Digital Marketing Proposal for Harbor Gateway North NC

Written by Kristina Smith and Aaron DeVandry of The Mailroom

Empty seats? Quiet events?
It's time for a change.

The Snapshot

In 1999, the new Los Angeles City Charter created neighborhood councils as quasi-city entities to advise those in government who are making decisions that affect our lives. During the neighborhood council certification process, the City was divided into many geographic areas and a neighborhood council in each area was empowered to represent the respective communities. Harbor Gateway North Neighborhood Council (HGNNC) was certified on November 12, 2002, to serve every person having a stake within its borders.

The mission of the Harbor Gateway North Neighborhood Council is to provide an inclusive open forum for public discussion of issues concerning City governance, the needs of this neighborhood council, the delivery of City services to this neighborhood council, and on matters of a Citywide nature.

All of the Board and committee meetings are open to the public and provide you with an opportunity to speak. The board procedures are more formal than committee meetings so your time to address the Board may be limited. Committee meetings are generally informal, and discussions between participants are commonplace.

This is important because the heart of Neighborhood Council work happens at committee meetings.

Our Bylaws describe the composition of the 17-member Board of Directors, with a representation breakdown by Stakeholder Categories: eight (8) geographic areas; or, by sector of interest, including Residents; Business Interests; Community, Youth, and Faith-Based interests.

According to the Bylaws, a Community Stakeholder is defined as any individual who lives, works, or owns property within the boundaries of HGNNC.

With advancing technology - including the rise of social media, search engine rankings, and online reviews - The Mailroom is presenting this proposal to Harbor Gateway North Neighborhood Council to maintain and improve their marketing to align with the goals of the organization and the

target audience, at a better price rate.

HARBOR GATEWAY NORTH

NEIGHBORHOOD COUNCIL

We believe that NC board members are more than just volunteers.

Harbor Gateway North Neighborhood Council needs an updated website that functions as a powerful marketing and communications tool to attract new stakeholders and inform them of the NC's position on citywide topics. Harbor Gateway North Neighborhood Council has the potential to get more stakeholders interested in their community.

Harbor Gateway North Neighborhood Council has asked The Mailroom to provide a proposal to maintain and improve their marketing to align with the goals of the organization and the target audience.

Business & Audience Needs

Business Needs

The updated website needs to fulfill the following business needs:

1. Deliver fast loading speeds, on both mobile devices and desktop screens.
2. Make a website that is cleaner and simpler for users to find what they are looking for.
3. Use updated web design and web development best practices to show off Harbor Gateway North Neighborhood Council as an authority in the community.
4. Improve stakeholder interest and volunteerism.

We recommend a content management system that will allow Harbor Gateway North Neighborhood Council to easily manage content on the site and reduce administrative costs.

We value our clients and never hold their sites hostage. You will have complete access to your website, with all login and password credentials shared with you. Server file and database backups will be provided at any time by request.

TARGET AUDIENCE NEEDS

The target audience for the Harbor Gateway North Neighborhood Council website is defined as stakeholders in the Harbor Gateway North area. The website needs to assist the target audience in doing the following:

1. Find Harbor Gateway North Neighborhood Council easily, via Google, YouTube, and social media channels.
2. Contact Harbor Gateway North Neighborhood Council quickly and

easily.

3. Engage Harbor Gateway North stakeholders in participation with the HGNNC, through meetings, events, and neighborly actions.

Ultimately, the Harbor Gateway North Neighborhood Council website should be a useful resource for homeowners, businesses, students, and organizations in Harbor Gateway North who need information on city services and direction on who to contact to improve their own neighborhood.

Solution

We recommend updating the current website, with correctly-optimized links and SEO (Search Engine Optimization, also known as Google Rankings) to convey the value that the Harbor Gateway North Neighborhood Council provides to its audience. We think the website could be made simpler via good design, while continuing to provide needed content, especially to stakeholders using their mobile phones to view the website and event calendar.

The Design

The updated website will be designed to:

- Load fast!
- Assist Google with correct code development to rank much higher on search engines, across multiple search terms.
- Look great on both mobile and desktop devices, as well as tablets.
- Build stakeholder trust in the neighborhood council.
- Promote Harbor Gateway North Neighborhood Council as a trusted and forward-thinking authority in the city and community.

