, 1 main navigation bar, 1 sub navigation bar (if necessary), and up to 10 images (includes but is not limited to logo, background, buttons, etc.)

At the end of Phase II, the Client must have all copy/ text, images, or other Client provided content to B2 staff. If the preliminary layout is approved, B2 staff will begin work on the main body of the site.

**\* We estimate it will take between 14 to 28 days to complete this phase of the project; however this estimate depends on the amount of time needed for the client to pull together all copy, text, images, etc.**

### PHASE III

#### Build Phase and Secondary Approval

During Phase III, our staff puts together all the data provided according to the site map developed in Phase I and the initial design template created in Phase II to create all necessary pages and subpages and search engine tags for your site, and incorporate and optimize your graphics, images, and other resources for the web. B2 staff check to make sure your website will work across platforms (PC and MAC) as well in the three major web browsers (Internet Explorer, FireFox, and Safari.) When all is complete, a mock version of the Client website will be uploaded to our server for you to view “live” on the web. The Client will have an opportunity to test the site functionality and overall flow, as well as double check for any errors in content or copy. **\*Please know that any major changes requested to layout, functionality, or design after the start of Phase III may significantly delay the deployment of your site. The Client may incur additional charges related to additional design and/or layout time if they chose to make major changes during Phase III.**

### PHASE IV

#### Website deployment and search engine registration

After Phase III final approval, the website will be loaded on to the server. As an added service, the Client's website will be submitted to thousands of search engines and directories including Google, Yahoo!, MSN, and DMOZ as well as the Free-For-All (FFA) Link Directory. Additionally, at the end of Phase IV, a backup CD with all web files and images will be delivered to the client.

# TERMS OF AGREEMENT

CLIENT	<p>B2 Support &amp; Design Studios          1016 Franklin Street          Galena, IL 61036          (515) 460-2396</p>
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1. Project. The above-named client is engaging B2 Support & Design Studios for the specific project of designing/redesigning the company's or person's Web Site as detailed here for an estimated fee of [insertestimatedfee] \$[dollarvalue](textvalue) U.S. Dollars.

**PHASE I**

**Initial Consultation & Data Collection -- Approx 14-27 days from contract signing**

*During the initial consultation, B2 staff will meet with the client to determine specific client needs. During Phase I, Client and B2 staff will work together to “map” the website, so a timeline for work completion and list of deliverables can be developed. At this time, the client will provide B2 staff with all copy and images the client wishes to be incorporated into the overall layout and design.*

**PHASE II**

**Preliminary Layout and Design Phase – Approx 14-27 days from completion of Phase I**

*During the preliminary layout and design phase, the Client works closely with B2 design staff in determining the layout and design of the website. Client and B2 staff will work together to develop an overall color scheme and layout to be used across the site in order to provide a uniform and professional look to the site. Preliminary navigation bars and sub navigation bars will be developed, as will any necessary web-graphics, icons, buttons, bars, and modifications to Client provided images.*

*B2 staff will present for client approval a simple website consisting of a main page, two sub pages, 1 main navigation bar, 1 sub navigation bar (if necessary), and up to 10 images (includes but is not limited to logo, background, buttons, etc..*

*At the end of Phase II, the Client must have all copy/ text, images, or other Client provided content to B2 staff. If the preliminary layout is approved, B2 staff will begin work on the main body of the site.*

**PHASE III**

**Build Phase and Secondary Approval – Approx 60 days from Completion of Phase II**

*During Phase III, our staff puts together all the data provided according to the site map developed in Phase I and the initial design template created in Phase II to create all necessary pages and subpages and search engine tags for your site, and incorporate and optimize your graphics, images, and other resources for the web. B2 staff check to make sure your website will work across platforms (PC and MAC) as well in the three major web browsers (Internet Explorer, FireFox, and Safari.) When all is complete, a mock version of the Client website will be uploaded to our server for you to view “live” on the web. The Client will have an opportunity to test the site functionality and overall flow, as well as double check for any errors in content or copy. **\*Please know that any major changes requested to layout, functionality, or design after the start of Phase III may significantly delay the deployment of your site. The Client may incur additional charges related to additional design and/or layout time if they chose to make major changes during Phase III.***

