

The web design contract

Project: [project name]

Reference: [CVG-01]

Date: [date]

1. PARTIES

1.1 Client: Calderwood Veterinary Group, [address]. Client contact: [name, title, email].

1.2 Designer: [your agency name], [address, email].

1.3 This document covers the website described in section 2, the fee, the third-party costs in section 6, the rates for anything added later and the way additions get approved. It replaces any scope described in earlier proposals, emails or calls.

2. WHAT WE'RE BUILDING

2.1 Eight unique page templates: home, clinic location, service, staff profile, article, article index, contact, and a general content page.

2.2 Nineteen finished pages built on those eight templates, named one by one in Appendix A. Four of them are clinic pages using the single location template.

2.3 Two content collections the Calderwood team edits without us, being clinic locations and staff profiles, each with the index and detail templates from 2.1.

2.4 Four forms, being an appointment request, a general contact, a prescription refill request and a job application, each sending to an email address Calderwood names before the build starts.

2.5 Every template built and checked at 375px, 768px and 1440px, in current Chrome, Safari, Firefox and Edge.

2.6 Migration of the 140 existing page addresses in Appendix B, each one either rebuilt or pointed at its nearest replacement.

2.7 Content entry for the nineteen pages in 2.2, from text and images Calderwood supplies.

2.8 One recorded handover session, plus a written guide to editing the two collections in 2.3.

3. WHAT'S NOT INCLUDED

3.1 Writing the words isn't included. Calderwood supplies final text for all nineteen pages.

3.2 Photography, video and illustration aren't included. Stock images are licensed by Calderwood directly.

3.3 Online booking, payments and any connection to a practice management system aren't included. Adding any of them is priced from section 5.

3.4 Translating any page into another language isn't included, and is priced from section 5.

3.5 Search advertising, ongoing search work and social content aren't included.

3.6 Hosting, the theme license, the plugin subscriptions and the font license are Calderwood's own costs, set out in section 6.

3.7 Maintenance after the window in 8.3 isn't included, and is priced at 5.9.

4. WHAT WE'RE ASSUMING

- 4.1 Final text and images for all nineteen pages arrive by the date in section 7.
- 4.2 Calderwood returns written feedback on each delivered template within five business days.
- 4.3 Calderwood owns the domain and the existing site, or can give us access to both.
- 4.4 If any of the above slips, the dates move by the length of the delay, and we'll tell you by how much before anything shifts.

5. RATE CARD

These rates apply to anything added after signature, and they hold for ninety days from the date above.

- 5.1 Additional unique page template: \$1,850 each.
- 5.2 Additional page built on a template from 2.1: \$240 each.
- 5.3 Additional screen width checked and adjusted on a template already built: \$320 per template.
- 5.4 Additional form, up to eight fields, with email routing: \$460 each.
- 5.5 Additional content collection with its own index and detail template: \$2,100 each.
- 5.6 Content entry we do on your behalf: \$85 per page.
- 5.7 Any third-party license or subscription added after signature: charged to Calderwood at the vendor's own price, plus \$140 for us to install, configure and document it.
- 5.8 Additional page address migrated or redirected beyond the 140 in 2.6: \$18 each.
- 5.9 Maintenance after the window in 8.3: \$340 per month, covering plugin and platform updates, backups and up to one hour of small edits.
- 5.10 Anything with no line above: \$130 per hour, quoted and accepted in writing before it starts.

6. THE THIRD-PARTY COSTS, AND WHOSE THEY ARE

- 6.1 This site runs on a licensed theme, two plugin subscriptions, a web font license and a hosting plan. Every one of them is bought in Calderwood's name, on Calderwood's payment method, in accounts Calderwood owns.
- 6.2 At today's vendor prices: theme license \$79 per year, appointment-request plugin \$149 per year, forms and collections plugin \$99 per year, managed hosting \$45 per month. That's \$867 a year, plus the web font license at \$120 once.
- 6.3 We'll open each account with Calderwood as the owner and ourselves as an invited user, and we'll pass on any renewal price change a vendor tells us about.
- 6.4 If Calderwood would rather we bought any of these, we'll charge the vendor's own price with no margin on it and hand the license over when it's next transferable. Some licenses can't be transferred at all, and we'll say which before buying one.
- 6.5 These costs continue after this contract ends, and nothing in section 9 moves them to us.