Additionally, the following "behind the scenes" features will be built into the development of the website:

- Regular pings to Google, Yahoo, and Bing.
- Regular Google analytics performance reporting.
- An SSL certificate will be installed and regularly renewed on your website to make it "https" and prevent Google from punishing it with low

rankings for a lack of a security certificate.
- Utilization of the faster HTTP/2 protocol.
- Updating the hosting to the latest PHP version 8 to speed it up and make it work better with all browsers, plugins, and themes.
- Anti-spam features on contact forms.
- Video tutorials and a user manual for the content management system, if needed.
- We would like to put more photos on your website from successful projects and events you have completed.

Web hosting services are provided on an annual basis by our preferred hosting partner. We like to use Amazon Web Services or Google Cloud hosting due to the speed of the page loading and the increase in traffic due to the higher Google Rankings.

Further Considerations

Successful strategies of those websites that continue to attract the right type of visitors and lead them down a path towards becoming a customer.

After viewing your current website, we notice some issues that would be addressed in the build of a new website:

1) We would fix the layout of the website for mobile viewers to allow for more space for larger fingers, as well as larger text for visitors with poor eyesight.

2) I would add ALT tags to each of your images. This helps your Google rankings, but more importantly, the ALT tags tell blind visitors what the images are.

3) We would add a functional and user-friendly map of your service area, especially to the Contact Us and About Us pages. At the very least, the address on the page should link to a Google Map. This map would highlight your service area.

4) We would make the phone number and address on your Contact Us page into links rather than plain text, so that mobile phone viewers can touch the phone number to dial, or touch the address to find driving directions. Basically, we want to make it more user-friendly.

5) We would rebuild the Contact Us page to prevent spam submissions coming from the form and to display better on mobile devices. We would accomplish this by using Google's invisible ReCaptcha V.2.

6) We would like to update the photo galleries with better images of your services and completed projects, including before and after photos.

7) We could build a Reviews page and collect all of your good reviews across Google, Facebook, Yelp, etc. to display on your website and grow your authority and online reputation.

8. We would like to increase the content posted to your Instagram account, and display the Instagram feed on the website.

Once the website has been designed and launched we can assist you with your content strategy and make incremental improvements to the website to make sure that it continues to deliver a positive return.

Ultimately, our goal would be to use marketing and SEO techniques that you are not presently taking advantage of to help promote your business and bring in more customers.

We would be happy to speak with you about this in more detail and answer any questions you may have.

Project Timeline for Building a New Website

Discovery - 2 DAyS

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

Design - 3 days

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

Development - 5 days

Development of a working website on the content management system.

Testing - 1 day

Final testing and debugging on a development server before launching.

This above is an <u>estimated</u> timeline for the redesign of your website.

If you have any questions regarding this, please let us know.

A Professional, City-Approved Web Vendor with Tons of NC Experience

WE ARE AN APPROVED VENDOR WITH THE CITY OF LOS ANGELES.

WE HAVE ACHIEVED THE FOLLOWING CERTIFICATIONS:

- [Hubspot Academy Inbound Marketing Certification](#)
- [Hubspot Academy Content Marketing Certification](#)
- [Hubspot Academy Social Media Certification](#)
- [Google Creative Certification](#)
- [Google Display & Video 360 Certification](#)
- [Google Ads Display Certification](#)
- [Google Ads Search Certification](#)
- [Google Mobile Experience Certification](#)

We currently work with dozens of clients in Los Angeles, including 24 neighborhood councils.

- [Arleta](#)
- [Atwater Village](#)
- [Budget Advocates](#)
- [Canoga Park](#)
- [Central San Pedro](#)
- [Chatsworth](#)
- [Coastal San Pedro](#)
- [Del Rey NC](#)
- [Echo Park](#)
- [Granada Hills North](#)
- [Granada Hills South](#)
- [Harbor City](#)
- [Harbor Gateway South](#)
- [Highland Park](#)
- [Lake Balboa](#)
- [Lincoln Heights](#)
- [Northridge East](#)
- [Northridge South](#)
- [Northridge West](#)
- [Northwest San Pedro](#)
- [Silver Lake](#)

- [Westside](#)
- [Westlake South](#)
- [Wilmington](#)

- [Westside](#)
- [Westlake South](#)
- [Wilmington](#)

Search Engine Optimization (SEO)

Experience

Our team members have been SEO Managers at Bing, AltaVista, SocialSEO, Pathfinder SEO, and other top SEO companies in the United States. We keep up to date with the newest Google algorithms to make sure we are ahead of your competitors when it comes to Google rankings, as well as on other search engines.

