



BUSINESS TERMS & SERVICE GUIDE 2022



ABOUT ME

I'm Vic, and I am a Freelance Web Designer / Web Solution Provider based in Shoreditch, East London, providing web design, hosting & content update services for start-ups and small businesses.

I specialise in offering a personal service and delivering high quality, professional, cost effective web solutions to a range of clients; from sole traders and creatives, to talent agencies and SME's along with anyone in between.

I started working as a freelance web designer in 2011, but I've been coding websites since way back in 2001!

I usually have multiple projects 'on the go' in varying stages, so may not always be able to take on new work when approached - although this is rarely the case. You can check my current availability on my website.

As a freelancer I often work outside of normal office hours in order to get work done, whilst also juggling meetings, seminars, trade shows and training, so it's not unusual for me to be working in the early hours and then be unavailable until a little later in the day.

I do however operate within a daily time frame of **11am to 6pm, Monday to Friday** and request that unless it's an emergency clients should contact me between those times as I can not be assured of being available otherwise.

If I am in a meeting or otherwise unavailable I will try to get back to you as soon as possible, although this may not be until the next day.

I have a strong aversion to web designers quoting their clients for unnecessary work or convincing them that they need something expensive in order to do something simple. I pride myself on offering an honest service and providing advice rather than a hard sell. If you have a specific budget I always endeavour to stick within it, where possible.

I do not outsource any work, so you can be assured that I will be personally working on your project.

My hourly rate starts at £28 and a list of usual additional services (including charges) can be found at the end of this booklet.



SERVICES

MOBILE AND MULTI DEVICE COMPATIBLE WEB DESIGN

Over 60% of all businesses online do not have a mobile friendly website, whilst over 80% of people use mobile devices as opposed to desktop computers.

If you have a website it pays to have it designed in a mobile friendly manner. If you don't and someone visits using a mobile device then your user experience can suffer greatly.

Google place a lot of emphasis on mobile friendly websites and lists them higher in search results on mobile devices than sites that do not perform well on mobile, so it's worth considering that also. They are also adopting a mobile first search index, meaning if your site isn't compatible with mobile devices you could be penalised in their search results whatever platform the search is performed on.

Depending on circumstances and what exactly visitors are able to do on your site, an all in one responsive design may be most appropriate as it will work on various screen sizes. However if you require a specific experience across devices it may be more prudent to create custom layouts for the recognised breakpoints related to device sizes.

Whatever the situation I can help to analyse which method is appropriate for your needs of your visitors and advise accordingly.

WEBSITE CONTENT MANAGEMENT / WORDPRESS

Depending on how often the content on your site is subject to change you may decide to have your site built on a content management system to make updating text and images easier for you to do yourself.

There are many CMS platforms available, with Wordpress being arguably the most popular due to the extensive plugins which can extend the functionality way beyond that of a simple blog platform. From simple information based sites to full scale directories and fully featured e-commerce sites Wordpress is a flexible solution.

All Wordpress sites feature custom built themes, coded and extended as appropriate to provide the desired function of your site.



As I endeavour to make updating your site a simple process, depending on your requirements I may also utilise a custom backend system based on the Wordpress core to ensure everything is straightforward and easy to use.

If you require assistance on how to use any features of Wordpress I can offer training or provide useful videos which you can use to learn at your own pace.

In cases where a full Wordpress site is not necessary but content management is still required I also use a very simple and basic CMS that will suffice in this case, and so this option is also available.

E-COMMERCE SITES / ONLINE SALES

There are various options available for clients wishing to create their own online shop or sell their goods or services online.

For Wordpress based websites then WooCommerce is an excellent plugin choice to add sales functionality to your site. WooCommerce is a popular and well documented platform, with extensive add-ons available to extend its capabilities. It's ideal for selling both goods and services, or for providing a catalogue function.

I also recommend Payhip as a cart solution, especially for digital sales and downloads, as it handles any digital VAT calculations. You can also sell physical products, subscriptions and coaching services on the platform.

Payhip can either be integrated into an existing site, either Wordpress or HTML, or your site can be built on the Payhip platform using their site builder. I have extensive experience with the platform, and although there are some currently some limitations to functionality it is an excellent option for a small shop or digital sales platform.

