NUTWORK
WEB DESIGN | SEO | ONLINE MEDIA

Nutwork Website Brief

Compass Driving School – www.compassdrivingschool.com.au

11TH December 2009

Website Brief

Client Details

- Name: John Kirshaw
- Title:
- Telephone:
- Fax:
- Mobile: 0417 712 223

- Company: Compass Driving School
- ABN:
- Address: 11A Halsemere Way, Morley, WA 6062
- Email: compass.driving.school@hotmail.com
- Web: n/a

Website Summary

CMS, Design & Development Package

- Content Management System (CMS)
- Custom Professional Design
- Blogging and Commenting System
- Unlimited Pages - Add Your Own Content
- Weekly Analytics Website Reports
- Basic Search Engine Optimisation
- 5 Images from iStockphoto.com
- 12 Months Hosting included for free
- 1 Hour of CMS Training at Nutwork

Included Features

- Built-in SEO Tools
- Contact Form
- Google Sitemap Generator
- Embed Flash and YouTube Videos
- Multi-level Navigation
- Anti-Spam protection CAPTCHA
- Social Networking Links
- Advanced WYSIWYG Editor
- Custom Search and News Display

Domain Name(s)

Your domain name is your most valuable asset.

We recommend that you purchase your domain name through a reputable Australian dealer (we can provide some names upon request). We do offer to purchase your domain on your behalf for a $50 + GST yearly charge.

When your website is ready to launch, we will require access to your domain name in order to point it at your new website. Please ensure that you have your domain username and password ready – speak to us for more information.

Content Management System (CMS) - Wordpress

Your website will feature a rich and elegant content management system called Wordpress. Wordpress allows you to update your website content yourself and save you thousands of dollars in on-going management fees. Wordpress has no ongoing licence costs either and is very simple to use. We will also train you how to use it.

We will always install the most current, stable version of Wordpress that is available at the time of development. We will never install or use versions of Wordpress that are in beta or testing, and reserve the right to use older, more stable versions, in order to ensure that your website will run smoothly. From time to time, Wordpress will release updated versions of the software. Upgrades of this software may be performed at your request, as additional development.

Hosting

The first 12 months of Hosting are provided for you as part of your package. The hosting period commences from **the date that your deposit is received**, because we develop your website on your hosting account. We will then charge you an annual fee as detailed in this quote. Because the hosting is live right away, you can opt to have your emails switched on before the website is completed. Your website will be hosted on a premium web server, using the latest PHP technology. Our servers are fast, robust and reliable. Our servers are backed up on a regular basis automatically and undergo regular maintenance during off-peak times to ensure they are operating efficiently.

- 250 MB of Web Space
- 3 GB Monthly Bandwidth
- First 12 months are included with your package, then just $150 + GST per year afterwards

Please note that should you wish to host the website on a third party server, there is an additional fee of $350 + GST for us to deploy the website – and that we will require full database and CMS access. Also note that hosting the website on another server voids our warranty and we will not be able to support your website.

Email

We will provide you with an **optional full email service** for up to **20 email accounts**. However, if you already have an email system then you will not require our email service. Our email server can be accessed through your favourite Email program such as Outlook, Eudora or Windows Mail. You can also access your email through a web interface similar to Hotmail and Gmail from anywhere in the world. You will be responsible for any additional costs or charges that your current Email provider or IT providers will charge to migrate your email should you decide to move it.

Support

We offer a complimentary telephone and email support service during business hours. All support is free for the first 6 months once we launch your website. Additional charges will apply for support calls in relation to issues that are not caused by a faulty software component.

- Monday through Friday 9am to 5pm
- Telephone 08 9388 6918
- Email support@nutwork.com.au

Included Features

Your customised Content Management System (CMS) comes packed with features not normally found in regular versions of Wordpress. Over time, we have added features, plug-in and functionality that have become "standard" in our installations.

These included features are completely free of charge – and all designed to enhance the usability and functionality of your website experience.

Built-in SEO Tools

Allows you optimise each page, enabling Search Engines to find you easily.

Contact Form

Create additional contact forms on the fly and add them to your pages.

Google Sitemap Generator

Updates the search engines with new content and pages automatically, improving your search results.

Embed Flash and YouTube Videos

Easily included flash objects and YouTube videos into your posts and pages.

Multi-level Navigation

Add more pages to your website and have them automatically appear under your navigation area.

Anti-Spam Protection (CAPTCHA)

Prevents spam on your comments, posts and contact form.

Social Networking Links

Allows people to submit your website content to their social networking profiles such as Facebook and Twitter.

Advanced WYSIWYG Editor

Allows content addition & editing with a What You See is What You Get editor, similar to a Word Processor.

Custom Search & News Display

Displays all of your search, news and blog results in a neat ordered list automatically optimised for SEO.

Project Management

Your website development will be project managed by a senior Nutwork Project Manager. Their job is to ensure that your website is delivered on-time and on-budget. They will also work with you to ensure that you are happy with your concept design.

Your project manager will liaise with you throughout the development and contact you at each milestone to keep you abreast of the production status.