On-Site Optimization

On-site optimization is the practice of crafting web pages that answer

searchers' questions. On-site SEO is multifaceted and extends beyond content into other things like schema and meta tags. We have noticed that your current website, for example, has **incorrect** H1 tags (*this is basically a top headline on your web pages to tell people what that particular page and site are about*), and therefore **Google is confused about what your website is about**. We understand on-site optimization so well, that we can basically do Google's homework for them, making their job of listing the best neighborhood council in Los Angeles (hint... it's Harbor Gateway North Neighborhood Council) easy for Google.

For example, your home page currently has one H1 tag, and that tag is "Home." I don't think your neighborhood council wants to rank on Google for the term "Home," but would prefer to rank for "Neighborhood Council," specifically "Harbor Gateway North Neighborhood Council."

Link Building & Establishing Authority

We've created content that people are searching for, that answers their questions, and that search engines can understand, but those qualities alone don't mean your content will rise in search engine rankings. To outrank the rest of the sites with those qualities, we have to establish authority. That can be accomplished by earning links from authoritative websites, building your brand, and nurturing an audience who will help amplify your content.

Google has [confirmed](https://searchengineland.com/now-know-googles-top-three-search-ranking-factors-245882) (https://searchengineland.com/now-know-googles-top-three-search-ranking-factors-245882) that links and quality content are two of the three most important ranking factors for SEO. Trustworthy sites tend to
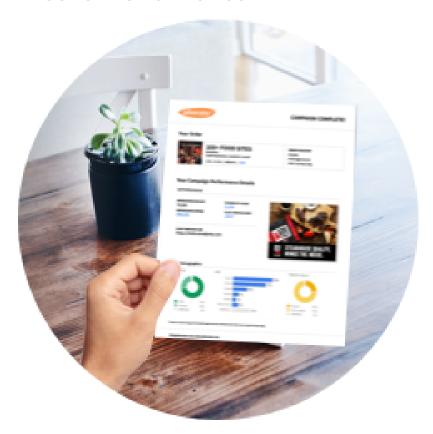
link to other trustworthy sites, and spammy sites tend to link to other spammy sites.

Landing Pages

SEO landing pages are pages designed for a single intent, and optimized for search engines — with features that make it particularly appealing to the algorithms that decide whether or not a page is valuable to searchers. Because most marketing campaigns are relatively short, people assume it's not necessary to optimize landing pages.

Proof of Performance

We will provide monthly reports showing where your search engine rankings are, so we can provide you with the improvements we are seeing, from the number of people searching for your website and actually clicking on the links, to the number of people who see Harbor Gateway North Neighborhood Council on the Google Maps Three-Pack.

Neighborhood Councils Love Us

Here are some real testimonials from neighborhood council leaders:

Very Professional.

I have worked with The Mailroom over the last five years serving on our Neighborhood Council. They maintain our website, social media accounts, and email lists with efficiency and accuracy. The Mailroom posts our agendas on time and in compliance with the Ralph M. Brown Act.

The Mailroom is very professional. They voluntarily attend classes through various Alliances and DONE, in order to maintain current knowledge of processes, procedures, and digital communications requirements. I enjoy working with The Mailroom and highly recommend them.

Keren Conner Waters
Granada Hills North Neighborhood Council
Vice-President
Chair, Outreach and Publicity

We don't have to think about our website.

The Lake Balboa Neighborhood Council has used the web services of The Mailroom since the inception of our Neighborhood Council.
We have been happy with the service, the speed of updates, the monthly calendar, email messages, etc.

Their service is seamless. We don't have to think about our website. The several webmasters previously recommended by BONC were much
higher in price and required more input from our board members.