WEB HOSTING AND DOMAIN NAME REGISTRATION

Hosting services are provided if required by the client at a cost of £12 per month, or £125 per annum.

The hosting is via Heart Internet and is administered by me. Charges are purely for hosting and administration and **do not** include extended support.



In the event of service disruption I will contact Heart Internet to source the cause and will monitor the situation until it is resolved, whilst keeping you informed, but I am not responsible for any loss of service as I physically can not do anything to fix it. If it is a hardware problem (very rare, but they can occur) Heart Internet will have a support team working on getting everything up and running as soon as possible.

If you don't already have a domain name I can register this on your behalf. The cost will depend on the domain name required as different domain suffixes cost varying amounts. I can provide a list of domains and costs for each suffix upon request.

If you already own a domain name but require hosting the domain name will either need to be pointed to the hosting package so the site can be accessed via that domain or alternatively the domain can be transferred to Heart Internet under your hosting account.

Ownership of the domain remains that of the original registered owner.

CONTENT UPDATES TO EXISTING WEBSITE

Is your website up to date, or is it feeling a little neglected?

Visitors are put off when they see old content and ©2011 at the bottom of the page, so it's important to keep your information up to date.

A number of my clients came to me with ready built sites that they wanted to keep but had no idea how to update because their web person left or the company who built it no longer has the time to update it for them.

So long as you have access to either the backend of the site, if on a CMS, or your FTP / server login information to access your site, if it isn't, then I can make content updates for you.

Similarly if you want to spruce up the look of the site, update the framework or bring an old site up to modern standards and best practices, I can also work with you to determine the best way to do this either using what you already have or rebuilding, whichever is most appropriate for your circumstances or budget.



SEO (SEARCH ENGINE OPTIMISATION)

If required I can advise on SEO friendly best practices to check your site content meets the guidelines of major search engines.

The SEO industry is in a constant state of flux as Google etc attempt to clean up the web and no one can guarantee first place listings or even front page placement regardless of what certain companies say.

Many of the techniques formally employed by SEO companies are now regarded as bad practice and some will even result in your site becoming penalised by Google or even blacklisted.

It is also worth noting that Google particularly focus on local results, and also base their results on your previous searches, so if you are searching for a business or service you may see different results for the same searches made by someone else simply based on where you physically are or what you've searched for in the past.

In the case of local results for businesses this is particularly relevant if you're using a mobile device, as Google tries to give you results you are more likely to use and are close to your location if possible.

Despite these changes to the way search results are shown if your site follows the rules and best practice guidelines set out by Google etc you stand a much better chance of seeing good rankings, and I can help with that, or if you require full on SEO services outside those that I offer I can recommend a suitable company.

A note about Search Terms

Something that is frequently requested is for sites to be found for totally irrelevant search terms, such as 'London' because the business is based there or 'Party' because the business sells balloons. 'Party' for example can refer to many things and search engines are not psychic. Keep in mind that it is practically impossible to be shown in search results for a term that doesn't exist anywhere on your site.

When deciding on your site content think about what you would type if you were looking for something. If you wanted some balloons for a 40th birthday would you type 'party', or are you more likely to type 'happy 40th birthday balloons'?

Google and other major search engines base their algorithms on supplying the user with results relevant to their search, so unless you can prove to them that your site deserves to be shown for your desired terms you won't be.



ONLINE MARKETING & PAY PER CLICK ADVERTISING / PPC

There are various different platforms you can run PPC ads on and as you are charged only when someone clicks on your ad it can be a very effective way of marketing to your target audience.

Although I am trained in online marketing, Google Advertising (Adwords / Adwords Express) and Facebook PPC advertising best practices I am currently not offering account management as a service.

I can offer advice on suitable marketing methods and platforms to meet your advertising and marketing requirements, and set your site up to track conversions, but due to the time required for ongoing account management I would not take on this side of it. I can recommend trusted service providers if this is something you wish to explore however.

WEB TOOLS AND ANALYTICS

If you don't have these set up already I can register your site with Google's web tools and analytics. These not only help Google determine how your site is set up and thereby index it correctly, but they also provide valuable information about your visitors and how they use your site.

