

## Launch Pad Terms 2020

## Website packages

Each package will follow our set process, comprising of six stages – ensuring the best quality of service. Our packages are completely customisable, meaning, if there is a feature missing from our list that you feel would benefit your business, we can look into incorporating it into your chosen pack.

Our Packages...

### **Moon & back**

### **Mission to Mars**

### **Shoot for the stars**

## Moon and back

The moon and back package will give you the autonomy to create/change up to three pages. Our team will work on providing two unique designs, of which a finalised design will be chosen to move forward with. Should you want a broader spectrum of designs to choose from, we can create extras at an additional cost. The finalised design will then form the style basis and become the foundation for the deeper pages.

#### **Included features:**

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form

#### **Excluded features:**

- Blog
- Forum
- News
- Shop
- Single page site (one long page)

## Mission to Mars

Reaching Mars will give you the option to create/change up to seven pages. We will provide three exclusive initial designs, for you to review, settling on a final design, of which will form the style basis for the deeper pages. If more designs are required, we can add this on to your pack as an extra cost.

### Included features:

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- News or Blog
- Single page site (one long page)

### Excluded features:

- Forum Shop

## Logo & Stationery Design

Our team will create three logo concepts for you to explore, working together, we will narrow down the concepts to two designs – with a few tweaks, we will reach the final creation. The design will be print ready and in formats scalable for large prints. Our design will be inclusive for letterheads, compliment slips and business cards.

## Shoot for the Stars

Our biggest package, shoot for the stars, will give you the opportunity to go beyond and gain up to 20 new designed pages. Three initial designs will be created for you to narrow down to a finalised design, which will form the foundations for the deeper pages. We can create additional designs at an extra cost, should you prefer a wider spectrum of choice.

### Included features:

- Image slider
- FAQs section
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- News or Blog
- Single page site (one long page)

### Excluded features:

- Forum Shop

## Logo & Stationery Design

Initially, we will form five logo concepts, which will be broken down into three designs. After collaborating together and making minor tweaks we will reach the finalised design that can be used for letterheads, compliment slips and business cards – all of which will be print ready and in formats scalable for large print.

## E-commerce Packages

### Moon Shop

The moon shop gives you the autonomy to select a template from our provider, of which we will revise to incorporate your brand colours and fonts\*. Your shop will have standardised functionality, as provided in the base model available from the CMS software, WooCommerce.

\*fonts are provided via Google fonts, in some cases the exact match to your branding may prove difficult – therefore, we will endeavour to find the closest match.

#### Included features:

- WooCommerce shopping cart
- Image slider
- Payment gateway – PayPal
- Standard offsite
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x Enquiry form
- Categories
- Stock control
- Products
  - Images
  - Description
  - Dropdown
  - Tax options
  - Standard shipping (one option)

#### Excluded features:

- Shop integrations for payment
- Delivery tracking
- Third party systems such as Xero
- Blog
- Forum
- News
- Single page site (one long page)

## Mars Shop

Our team will create two bespoke designs for you to evaluate and reach a final design that will form the style basis for the deeper pages. The shop will have standard functionality as provided in the base model available from WooCommerce (CMS Software). Additional designs can be created at an extra cost.

### Included features:

- WooCommerce shopping cart
- Blog or News section
- Image slider
- Payment gateway – PayPal
- Standard offsite
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- Categories
- Stock control
- Shop integrations with third party systems such as Xero (subject to plugin availability)
- Products
  - Images
  - Description
  - Dropdown
  - Tax options
  - Standard shipping (one option)

### Excluded features:

- Shop integrations for payment
- Delivery Tracking
- Forum

## Stars Shop

Our team will create three concepts, giving you the option to choose your direction before finalising down to one design. Thereafter, the final design will form the style base for the deeper pages and your shop will run on the standard functionality as provided by WooCommerce (CMS Software). Additional designs can be created at an extra cost, should you decide you want a wider range of options

### Included features:

- WooCommerce shopping cart
- Blog or News section
- Image slider
- Payment gateway – PayPal, standard offsite & other standard gateways such as WorldPay
- Testimonial slider
- 1 x Social feed (limited styling)
- 1 x enquiry form
- Categories
- Stock control
- Shop integrations with third party systems such as Xero (subject to plugin availability)
- Shop integrations for payment
- Delivery tracking such as DPD, Royal mail (subject to plugin availability)
- Products
  - Images
  - Description
  - Dropdown
  - Tax Options
  - Standard Shipping

### Excluded features:

- Forum

## All package terms

Your website will be built on either Joomla! or WordPress, depending on the type of build required. We will advise on the most suitable provider for you.