I personally highly recommend The Mailroom to any other Neighborhood Council and would be happy to speak with them if they would like a recommendation.

Linda Gravani, President
Lake Balboa Neighborhood Council (LBNC)
Executive Committee & Chair of VANC
Valley Alliance of Neighborhood Councils

Dependable. Personable.

The Mailroom is an excellent webmaster. They are always punctual, even when our neighborhood council is not at all times. They are very dependable and you don't have to worry about agendas not being posted or things not being updated. The employees at The Mailroom are very personable, and if you ask a tech question they don't treat you like you don't know what you are talking about
(which at times we don't). The Mailroom is an asset to the Neighborhood Council system and is definitely recommended.

Ray Cole
President
Canoga Park Neighborhood
Council

An excellent outreach tool for our Neighborhood Council

Northridge East Neighborhood Council has been very pleased to have The Mailroom providing website services for us for many years.

For the past six years or so that I have been NENC Board President, I can attest that The Mailroom has reliably and promptly posted our meeting agendas, usually on short notice and frequently over a weekend. They have posted timely updates to our website calendar of community events as well as news articles to our website, both on their own initiative and based upon the information we submit to them.

The Mailroom is also responsible for generating and distributing a weekly e-blast to our Stakeholders and
other interested subscribers, which is an excellent outreach tool for our Neighborhood Council.

Their monthly fee for these services is very reasonable compared with at least one of the other
existing vendors that I am aware of.

Glenn Bailey
President
Northridge East Neighborhood Council

So what does it cost?

Your Investment

This is an investment in the success of Harbor Gateway North Neighborhood Council.

Pricing Options

Website Redesign
Annual redesign of your website from scratch. Retaining the content while creating a cleaner, simpler design for your stakeholders to use.

HOSTING AND WEBSITE CARE PLAN
$40/month for fast and secure web hosting in the cloud with daily backups, plus website care to fix any issues that may arise. Minimum of 12 months.

$40 /month

Website Updates and Maintenance
We will write content for you, including blog posts and event listings. We will update the website theme and plugins regularly. We will create social media content. We will maintain an email database. and send out a monthly email for the upcoming board meeting and/or other important events. There is no hourly limit each month.

We charge a flat fee so that your treasurer can know ahead of time EXACTLY what your monthly invoices will be. We don't nickel and dime NCs for their requests for content changes, updates, or additions.

$200 /month

Monthly Total $240/month

Here's what you get each month, with no surprise charges.

- Updated, timely, and relevant content posted on your website.
- Social media updates to Facebook, Twitter, Instagram, and YouTube.
- Creation of Facebook Events to bring more people to your gatherings.
- Email blasts to stakeholders, informing them of upcoming meetings and community events.
- Search Engine Optimization (SEO) to rank your website higher on Google, Bing, Yahoo, and other search engines.
- Graphic designers who can design flyers, social media posts, and banners for you.
- We use the most updated software possible to provide the best experience for our customers. Our preferred software choices include Adobe Creative Suite, Microsoft Office, WordPress, Slack, Asana, Trello, Trumba, and Git.
- **We re-design your website annually at no additional cost.**
- We build our websites to be mobile-friendly, as well as accessible to blind and deaf visitors.
- We will add an SSL certificate to your website ("https") and maintain your website's security.
- We post your agendas and minutes on time in accordance with the Brown Act.
- We have a record of responding to all NC requests within 24 hours.

Wait a second.

ALL THAT for a flat monthly rate? It sounds too good to be true.

It's absolutely true, and it's the same business model we've been doing for over 15 years.

I once heard a competitor try to devalue us by saying "*You get what you pay for.*" But we also believe that **paying a high, overinflated cost does not equal great service and results**.

We charge a lower rate because we can.

For example, we have been doing this for so long that our software pricing is grandfathered in at the same price it was over 15 years ago. Today the same

software would cost any other customer 20 times as much.

We are also big fans of the term "Work smarter, not harder." The Mailroom has put in a lot of effort to streamline our process so that we can provide great service without getting burned out by repetitive small tasks required to maintain websites. One example of this process is we wrote a WordPress plugin to make it easy to upload agendas and minutes to the website – and to display that document on the intended page – in a
process that takes a total of 15 seconds to accomplish. We have also written an API that automatically publishes new content on the websites to their respective social media channels. This streamlines our service and accomplishes multiple goals at the same time.