SETUP OF EU COOKIE LAW CONSENT

Chances are whilst browsing the internet in the last couple of years you will probably have noticed an increase of banners and popups asking you for consent to place a cookie on your computer. This is because of an update in the EU Cookie Law.

If your site uses cookies in any way, be it for analytical purposes or for third party advertising, you **MUST** have a cookie consent solutions to comply with the EU Cookie Law that states

“a person shall not store or gain access to information stored, in the terminal equipment of a subscriber or user unless the requirements of paragraph (2) are met.

(2) The requirements are that the subscriber or user of that terminal equipment-

(a) is provided with clear and comprehensive information about the purposes of the storage of, or access to, that information; and

(b) has given his or her consent.”



Whilst many websites are still not compliant there are a number of simple options available which cover most instances of cookie and those sites that just have analytics.

If your site uses cookies and you do not have an option for consent set up I can analyse your site and advise on the simplest solution for you.

PRIVACY POLICY AUDIT

As well as Cookie consent, many website owners are not aware that your site **has** to have a Privacy Policy. Whether it's a simple statement saying that you do not collect any data via your website (assuming you don't), or a full disclosure as to the information collected, how it is stored and what you do with it, you must provide visitors with your policy.

If you do not have an existing policy I can advise on the depth of the policy you'll need and help you set this up.

Ultimately however the onus for this will fall to you, as every business is unique and operates differently to others so you should ideally check your policy with a legal representative to ensure you are completely covered.

SERVICES PRICE GUIDE

Description	Quantity	Unit Price
Hosting setup (one off fee)	1	£ 35
Hosting (annual)	1	£ 125
Hosting (monthly)	1	£ 12
Domain Management / DNS changes	1	£ 30
Google Workspace Configuration and Setup (+£10 per additional user setup)	1	£ 40
SEO review - Review of content / Page titles (Main pages - 8 max)	1	£ 240
SEO amendments (per hour)	1	£ 35
Web tools / Analytics setup (per service)	1	£ 35
Ad-hoc Content Updates / Site Support (per hour)	1	£ 35
Setup of EU Cookie Law popup	1	£ 40
Setup of Basic Website Privacy Policy (The client should provide a FULL company policy in accordance with GDPR)	1	£ 40
Email template design (per hour)	1	£ 45
Content / Data Entry (per hour) - from content provided by client	1	£ 28
Copywriting (per hour)	1	£ 35
Digital Training - How to use online services / update CMS website (per hour)	1	£ 45
General support (per hour)	1	£ 35
Wordpress - Creation of Custom Theme (per hour)	1	£ 35
Site Testing (per hour)	1	£ 35
Web design and build - estimated price given by quotation on a project by project basis.		Price on request



PRIVACY & GDPR

As from the 25th May 2018 GDPR regulations are in place to provide a set of standardised data protection laws across EU member states.

This affects **every** business that collects **any** personal information through **any** medium, be it online or otherwise, and gives each and every one of us more control over what companies do with our data by way of consent and restricts the use of your data for marketing purposes amongst other things.

To get a full scope of the law if you are not familiar with it I suggest you read up on GDPR on the ICO website (ico.org.uk) especially if you have not heard of GDPR and you are processing personal information in some form.

As a result of these new laws many businesses have revised their internal processes to comply with GDPR and have updated privacy policies and contracts in order to make clients aware of their rights and how the data is used.

You may need to register as a Data Controller with the ICO and can be fined if you do not.

I am a registered Data Controller for my business and have updated my own processes and policies towards GDPR compliance.

My website Privacy Policy can be viewed on my website, and my Data Processing Policy is included in this document.

Due to the nature of some of the services I provide I will be requiring some clients to sign a Data Processing agreement in order to provide certain services to you.

In this instance, you, or someone in your organisation, will be the Data Controller of your company data and the personal information of clients that you hold / use.

The terms of business between myself and clients will remain unchanged as I do not collect, process or use any data beyond the scope of what it is provided for, nor do I sell any information provided to me or use it for marketing.

Any communications between clients and myself falls under the category of 'legitimate interest'. Any data that is processed by me is used solely to provide the service requested by each individual client and is retained long enough to provide the service and to fulfil my legal obligations.



