



Blue Web Northwest Website Development & Maintenance Costs, Policies, and Procedures

Website Development and Maintenance Costs

Website development costs can vary depending on services needed. The following is a general outline of what Blue Web NW charges for each phase of the website development project and a description of fees for maintenance after the website is built. If you are interested in having a website built, Blue Web NW will go over your individual needs and create a personalized proposal including individualized costs.

Initial Website Development Services	Cost
<p>Website Planning Meetings: Initial meeting(s) to discuss website needs. This also includes follow-up meetings and contact while the website is being built.</p>	<p>\$100 for meetings/contact during planning and development process. (Maximum of 4 hours. Meeting time over that will be billed at hourly rate. Any mileage traveling to meetings over 30 miles from 98270 will be billed the standard mileage rate.)</p>
<p>Website Design & Mock-up: Design and mock-up of the site, including navigational diagram, design/content planning worksheets, color palette chart, initial design proof, incorporating feedback and final design mockup.</p>	<p>\$400 (Cost for average site. Individual cost may vary depending on complexity of site and how much initial design work is already done by the client. Logo development and photos/graphics are not included in this fee. Includes 1 design proof & 2 rounds of changes.)</p>
<p>Website Template Building: Coding the template page for the website using current standards-based programming. Languages include XHTML, CSS, JavaScript & PHP. (Currently, Flash is not available. Any advanced programming will be discussed with the client and charged an extra fee.)</p>	<p>\$200 to build site template.</p>
<p>Website Development: Creating & coding each web page using XHTML, CSS, JavaScript & PHP, adding content – including text, graphics, hidden code. (It is the client's responsibility to provide content for their web pages, including text and graphics. Any work that Blue Web NW performs regarding client content will be charged extra.)</p>	<p>\$50/page based on template (for coding and adding content, pages not based on the template will be assessed extra charges – to be discussed with client) \$75/standard form (for standard coding, advanced programming will be extra) \$25/hour for any work creating, writing, gathering content and graphics. (These prices are for the average web page. A page with advanced programming or lots of thumbnail graphics, etc. will be charged extra.)</p>



<p>Web Hosting/Domain Registration: The client arranges for their own domain registration/hosting, unless alternate arrangements are made with Blue Web NW. (See the Policies section of this document for a complete description of these services.)</p>	<p>\$25/hour – any work done to assist client in set up or transfer of domain registration and hosting services. \$75/year – Optional fee to have Blue Web NW arrange, manage and pay for domain registration & website hosting – includes initial setup and yearly renewal.</p>
<p>Site Installation: Blue Web NW will install the website on the client’s hosting server upon completion of the project. (Client must provide ftp, login and password info.)</p>	<p>No charge. (Up to 1 hour time installing site. If more work is needed to set up site due to ftp, login or password problems, including contact with hosting company for troubleshooting, work will be billed at hourly rate.)</p>

Website Development Billing: The Website Planning, Design and Mockup fees (average of \$500) must be paid before work is begun on the website development project (after initial meeting and agreement to build website). The template fee, website development fees, and any additional fees for extra work done or services provided will be billed as work is completed (on a monthly basis). Fees for domain registration and website hosting (if done with Blue Web NW) must be paid before installation of website. Any work requiring extra fees or graphics obtained by Blue Web NW for the site will be cleared with the client prior to implementation.

Website Maintenance Services	Cost
<p>Quarterly maintenance fee: Basic fee for overseeing & maintaining a website. Includes: up to 1 hour per quarter of website updates, regular contact with the client and checking in on their website (including compatibility with new browsers/technology), regular backups of all files, and notification of domain/hosting renewal due dates (if Blue Web NW is set up as the contact on their account).</p>	<p>\$50/quarter.</p>
<p>Updates to client’s site beyond 1 hour per quarter.</p>	<p>Time will be logged and billed monthly or quarterly (depending on extent of work done) at hourly fee of \$25/hour.</p>

Website Maintenance Billing: Website maintenance services will be billed quarterly (jan-mar, apr-jun, jul-sep, oct-dec) unless work done is extensive (will determine with client). Extensive updating work will be billed monthly.

Other	Cost
<p>Database System Other Programming Languages</p>	<p>Blue Web NW is currently in the process of developing these features and costs. If you would like to discuss these options now, please contact Blue Web NW.</p>
<p>Graphic Design Services: Blue Web NW is also able to work with clients on other graphic design projects, including brochures, flyers, newsletters, business cards, letterhead, etc.</p>	<p>Charged at hourly rate of \$25/hour. Please ask about these services if you are interested.</p>



Website Development and Maintenance Policies

Web Hosting/Domain Registration

Existing Accounts: Many clients come to Blue Web NW with existing domain registration and website hosting accounts already set up. Therefore, as a default, it is the client's responsibility to set up, maintain, renew and pay for their website hosting and domain registration with the company of their choosing. The client must provide Blue Web NW with the hosting ftp, login and password information in order to access their hosting account and website files. Blue Web NW also prefers that clients add them as a contact on their hosting/domain accounts so they can contact the company regarding problems, if needed.