And we pass those cost-cutting savings on to you -- and ultimately your stakeholders.

Remember... you are given an annual allowance of **taxpayer money** to spend on your neighborhood. Use those funds wisely by spending them in a smart manner that doesn't break your budget.

Need to add other services? No problem!

Contact us at **ksmith-mailroom@mail.com**

Frequently Asked Questions

**We have compiled a list of the most commonly asked questions.
If your question is not listed, feel free to contact us.**

Q: What is information architecture?

'Information architecture' is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

Here is an example of a sitemap: sitemaps.thewpdevshop.com

Q: What is an interactive prototype?

An interactive prototype is a black and white version of your website that is designed to prove the functionality and features as they will work in the browser. No design elements are applied at this stage as the prototype is just built to allow all parties to make final decisions on the functionality.

Here is an example of a prototype: prototypes.thewpdevshop.com

Q: Why do you use WordPress?

WordPress is open-source content management software and currently powers around 33% of all websites on the Internet.

The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength.

WordPress allows us to develop flexible and customizable websites to modern standards and observes web development best practices.

Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project.

Q: Where is the website hosted?

Your website needs to be hosted by a reliable hosting company that specializes in WordPress hosting.

There are many companies that do this:
Amazon Web Services, Google Cloud Service, Digital Ocean, WP Engine, Siteground, Pagely, and Pantheon are just a few.

We are more than happy to make a professional recommendation should you require one.

Q: Who do I call if something goes wrong with the website or I can't figure something out?

Providing you have subscribed to one of our ongoing website care plans, we will be your first point of call should something go wrong with your website.

We will determine whether it is something the hosting company needs to fix, or something that is covered by your website care plan.

We will provide training and tutorials to assist you in using your website once it is launched.

Q: What happens after the website is launched?

Once your website is launched, we will provide 30 days of support to make sure any bugs have been ironed out and that you are confident using your new website. After this, you will be subscribed to our ongoing website care plan (included in our hosting fee) to make sure your website is looked after and maintained.

These website care plans include updating your software, regular backups, security checks, and making sure your website is online and open for business 24/7/365. The website care plan provides one hour of maintenance time per month. Additional blocks of hours may be purchased separately if necessary.

More information on our care plan is available upon request.

Q: How long will it take for my website to appear at the top of Google?

The time it takes for website search terms to appear on page 1 of Google depends on a number of factors:

It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however, there are a number of factors that can improve your chances:

Building your website on WordPress is a good start as WordPress has some great Search Engine Optimization fundamentals built in.

Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk more about your search engine strategy if we haven't already.

Q: How will I know if anyone is visiting my website?

We will install Google analytics software on your new website and show you how to log into your Google analytics account where you can see a wide range of statistics about your website including the number of visits, page views than the amount of time people are spending on your website.

Once you subscribe to our website care plan you will also receive more detailed analysis regarding your website performance and recommendations on how to improve.

Q: What happens if I want to add some features to the website while you're building it?

Whilst we like to be flexible and responsive to your needs, we also like to deliver what we promise within the time frames and budgets we have allowed. If you ask us to add new features to your website while we are building it, we will first simply ask "why?" and see if it makes sense to do so. If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige.

If your new feature is something you would like to add to your website but is not directly tied to your original objectives then we will suggest to schedule it for a second iteration of the website once it has been launched. **This will require a new proposal.**

Have a question not listed?

Contact us at ksmith-mailroom@mail.com

Mutual Agreement

Agreement Details

Summary

We will always do our best to fulfill your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong.

In this contract, you won't find complicated legal terms or long passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety and happiness of both parties, now and in the future.

In short

You (**Harbor Gateway North Neighborhood Council**) are hiring us (**The Mailroom**) located at 1840 S Gaffey Street, San Pedro, CA 90731 to design and develop a website for the estimated total price as outlined in our proposal. **Of course, it's a little more complicated, but we'll get to that.**

What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organization.