If you have any technical or project questions, these can also be directed to your Project Manager.

Your project manager for website enquiries is:

- Sarah Connolly
- Telephone 08 9388 6918
- Email sarahc@nutwork.com.au

Website Analytics

You will receive a weekly report with all of your website statistics and information included:

- Page views
- Bounce rates
- Traffic sources
- Unique visitors
- Popular pages
- Search engine queries
- And more

Search Engine Optimisation

We will optimise your home page / landing page text for you so that it ranks as high as possible in the search engines.

Additionally, we will ensure that all page titles and meta information of all other pages are correctly formatted, and that you have the tools available to ensure all future content is fully optimised.

We will also include a SEO Management Tool as well as carrying out the initial research into what keywords best maximise your websites exposure on the search engines. Creating content around these keywords will ensure a highly ranked website.

SEO Management Tool
- Manage your meta tags
- Edit and update your keywords
- Edit your title tags
- Create search engine friendly URLs

Project Milestones

1 – Design Meeting (Scheduled within 2 weeks of your deposit being paid)

Once the deposit is confirmed, we will invite you to a meeting at Nutwork to meet the design team and project manager. You will then meet the team and discuss the overall design of your website. Any questions you have can be answered in this meeting. You should allow up to 1 hour.

2 - Concept Design (Completed within 2 weeks of the design meeting)

We will then prepare a concept design for your approval. We allow up to 3 rounds of changes and tweaks to the design, up to a maximum of 5 hours of amendments, to allow you to make some tweaks to the design. Additional concept designs are available upon request – ask us for a quote.

3 - Development (Completed within 2 weeks of the Concept being approved)

Development will begin once the design is signed off and we will begin building your website. Your Project Manager will liaise with you throughout the process to ensure that you are up to date with the status. We will create all of the base pages listed in the sitemap and set up your navigation and menu systems.

4 - Training (Completed within 1 week of Development)

We will schedule a training session within 1 week at our office in Subiaco. If you cannot make the training, you can waive the free session and opt for us to send you written documentation instead. Please note that any requests for training at a later time will be at an additional cost. After training, you will be able to add all of your website content yourself using the Content Management System. If you would like us to upload your content for you, or to help with photo-shopping your images, just let us know and we will quote you at an hourly rate.

6 - Content Upload (You have 2 weeks to complete your content)

We ask that you complete your content within 2 weeks – so that we can then make your site go live. If you are getting us to upload your content for you, it must be provided to us in an electronic document, with any attached photos. A Word document, with heading names for the pages works best. We will charge an hourly rate to upload your content and make any alterations to your site.

7 – Go Live (This takes 72 hours and occurs 2 weeks after training)

After 2 weeks from your training date, we will be ready to make your site go live. By now you would have added your content, or asked us to do it for you. We will then make your site go live for your clients and customers to start using. Additional fee's apply should you ask us to delay this step until later.

8 - SEO Health Check-up (Completed within 2 weeks of site going live)

Once your site has been live for 2 weeks, our SEO team will carry out an SEO review of your website to ensure that you will rank high in search engines. We will contact you with the results, and arrange to meet up with you to discuss any post-launch issues or questions you might have.

Project Costs

Please find a summary of the project costs below:

Website Package $3,450

Hosting, Email & Support Included
The first 12 months are free, then just $150 per year renewed on the date you paid your deposit

Total Project Costs $3,450 + GST

Payments

Please note that all prices shown above exclude GST.

Upon acceptance of this brief, we will issue you with a tax invoice including GST and request a deposit. The project and hosting will commence from the date your deposit is received. Late payments may attract a further administration fee.

Please note that **the final payment is required on a fixed date** regardless of project status or prior to website deployment. We will issue you with a final invoice on the date indicated below, or prior to the deployment of the website – whichever comes first.

All deposits and payments are 100% non-refundable.

- **50% immediately** (Deposit) – project will commence on this date
- **50% final payment** after training is completed, or 8 weeks after the deposit is paid, whichever comes first

Terms and Conditions

1. **This Document – Project Brief**
   a. This document is the project brief, and covers the full scope of works that Nutwork will provide to you
   b. This document supersedes any other document or quote given to you – and you are responsible for checking and ensuring that all details are correct
   c. The prices in this document are valid for 30 days – should you wish to proceed with your project after this period we will prepare a new project brief for you

2. **Ownership and Intellectual Property**
   a. Nutwork is engaged as a professional contractor to design, develop, publish and host your website while you retain full ownership and responsibility of your website

3. **Content**
   a. Nutwork is not responsible for your content nor any content you publish on your website
   b. Nutwork will upload the maximum number of pages of content as stated in the brief
   c. You have two weeks to supply content – after which any content additions must be done by the client using the CMS or Nutwork can be contracted to do it at additional costs
   d. Content must be supplied to Nutwork in a single electronic document (such as a PDF or Word) in a format that can be read by Nutwork