7. DATES

Start: [date]. Launch: [date], being ten weeks from signature.

Eight templates delivered for review: end of week five. Content entry and the two collections: weeks six and seven. Migration and redirects: week eight. Launch: week ten.

8. WHEN THE SITE IS ACCEPTED, AND WHEN WE'RE FINISHED

8.1 Each template in 2.1 is accepted when Calderwood confirms it in writing, or five business days after delivery if no written feedback has arrived by then.

8.2 The site is accepted on launch, or five business days after launch if no written objection has arrived by then.

8.3 For fourteen days after launch we'll fix, at no charge, anything that doesn't work the way section 2 says it should.

8.4 After those fourteen days this project is finished. Anything further is priced from section 5, including maintenance at 5.9.

9. WHAT CALDERWOOD OWNS AT THE END

9.1 On payment in full, the design files and the custom code written for this site transfer to Calderwood, for unlimited use on this site and on any site that replaces it.

9.2 Until payment in full, both stay ours and aren't licensed for any use.

9.3 The theme, the plugins and the web font are licensed by their vendors to Calderwood under section 6. Neither of us owns them, and we can't grant rights the vendors haven't granted.

9.4 The hosting plan, the domain and every vendor account are Calderwood's from the day they're opened, so there's nothing to transfer at the end.

9.5 Our own component libraries, internal tools and working files stay ours. We keep the right to show the finished site in our portfolio.

10. WHO APPROVES EXTRA WORK

[Name, title, email] approves additions and costs on behalf of Calderwood. We only build, and only invoice, work that this named person has accepted in writing. Where an addition carries a recurring cost under 5.7, that acceptance covers the recurring cost too, and we'll state the yearly figure in the same message.

11. HOW EXTRA WORK IS PRICED AND APPROVED

Either of us can propose a change to section 2 at any time. Where the request matches a line in section 5, we'll confirm that rate, the effect on the launch date and any yearly cost within one business day. Where it doesn't, we'll price it under 5.10 and reply within two business days with the cost, the hours behind it and the new date. Work on an addition starts once the person named in section 10 accepts it in writing, and nothing outside section 2 is built or invoiced without that written acceptance.

12. FEE AND PAYMENT

Total fee: \$29,800 USD, fixed for the scope in section 2, and separate from the third-party costs in section 6.

Eight unique page templates at \$1,850 each: \$14,800.

Eleven further pages built on those templates at \$240 each: \$2,640.

Two content collections at \$2,100 each: \$4,200.

Four forms at \$460 each: \$1,840.

Content entry for nineteen pages at \$85 each: \$1,615.

Migration of 140 page addresses, launch, and the fourteen-day window in 8.3: \$4,705.

Payment: \$8,940 (30%) on signature, \$11,920 (40%) on acceptance of the eight templates, \$8,940 (30%) on launch.

Invoices are payable within fourteen days. Overdue invoices carry interest of 1.5% per month. Work pauses on any invoice more than fourteen days overdue, and the dates move by the length of the pause.

13. CONFIDENTIALITY

Client records, staff details, pricing and anything else Calderwood shares with us stays confidential, and we won't publish or show the site before the launch date Calderwood gives us in writing.

14. ENDING EARLY

Either of us can end this contract with fourteen days' written notice. The deposit in section 12 isn't refundable and covers the time already reserved. Calderwood also pays for every item completed to that date at the rates in section 12, plus any addition accepted under section 11, and we hand over every design file and every line of custom code written so far. The accounts in section 6 are Calderwood's throughout and are unaffected.

15. WHICH LAW APPLIES

This contract is governed by the law of [state or country]. If we disagree, we'll each put the problem in writing and talk within ten business days before either of us takes it further.

16. THE WHOLE AGREEMENT

This document, once signed by both of us, is the agreement for the work described in section 2. Changes to it are made by the process in section 11, and not by a call, an email or a message thread.

SIGNED

For Calderwood Veterinary Group: _____ Date: _____

For [your agency]: _____ Date: _____