You agree to provide us with everything that we'll need to complete the project – including text, images, and other information – as and when we need it, and in the format we ask for. You agree to review our work, and to provide feedback and approval in a timely manner. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us, and we will carry them out in a professional and timely manner. Along the way, we will endeavor to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at

any stage. On top of this, we'll also maintain the confidentiality of any information that you give us.

<div align="center">Getting Down to the Nitty Gritty</div>

Design

If we are designing your application we'll create designs for the look-and-feel, layout, and functionality of your website. This contract includes one main design plus the opportunity for you to make up to two rounds of revisions. If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions at our standard design rates.

HTML and CSS Layout Templates

If the project includes HTML markup and CSS templates, we'll develop these using valid HTML and CSS code.

The landscape of web browsers and devices changes regularly and our approach is to look forward, not back. With that in mind, we will test all our markup and CSS in current versions of all major desktop browsers to ensure that we make the most of them. Users of older or less capable browsers or devices will experience a design that is appropriate to the capabilities of their software.

NOTE: We do not cater to people using the long outdated Microsoft Internet Explorer 6 and cannot predict the behavior of that browser.

We will also test that these templates perform well on Apple's iPad. We will not test old or abandoned browsers, for example, Microsoft Internet Explorer 6 or 5.5 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox, or Opera unless otherwise specified. If you need us to consider these older browsers, we will charge you at our standard old browser rate for any necessary additional design work, development, and testing.

Text Content

We have written hundreds of blog posts but we're not responsible for writing or inputting any text copy unless we specified it in the original estimate. We'll be happy to help though, and in addition to the estimate, we will charge you at our standard copywriting or content input rate.

Photographs

You will supply us photographs in digital format. Due to our commitment to honor photography copyrights, we can suggest vendors of stock photography. Any time we spend searching for appropriate photographs will be part of our standard discovery rate time.

When the website is launched, **Harbor Gateway North Neighborhood Council** will own all photographs.

Changes and Revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices at the beginning of this document are based on the amount of work we estimate we'll need to accomplish everything that you have told us you want to achieve.

If you do want to change your mind, add extra pages or templates, or even add new functionality, that won't be a problem. However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly. We'll be upfront about all of this if and when it happens to make sure we're all on the same page before proceeding. We may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, we reserve the right to deem the current project canceled.

At this point, you will pay us in full for all the work we have done and may commission us to complete the new project based on the new requirements. This will require a new quote and contract.

Technical Support

You may already have professional website hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own website hosting, or your current hosting environment does not support the solution we are providing, we can set up an account for you at one of our preferred, third-party hosting providers. We will charge you for the updates to, and management of that server. We are not a website hosting company and so do not offer or include technical support for website hosting, email, or other services relating to website hosting unless it is with our preferred and recommended website hosting company.

Legal stuff

We can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings, or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised us of the possibilities of such damages.

If any provision of this agreement shall be unlawful, void, or for any reason is unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by your good selves or that you have permission to use them.

When we receive your final payment, the copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project.

We'll give you a copy of all files and you should store them safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs, and other data you provided unless someone else owns them. We own the markup, CSS, and other code, and we license it to you for use on only this project. We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and to write about the project on websites, in magazine articles, and in books about web design.

Payments

We are sure you understand how important it is for a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule.

Invoices are issued each month, and we ask that they are paid on time. Payments can be made via check or credit card.

NB: If you are unable to supply all of the right content at this stage, it does not mean we have not done our job. Once the site has been tested and is ready to go live, either with your content or placeholder images and dummy text, we will issue the final invoice. Once the final invoice is paid we will hand over the keys and show you how to put your own content in once it's ready. If the final invoice is not paid within the credit terms we have given you, we are under no obligation to keep the site on our testing server or continue with the project in any way.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place. Although the language is simple, the intentions are serious and this contract is a legal document under the exclusive jurisdiction of the courts of the State of California.

Authorizing this project requires a signature on the 'Next Steps' page.

Next Steps

How to Get Started

To proceed with this project, please follow the steps below:

1. Accept the proposal by typing your name in the digital signature box.

That's it! We'll get right to work. Pretty easy, right?

Once these steps have been completed we will begin the project with an introduction to all relevant people and begin the discovery process.

**Please note that changes to the scope of the project can be made at any time,
but additional charges may apply.*