**PHASE IV**

**Website deployment and search engine registration – Approx 2-7 days from Completion of Phase III**

*After Phase III final approval, the website will be loaded on to the server. As an added service, the Client’s website will be submitted to thousands of search engines and directories including Google, Yahoo!, MSN, and DMOZ as well as the Free-For-All (FFA) Link Directory. Additionally, at the end of Phase IV, a backup CD with all web files and images will be delivered to the client.*



2. Authorization. The above-named client is engaging B2 Support & Design Studios, a sole proprietor, as an independent contractor. If the above-named project requires developing and/or improving a World Wide Web site, B2 Support & Design Studios is granted permission to access, download, copy, or acquire the client's current website by whatever means necessary and proper. If the above named client wishes to have B2 Support & Design Studios install the client's web space on the web server of [insertwebserverprovider], permission to do such is granted. Client authorizes B2 Support & Design staff to contact the current Internet Service Provider, Domain Registrar, or any other entity necessary to complete the design process and transition for the sole purpose as set forth in this contract. If the client prefers to have the site hosted on a private server, client hereby authorizes B2 Support & Design Studios to access this account, and authorizes the Internet Service Provider or any other agent necessary to provide B2 Support & Design Studios with global access for the client's web page directory, cgi-bin directory, and any other directories, accounts, or programs which need to be accessed for this project. The client also authorizes B2 Support & Design Studios to publicize the Client's completed Web site to the B2 Support and Design Studios website, to include the Client's project in any and all B2 Design Studios marketing or publicity programs without any additional permissions necessary, and permission is granted to B2 Support and Design Studios to publish this project to Web search engines, as well as other Web directories and indexes, if this is included in the scope of the project.

3. Hourly Rate. Work under this contract shall be billed at the hourly rate of \$60/hour unless an amount was agreed upon for the job (see details in #1). The client agrees to pay any for any fees, taxes, licenses, service charges, or other costs associated with the design and deployment process.

4. ISP. The client understands that any Internet Service Provider (ISP) services require a separate contract with the ISP of the client's choice. The client agrees to select an ISP which allows B2 Support & Design Studios full and unrestricted access to the Web site and a cgi-bin directory via FTP or to sign up for web hosting with B2 Support & Design Studios.

5. Completion Date. B2 Support & Design Studios and the client must work together to complete the project in a timely fashion. B2 Support & Design Studios agrees to work expeditiously and will attempt to complete the project no later than 180 business days from the date of the signed contract; however, B2 Support & Design Studios is not to be held liable or responsible, in any way, for delays resulting from requests for changes made by the client; fire, flood, tornado, or any and all acts of god; death, dismemberment, or hospitalization; acts of war or terror; equipment malfunction or maintenance; or any and all other reasons for which a project may or may not be delayed. No refunds shall be given because of delay of project either on the part of the client or B2 Support & Design Studios.

6. Payment of Fees and Expenses. A deposit of 50% (\$[insert1/2dollaramount] USD) of the total estimated project [insertfulldollaramount] USD shall be remitted upon signing this contract. In addition, B2 Support & Design Studios hourly rate and project expenses minus the 50% deposit shall be billed at project completion. Expenses may include, but are not limited to, telephone, travel, design and graphic services, and programming. All payments will be made in U.S. funds. If paying by check, Client agrees that should Client's bank return or refuse payment, for any reason, Client will be liable for any additional fees incurred by B2 Support & Design Studios. You further agree that should your bank return your check(s), for any reason, B2 Support & Design Studios will charge you a \$30.00 fee and Client will be responsible for payment in full upon notification by your bank, and/or B2 Support & Design Studios. B2 Support & Design Studios reserves the right to litigate any unpaid portion or balance to the fullest extent of the law. Should litigation occur due to non-payment or contract breach on the part of the Client, Client agrees to pay all litigation fees regardless of the outcome of said litigation.