4. **GST**
   a. All costs in this document are listed exclusive of GST

5. **Wordpress General Public Licence**
   a. Wordpress is an open source project and subject to a General Public Licence. Please refer to http://wordpress.org/about/gpl/ for more information
   b. Once the final payment has been made, Nutwork give you the client full use and ownership over the website
   c. You own all logos and data which you provide to Nutwork for use on the website
   d. Nutwork may, following the Final Payment Date, provide you with a copy of all files on the hosted server (.html, .aspx, .dll, .css) upon request
   e. Nutwork may, following the Final Payment Date, provide you with a copy of the current database upon request
   f. We always install the latest stable version of Wordpress
   g. Should a newer versions come out after we have installed it, we are not obliged to upgrade unless this is carried out as additional development

6. **Hosting**
   a. Hosting fees recur annually from the time of creating the server account when we commence development
   b. Our hosting has certain limits (as described above)
   c. We reserve the right to review our hosting costs each year based on your usage
   d. Nutwork Hosting is required for some/all services
   e. If you remove the website from Networks' server hosting, then Nutwork is no longer responsible for the website and this voids any warranty or guarantee

7. **Support Issues**
   a. Support issues that are related to programming errors will be handled at no charge for the first 6 months after the website is launched as long as the hosting remains with Nutwork
   b. Support issues that are determined by Nutwork to be user-related, or reported after the 6 month period, will be fixed as a billable item

8. **Browser Compatibility**
   a. All of our websites are coded and designed to work in the following browsers:
      i. Internet Explorer (version 8)
      ii. Mozilla Firefox (version 3.0.10)
      iii. Apple Safari (version 3.2)
   b. All other browsers and/or browser versions are not supported and we cannot guarantee that the website will function 100% correctly in other versions, although in most instances our websites are backwards compatible

9. **Limited Guarantee and Warranty**
   a. Nutwork offer a 6 month limited warranty on our websites from the date the website deployed and paid in full
   b. Our warranty only applies whilst the website is hosted on our servers. Removing the website from our server voids the warranty
   c. At any time that a bug is reported to the support team, Nutwork will investigate the issue
   d. If it is determined that the fault lies with a coding or design error, it will be deemed a bug and fixed at no charge to the customer
   e. If it is determined that the fault lies with a user generated error or cause, then it will be deemed as additional development and a charge will be made to the customer which includes the investigation time and the time it takes to correct the user error
   f. This warranty applies for 6 months only from the time the website is commissioned, after which all issues are classified as additional development
   g. Our warranty only applies while the hosting of the website remains with Nutwork Web Design – hosting the website on your own server or that of another company completely voids this warranty

10. **Confidentiality**
   a. The contents of this proposal are confidential and remain the property of Nutwork Web Design. If you decide not to use the contents, you must not copy, reproduce or disclose them to any person without the prior written consent of Nutwork Web Design. You agree to indemnify Nutwork Web Design against any loss directly or indirectly suffered by Nutwork Web Design as a result of a breach of this provision

11. **Sole Agreement**
   a. This document is a sole agreement – that is we will provide everything that is included in this document
   b. Any item or request that is not included in this document is an additional requirement, and subject to additional costs

12. **Costs & Payments**
   a. All payments & deposits are 100% non-refundable and non transferrable
   b. Part payments may be required and requested at different stages throughout the development cycle
   c. Each milestone has an applicable limit in terms of resources and time – these limits are noted in this document. Excess charges will apply if these limits are exceeded at the clients request and we reserve the right to request any outstanding amounts
   d. Late payments will attract additional administrative charges and fees

13. **Validity**
   a. This document is valid for 30 days from the date of publication shown at the top
   b. This document is, and remains the property of Nutwork Web Design and may not be used for any other purpose other than is intended by Nutwork Web Design
   c. You may not pass this document on to any third party provider or person without written prior consent from Nutwork Web Design

14. **Termination of Services**
   a. Nutwork reserve the right to terminate our website, hosting, email and online marketing services should your account become 60 days over due
   b. Should services be suspended due to an overdue account, Nutwork is not liable for any loss of income or damage to search rankings resulting from the outage
   c. Nutwork reserve the right to immediately suspend your services without notice should you use your website in any way that can be deemed illegal, such as the displaying of pornography, copyright infringed file sharing, etc
   d. Should you terminate the contract early, you forfeit all monies paid and no refunds will be made available

Authorisation to Proceed

Post, Scan or Fax this page to Nutwork to begin the project

Please fill out the form below, sign and date it. By signing this document you agree to and accept all the conditions as set out in the brief, and agree to be invoiced as per the costs laid out in this document.

Your project will commence once your deposit is received, and this form is signed and sent to us.

Nutwork Web Design

Attention: The Project Manager

2/331 Hay Street Subiaco, WA, 6008
Telephone: 08 9388 6918
Facsimile: 08 9388 6917
Email: support@nutwork.com.au

Account: Compass Driving School

Your Name _____

Your Position_____

Company Name _____

Signature _____   Date _____

Nutwork Office Use Only

Auth Form Date Received _____

Deposit Received Date (Project Commencement Date) _____

Emp _____   Date _____