### Website analytics

We will setup your Google Analytic account and input the coding to your site - giving you full access. This does not include setting up conversion goals or filters.

### Mobile friendly

During the final stages of our build process, we will set your website to be *mobile friendly*, however we cannot guarantee your website will perform the same on all devices, particularly if the device isn't running the latest operating system.

### Free £75 ad voucher

On signing up to Google AdWords for the first time, you are eligible for a free £75 coupon when you spend £25. This is subject to availability and terms specified by Google.

### Local Search Network

Post launch, we will add your business listing on Google my Business. This does not include any other directories.

### Fast UK Hosting

To remain as your main point of call, we will host your website and manage it throughout the duration of the contract. Xilo, our chosen hosting platform is based in the UK and will house you on a reseller platform.

### Domain name

On your behalf, we will purchase your domain name within the contract fee. If the domain you require exceeds the annual buying cost of £15 + VAT, You the customer, will have to pay the cost difference. For example: If you wish to have the domain [www.yourbusiness.uk.com](http://www.yourbusiness.uk.com) and the domain annual cost is £23.49 + VAT you would be required to pay an addition of £8.49 + VAT each year.

Any domain names purchased by ourselves within contract will be registered in our name for the first 2 years, or until you have paid the full amount of the contract's total cost.



## Website maintenance

Throughout the year, updates are required to maintain the latest version of the software for security reasons. This is not to be confused with monthly support of making changes to your website.

## Google Apps Included

As part of having your email setup through our reseller of Google Apps, you have access to the other services from google such as calendar and drive.

## Build terms for all packages

### Content

All content for the pages must be provided, by you, in one go - we will provide a content checklist to guide you. You must provide content within 2 months of the contract start date. Charges may apply if content is not delivered within this period - see our terms of service for more information.

### Shop products

- Moon Shop - you are responsible for adding all products
- Mars Shop - we will add up to 50 products
- Stars Shop - we will add up 200 products

### Managing your project

All project work is managed through our project management system Teamwork. You will be given access to collaborate throughout the build and duration of the contract.

### Design vs. the final product

The finished website may not exactly meet the finalised designs due to the nature of web design.

### Adding more pages/features to your website

If you require additional pages/features, we will provide additional quotes for the work required. This is calculated at our hourly rate of £95 + VAT.

The total cost of your monthly contract will not change unless you are changing package type, for example changing from a website to an e-commerce shop. In this case, we will charge you a one-off cost for the change and your new monthly total will then reflect the equivalent package type.

### Monthly support

Depending on your chosen package, we will dedicate time each month to support you with any additions or changes, even amplifying your digital marketing presence. If the support quota is not used within the month, it can not be carried across to the following.

If you require more support than allocated, we will provide this on a pay as you go basis at an hourly rate of £95 or we can provide fixed monthly support packages.

### **Business email account**

Depending on your package, we will setup email account(s), which will run through our Google reseller program. The account has a limit of 30GB, should you require more space or additional accounts, we are able to add these at an extra cost - £6.99 per account per month.

### **Finance**

On signing up to a package, you are entering into a contract of paying the monthly total for a 24 months. You cannot cancel the contract until the 24 months have been paid.

If you fail to meet any payment, we will suspend all services (this will result in your website going offline, your email being suspended and your domain becoming available to purchase by the public) until payment has been received. Continued failure to provide payment will result in legal action and interest will be applied for all outstanding amount due and any application legal fees associated.

### **End of contract**

After the 24 months has past you have a few options...

1. Cancel all services
2. Continue with ongoing services such as hosting, email and maintenance at our standard rates (see our website for more information).
3. Renew your contract and have a brand new website at the package rate at the time of renewal.