7. Performance Liability. B2 Support & Design Studios does not warrant that the functions supplied by Web pages, consultation, advice, or Internet Web site will meet the client's requirements or that the operation of Web pages will be uninterrupted or error-free. B2 Support & Design Studios does not guarantee the popularity or ranking of any part or portion of the Web Site, its pages, or its content with any website browser or internet search engine. The entire risk as to the quality and performance of the Web pages and Web site is with client. In no event will B2

Support & Design Studios be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these Web pages or Web site, even if B2 Support & Design Studios has been advised of the possibility of such damages.



8. Copyrights and Trademarks. The client represents to B2 Support & Design Studios and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to B2 Support & Design Studios for inclusion in Web pages are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend B2 Support & Design Studios from any claim or suit arising from the use of such elements furnished by the client.

9. Copyright to Web Pages. Copyright to the finished assembled work of Web pages produced by B2 Support & Design Studios is owned by B2 Support & Design Studios. Upon final payment of this contract, the client is assigned rights to use as a Web site the design, graphics, and text contained in the finished assembled Web site. Rights to photos, graphics, source code, work-up files, and computer programs are specifically not transferred to the client, and remain the property of their respective owners.

10. Maintenance and Website Edits. All requests for website maintenance and copy edits, image changes or additions, or the addition or deletion of website pages must be made in writing. The client agrees to allow up to 5 (five) business days for updates to be posted to the web server. Standard maintenance includes up to 30 minutes per month of: minor changes in copy, correction of spelling/ grammatical errors or typos. B2 Support & Design Studios reserves the right to charge for any work above and beyond standard maintenance at the normal hourly rate of \$60 per hour. Additionally, if the client, or any person or party working on behalf of the client, or any unknown party, edits the website pages, source files, cgi-bin, scripts, or code without the express written acceptance of B2 Support & Design Studios, the client agrees B2 Support & Design Studios will no longer provide service or support, or continue to update the client website, and the client agrees to indemnify and hold harmless B2 Support & Design Studios for any losses, damages, or disruptions that may occur as is outlined in section 7 of this agreement.

11. Payment Terms. It is imperative that payments be made promptly and as detailed in this web design contract. Source files will be stored temporarily, for client review, on the B2 Support and Studios hosting & business server or the client's ISP account and will be uploaded to go live when full payment is received. If an amount remains delinquent 30 days after its invoice date, an additional 5% penalty will be added for each month of delinquency. B2 Support & Design Studios reserves the right to remove Web pages from viewing on the Internet until final payment is made. If case collection proves necessary, the client agrees to pay all fees incurred in that process. This web design contract becomes effective only when signed by B2 Support & Design Studios. Regardless of the place of signing of this agreement, the client agrees that for purposes of venue, this contract was entered into in JoDaviess County, Illinois, and any dispute will be litigated or arbitrated in JoDaviess County, Illinois.

12. Sole Agreement. The agreement contained in this "Service Agreement" constitutes the sole agreement between B2 Support & Design Studios and the client regarding the project outlined above. Any additional work not specified in this contract requires a separate agreement. All prices specified in this contract will be honored for three (3) months after both parties sign this contract. Continued services after that time will require a new agreement.

13. Initial Payment and Refund Policy. This agreement begins with an initial payment of \$[insertinitialpayment] USD. If the client halts work and applies for a refund within 30 days, to B2 Support & Design Studios, work completed shall be billed at the hourly rate stated above, and deducted from the initial payment, the balance of which shall be returned to the client. If, at the time of the request for refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate stated above. No portion of this initial payment will be refunded unless written application is made within 30 days of signing this contract.

The undersigned agrees to the terms of this web design contract on behalf of his or her organization or business.

On behalf of the client:

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Date \_\_\_\_\_

On behalf of B2 Support & Design Studios:

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Date \_\_\_\_\_