Transferring Accounts: If the client wishes to have Blue Web NW assist in transferring domain registration or website hosting to a new account, those services will be billed at the hourly rate.

Setting up new Accounts: If the client does not have an existing domain registration or hosting account, Blue Web NW can assist the client in determining their website hosting and domain registration requirements and help them find an appropriate service to meet those needs. Blue Web NW can also help set up those services. Help in setting up new accounts will be billed at the hourly rate. The client would then be responsible for managing and maintaining their own website hosting and domain registration accounts and paying the yearly renewal fees.

Hosting with Blue Web NW: If the client desires, they may have Blue Web NW host their web site and register their domain name under the Blue Web NW account (using GoDaddy.com) and maintain/renew those services for the client. In this case, the client would not have access to these accounts or their files and would need to continue to pay the yearly processing fees to Blue Web NW in order to maintain their website. Currently, the yearly rate for having Blue Web NW provide the hosting and domain registration is \$75/year.

Programming Languages

Blue Web NW currently use the programming languages XHTML, CSS, JavaScript, PHP and SQL. The client can be assured that their websites will follow the current World Wide Web Consortium standards (www.w3c.org). This makes their web system readable and accessible to all major user agents (web browsers, mobile phones, and personal data assistants).

Dynamic Websites & Database Management Systems

In the past, Blue Web NW has not offered database management systems or e-commerce services, but is in the process of expanding to include these services. When they do become available, the client will be offered the opportunity of adding these services to their existing site.

Website Maintenance

In addition to creating web sites, Blue Web NW offers continued maintenance plans. Creating a web site with the current programming languages requires someone who is familiar with those languages to make changes. It is very common for a client to require updates to their site after initial installation. Should the client choose to maintain contact with Blue Web NW and have



them make occasional or regular changes after the initial website installation process, a maintenance contract will be generated regarding those services. A quarterly website maintenance fee will be charged for any client who requires continued contact/maintenance services.

File Changing/Archiving

Blue Web NW's file changing/archiving process is as follows: When updates are made to a client's web pages, the current files will be overwritten (if changes are small). If there is a major change in the page and the client requests that a copy of the old file be kept, a copy will be kept for one year (as long as the client has a current maintenance contract) in case the client ever wants to refer to or revert back to a previous version. When the client decides to end their contract with Blue Web NW (either immediately after their web system is installed or after it has been maintained), Blue Web NW reserves the right to delete the old files.

Warranty/Source Code Policy

It is the policy of Blue Web NW to be the sole holder of the rights to access the client's source code (the programming used to create the web site) for as long as the client maintains a contract with them (development or maintenance). Blue Web NW guarantees their web sites to work as intended for as long as the client maintains a current contract with them and they are the sole individual(s) accessing and working with the files. If the client decides to allow access to their files by another individual/company or to end their contract, Blue Web NW can no longer guarantee the functionality of the web site.

Upon termination of all contracts, Blue Web NW will provide a copy of the client's web files (at their request) and the client will be the owner of their web site files and may do what they wish with them.

Data Security/Disaster Recovery

Blue Web NW suggests using a web hosting company with a good security infrastructure and the ability to restore backups should something happen to their system and the client's files. Blue Web NW will also be keeping a copy of the client's files locally on our computer(s) with regular backups onto an external hard drive. However, Blue Web NW makes no guarantees as to the safety of the client's files.

Training/Ongoing Support

Since the client's entire web site will be created and maintained by Blue Web NW, not much training will be required. Blue Web NW will gladly answer any questions regarding basic web terminology and concepts, as well as questions regarding their costs, policies and procedures.

After the client's web system is installed, Blue Web NW will review it with them so that they can see exactly how it will be used by their visitors and what options they have for continued maintenance services.

Website Development Procedures

Implementation Plan

Blue Web NW's website development projects follow a specific step-by-step process, which will be tailored to meet each client's needs.

See the chart below for the general process and timeframe for building a 5-10 page website (depending on availability and how quickly the client responds).

	Description	Timeframe
Step 1: Web Planning	Discuss the client's needs and desires for their web site, including domain, hosting, content, general layout/navigation, and design.	1-4 weeks
Step 2: Web Mock-up & Design	Finalize site navigation with a site diagram, develop a color palette chart, and create a layout/design mock-up of the web site for the client to review.	2-6 weeks
Step 3: Feedback	Client will give feedback regarding the mock-up/design, which will be incorporated.	1-2 weeks
Step 4: Web Development	Blue Web NW will create the template page of the web site for the client to review. Once it is approved, content will be added.	2-6 weeks
Step 5: Feedback	The client will review the site and give any further feedback.	1-2 weeks
Step 6: Web Publishing	Blue Web NW will incorporate any changes/suggestions and then install the web site with the client's web host.	1-2 weeks
Step 7: Training/Support	Blue Web NW will review the client's site with them and answer any questions they may have.	1-2 weeks

Note: These time estimates are not full time hours, but reflect the time needed to balance the work between multiple clients. Actual timelines will be developed individually with each client.