



Website Package Specifications

This document lists what is and is not included with the website package you are purchasing. It also explains renewal and cancellation policies. By purchasing a website package you are agreeing to the terms listed in this document.

Section 1. Renewal:

All packages are provided based on a 12 month recurring contract. The monthly services are renewed automatically on your annual anniversary date. Packages that initially came with a website design will convert upon renewal to include only the monthly services portion at the monthly rate. There will be no additional set-up fee.

Section 2. Cancellation:

You may cancel in writing via email or postal mail. You have up to 7 days after contract renewal to cancel. If you do not cancel within that time you will be responsible for an additional 12 months of payments.

Section 3. Early Termination:

If you choose to cancel prior to completing the 12 month contract, you will be charged a lump sum for all months remaining in your contract.

Section 4. Upgrading:

You can upgrade to a higher monthly plan at any time. When you upgrade you are entering into a new contract for an additional 12 months. When upgrading your plan we waive the months remaining in your previous contract.

Section 5. Downgrading:

You can only downgrade to a lower monthly plan at the end of your 12 month contract.

Section 6. Website Design & Project Management:

The "Getting Started" package includes up to 20 hours of project management & web design time for creating the website. The "Business Builder" package includes up to 25 hours of project management & web design time for creating the website. The "Market Leader" package includes up to 35 hours of project management & web design for creating the website. This is typically more than sufficient for these packages, but if any additional time is needed it will be billed at our standard hourly rate.

Section 7. Website Updates:

We will provide 30 minutes of updates/website support per month. Requests for updates and support are made through our help desk system located on our website. The time does not roll over from month to month. Any time over 30 minutes will be billed at our standard rates.



910 W Main Street, Suite 356, Boise, ID 83702
Phone / Fax: (208) 939-0493

E-mail: sales@theweboasis.com
Web: www.theweboasis.com

Section 8. WordPress Software Maintenance:

On a monthly basis we will update WordPress, your website theme and all plugins that we have installed as part of this package to the latest stable versions.

Section 9. Website Software:

Our websites are built using WordPress, a theme (template), and open source plugins. The theme template will be customized with your colors to match your brand. These packages do not include a custom theme or custom programming.

Section 10. Blog Articles:

Blog articles come with one revision. We must receive feedback within 48 hours, or we will assume the article is approved as-is.

Section 11. Website Redesign:

The "Market Leader" package comes with a website redesign every 18 months. It includes up to 35 hours of project management & web design time to complete the project. This is typically more than sufficient, but in the case that any additional time is needed it will be billed at our standard hourly rate.

Section 12. Website Hosting:

All packages include the following: 15,000 monthly visits; 4GB of hard disk space; 270 GB of bandwidth (data transfer). If your website exceeds these parameters you will be required to upgrade your account at an additional monthly cost.

Section 13. Mobile & Browser Compatibility:

Our websites are designed to render properly on desktops, laptops, tablets & mobile devices. Because the screens your website will be displayed on vary greatly in size the website may be laid out differently on each device. Your website will render properly in the current version of the most popular browsers. We cannot guarantee your website will work properly on old web browsers, and we do not support "end of life" browsers (browsers that have been discontinued by their developers and are no longer supported or being updated).

Section 14. Additional Plugins:

There are some plugins that are security risks or that may conflict with your WordPress-optimized hosting plan. If you would like additional plugins installed you must consult with us first to determine compatibility. We may or may not maintain these additional plugins at our discretion. We are not responsible if your website breaks or is hacked as a result of their presence on our web server.

Section 15. Website Security:

We do our best to keep your website secure. We put many of the best security practices into place such as updating plugins and optimizing the hosting environment. We cannot, however, guarantee that your website will never be hacked because even the most secure websites occasionally are compromised. We take daily backups of your website and retain them for 30 days so we can roll back to a previous version of your site if needed. If you are using the hosting plan that comes with this package we will clean any



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malware free of charge. Any other clean-up work needed to restore the website to working order will be billable.

Section 16. Search Engine Optimization:

The "Business Builder" and "Market Leader" packages each come with initial optimization of your website as well as 30 and 60 minutes (respectively) of SEO activities of our choosing. Due to the volatile nature of SEO we cannot guarantee any rankings or traffic increases as a result of our effort.

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