### **Notes relating to options 1 and 2**

If you select option one, "if you wish to cancel all services" this will result in your website, and email being deleted. Your domain becoming available on the market for resale and all other items ceasing to exist. If you wish to move your website and email to another provider, we can provide the necessary support to facilitate this, which will be charged at our hourly rate of £95 + vat at the time required to action.

If you select option 2, monthly support will cease, but if you wish, we can provide monthly support packages.

## Terms for all Digital Marketing packages

- **Inspectlet Tracking** - we will setup the basic, free version of Inspectlet on your website and provide you will access.
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- **Mailchimp managed** - we will set-up and manage one Mailchimp account. If the account exceeds 2,000 subscribers, there will be additional costs associated with running the account, subject to Mailchimp's membership fees.

## Moon and back terms

This package provides:

- 1 written article per month, comprising solely of text. If you wish to have infographic or video content created, this will be quoted and charged at our hourly rate of £95 + VAT and will be an additional cost to the monthly package.
- The article length will be at the discretion of our team, but it will not fall below the 250-word mark. Where possible, our team will include relevant keywords & use internal linking for SEO purposes.
- SEO keyword research of a maximum of 10 keywords researched.
- **Essential report** comprising of analytics data showing the essential elements to traffic & engagement statistics. This report will not include any written analysis.

## Shoot for the Stars terms

- 1 research & written article per month, comprising solely of text. If you wish to have infographic or video content created, this will be quoted and charged at our hourly rate of £95 + VAT and will be an additional cost to the monthly package.
- The article length will be at the discretion of our team, but it will not fall below the 250-word mark. Where possible, our team will include relevant keywords & use internal linking for SEO purposes.
- SEO keyword research of a maximum of 10 keywords researched.
- **Advanced report** comprising of analytics data and in-depth analysis of statistics shown.
- 5 x google/social campaign created on either platform with only 5 campaigns running at any time across any platform. Additional campaigns can be created and pricing for this can be found on our Add-Ons. Any add-ons will be charged in addition to the monthly contract. Alternatively, campaigns can be paused so that new campaigns can be created as long as this does not exceed 5 campaigns in total.
- All costs associated with paid advertising campaigns are to be paid directly by the client to the 3rd party ad provider.
- 4 x social media posts across a maximum of 3 platforms including: Facebook, Instagram, Twitter, LinkedIn & Pinterest. Content for the posts must be provided

you, the client. Posts can be scheduled and if less than 4 posts have been created in one month, this cannot be rolled over into the next months.

- 1 x monthly email marketing campaign created in Mailchimp. Content for the email campaign must be provided by you, the client. If we do not receive the content in time from yourselves, we cannot roll the campaign over to the following month.
- 1 x landing page created for lead & conversion generation. We will produce one design and allow for minor amendments to this, subject to our discretion. A maximum of 1 landing page can be created each month and if a landing page has not been created, this cannot be rolled over into the next months. If a new landing page is not required, we can make changes to a landing page for testing purposes.

### Digital Marketing Finance:

On signing up to a digital marketing package, you are entering into a contract of paying the monthly total for a **minimum of 3 months**. You cannot cancel the contract mid-month, and there is a one month notice period should you wish to cease services with us.

If you fail to meet any payments, we will suspend all services (this will result in ads being paused, cease of work on the site, content and pausing email campaigns or social postings) until payment has been received. Continued failure to provide payment will result in legal action and interest will be applied for all outstanding amount due and which application legal fees associated.

### Digital Marketing packages

- Moon and Back: **£250 + VAT**
- Mission to Mars: **£500 + VAT**
- Shoot for the Stars: **£1000 + VAT**

### Results:

Despite using all modern digital marketing techniques, we cannot guarantee any results in the form of traffic, engagement, conversions or otherwise.

### Key information

Any package contract that you, the client, may enter into is **not** a finance or hire agreement. You will be entering into a standard monthly contract with us, Huga Digital Marketing, and will therefore be subject to the terms outlined in our agreement.

We, Huga Digital Marketing, withhold the rights to all intellectual property of any designs, development and advertisement until the full payable amount of the contract total is settled.