DATA PROCESSING POLICY

Nature of work - Web Design & Web Services

This Data Processing Policy does not apply to the practices of third parties that I do not own or control, including any third party services required to fulfil my contract with the client. These service providers will have their own policies that should be referred to by the client. A list of third party services I may use in the course of a contract is at the end of this document.

Description of processing

The following is a broad description of the way I, as data controller, process personal information. To understand how your own personal information is processed you may need to refer to any personal communications you have received, check my privacy policy or contact me to ask about your personal circumstances.

Reasons/purposes for processing information

I process personal information to enable me to provide my contracted web design and web solution services, to maintain my own accounts and records and also to support and manage my clients.

Type/classes of information processed

I process information relevant to the above reasons/purposes. This may include:

- personal and family details
- lifestyle and social circumstances
- goods and services
- financial details
- employment and education details
- website content which mentions team members or employment history
- customer data provided by the client for website data entry
- data stored in a database provided by the client
- login information for relevant third party services, such as hosting companies, that are required to provide the contracted service.



I do not normally process sensitive classes of information as it is not usually necessary to provide a service. However, depending on the service required by a client and the data provided to me by the client I may process such information (if provided) as required.

These classes *may* include:

- racial or ethnic origin
- physical or mental health details
- religious or other beliefs
- trade union membership
- sexual life
- offences and alleged offences

Who the information is processed about

I personally process personal information about:

- customers and clients
- suppliers and third party services used to provide my services
- advisers, consultants
- complainants, enquirers

Who the information may be shared with

I sometimes may need to share the personal information I process with the individual themselves and also with other organisations. Where this is necessary I am required to comply with all aspects of the Data Protection Act (DPA). What follows is a description of the types of organisations I may need to share some of the personal information I process with for one or more reasons.



Where necessary or required I may be required to share information with:

- family, associates and representatives of the person whose personal data we are processing
- educators and examining bodies
- current, past and prospective employers
- suppliers
- financial organisations
- business associates, professional advisers and consultants
- employment and recruitment agencies
- service providers

I do not use any information provided to me for marketing purposes and will not share (outside the scope of this policy) or sell any data provided to me.

How to Contact Me

For purposes of EU data protection law, I, Vic Wilkshire, am the data controller of your personal information. If you have any questions or concerns, you may contact me at privacy@freelancewebsolutions.com.

Alternately, you may mail me at:

Vic Wilkshire, Suite 40393, PO Box 6945, Rathbone Square, London W1A 6US

Third Party Service Providers

In order to fulfil my contracted obligations I may need to use third party services.

Possible third party services may include:

Heart Internet	Google	Mailchimp
Kashflow Accounting	Paypal	SendGrid
GoCardless	Facebook	Landbot
WooCommerce	Adobe	HappyPixel
Envato Marketplace	ClickUp	
Payhip	Mailjet	



PAYMENT TERMS

WEB DESIGN

A non refundable initial payment of 35% of the agreed quote amount (plus hosting setup fees if applicable) is required upfront to cover the initial design work and setup.

The final balance (65% plus any applicable charges for any additional work requested after the quote has been accepted) is due when the site is ready to go live.

Websites will not be made live under any circumstances until the balance is paid in full.

PAYMENT TERMS - ADHOC WEBSITE SUPPORT / CONTENT UPDATES

Adhoc support fees are invoiced either immediately as soon as provided or at the end of the month. **Invoices are due within 7 days.**

PAYMENT TERMS - MONTHLY MAINTENANCE & CONTENT UPDATE SERVICES

Agreed monthly maintenance or content update contracts are charged in advance, at the end of the month before or beginning of the month that the services relate to.

Content updates outside of a contract will be invoiced at the end of the month to which the services were provided. So January would be charged in February for example.

If fees are not paid within 7 days of invoice then services will be on hold until they are paid, and recovery action may be taken.

PAYMENT TERMS - OTHER SERVICES

Any relevant domain registration/administration and hosting setup fees are due upfront as part of the initial payment outlined above.

Ongoing Hosting fees are due either in full upfront for the reduced fee of £125 a year or by monthly payment of £12 in advance. Monthly payments should be made promptly to avoid suspension of service. Standing orders are welcome and Direct Debit is available.

Invoices are due within 7 days of issue.

If payment is not made within this time then work will cease until the amount due is paid. Continued failure to pay will result in recovery action being taken.