WordPress Website Builders Agreement

Website design has no worldwide standards. Anyone can become a website designer. No formal qualifications are required. This is good and bad. Website design presents many opportunities. However, with no agreed international standards, there can be many disagreements.

We have created this set of standards in an agreement to ensure managers, staff, and contractors (you) are operating with the same expectations as our company (me).

We expect all website designers (you) to operate according to these standards. We request you to consider this before accepting a contract.

We accept that there are other projects that do not have high standards. This is <u>not</u> our business. We expect high standards from all our people.

After reading this document, let us know if you do not have the required skills or cannot fulfill the expectations stated in this agreement.

We can change for working conditions, different time zones, and payment terms. We will never compromise our standards.

Do not accept the contract if you are not prepared to uphold this agreement.

Agreement

The following outline for building WordPress websites for our company are required and 100% part of the brief/scope of work. When you accept a contract from our company, you must fulfill all these requirements. See also Style Guide later in this document.

WordPress or WordPress Builder

You must use the layout features provided by WordPress or WordPress Builder website builder and not use CSS code to bypass the WordPress builders. Using WordPress or WordPress Builder builders maintain similar behavior on mobile devices.

Platform and Ownership

All WordPress websites will be hosted on our platform. Authorised agencies may develop the site using their hosting. Contractors will develop the site using out hosting. Once the website has been delivered, and accepted as complete, the website and ownership of copyright of all works will be transferred from the designer (you) to Rosenberg Martin Pty Ltd.

No-Code

You may <u>not</u> use custom PHP or custom JavaScript code. We do not allow any custom PHP and JavaScript code to be created for our websites. We are happy to discuss adding a professional plugin. Customer requiring a lot of custom PHP and/or JavaScript functionality may be recommended to another supplier.

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Warning: If we discover PHP and JavaScript injected into the code, we will report you without notice. The project will be terminated. You will be reported to the authorities.

Low Code

We have a low-code minimal approach to CSS. CSS adjustments must be kept to a minimum by using the design features and settings in the theme and/or Visual Composer.

We do not permit contractors to duplicate or bypass existing functionality using custom CSS. You may use CSS code for specific purposes that cannot be fulfilled by WordPress. CSS must include extra code to ensure the website works with all typical mobile devices and formats.

Typical CSS to be avoided may include fonts, headings, colours, row and column padding, widths and margins, etc.

CSS code must be organized using headings and groups for easy future editing by our team. At a minimum, divide the code into groups: header, navigation, body, footer, and copyright.

Contractors must use a child theme or a suitable independent container to ensure that the CSS code will not be deleted when the theme is automatically updated.

Theme-first

Website builders must understand and use the layout features provided with Visual Composer and/or them and avoiding adding unnecessary CSS code to force changes that can be done in the builder. Using Theme and Visual Composer settings ensures predictable behavior across more devices. Visual Composer and theme settings also ensure customers, and our internal team can perform their own edits.

Responsive and Adaptive

Website must be responsive and designed to look good on the latest Apple, Android smart phones and tablets. The website layout must rearrange the components and text for best viewing.

To test other devices, we recommend using Cross Browser testing (or similar software) before delivering the final design. https://crossbrowsertesting.com/

Talent Experience

This job is only open to talent that has been certified by WordPress. Talent must be able to show at least 3 quality website they built using WordPress. Minimum of 90% success rate. We give preference to WordPress Builder.

Talent must be experienced in the Adobe Creative Suite.

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Fees

This is a fixed fee project - not hours. Quote enough time to complete the work to a very high standard. Allow time for meetings. Allow time to check your work.

We accept extra work not included in the parameters of the brief will be charged at an additional hourly rate. Please state this hourly rate in the quote.

Payment

We will be bound by the payment terms on the platform (for example, Freelancer, Fiverr, or Upwork). Otherwise, we will pay in accordance with the following guidelines:

If we are working directly on larger projects (>$2000) we will pay 25% upfront, 25% half-way through the work, 25% after delivery onto out hosting servers and 25% after all bug fixes and the site is live.

If we are working on small projects (<$2000) we will pay 30% upfront, and 70% after all bug fixes and the site is live.

Contractors must complete a timesheet when billing hourly. Fixed price project billing does not require timesheets. The timesheets must state the date, time, job title, and detailed description of the work. Timesheets must be supplied with the corresponding invoice before payment.

Invoices must be issued by contractors before payment. Invoices and quotations must contain your business and banking details. Include business, government and tax registration numbers, business name, registered business address, phone, and email.

Cancellation

When you cancel a contract, you will not be paid, and you will be expected to refund any deposit we paid. When we cancel a contract, you will be paid for the percentage of work you have completed (no more than 30%) and you will be expected to refund any over payment paid by us in advance of work.

Deadlines

We expect you to deliver high-quality work and, on the date, and time you promised. We will ask you to set your deadlines. We expect you to deliver each part when you promised. Deadlines are part of the payment contract.

Business Hours

We are in Australia and work business hours 8am-6pm AEDT/AEST. We understand that you will not always be working during these times. We do expect you to arrange to meet during these times.

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Our time zone may be different from yours. We may message at unusual hours. Only respond during your normal business hours. We do not expect emergency contact.

Meetings & Messaging

You are required to meet by teleconference (Zoom) during our business hours. Each meeting will be for 30-60 mins. Small projects 2-3 meetings. Large projects will require 2 meetings per week.

We will send you an invitation to join Zoom. Please accept this invitation and create a password and free account. We will chat/message about the work via WebEx.

Download and use the Zoom software. Do not use the browser version. The browser version is too slow. https://zoom.us/DOWNLOAD

Enable your camera. We expect to see you (and your team) during all meetings.

Prepare your work environment and presentations before meetings. Arrange with your family to ensure you can have the meeting in private with no disruptions. You will be automatically muted. Unmute yourself to speak.

Meetings are important. Let us know before the meeting when you are not prepared and ready for any meeting. We will reschedule the meeting for a better time.

Drafts & Feedback

We encourage you to present draft work when you need to ask for specific feedback. Draft work may include a photograph, logo, graphic, or webpage layout. Draft presentations must have a specific question.

We will only provide comprehensive feedback when you have completed over 70% of the project (or 70% of the phase for larger projects) and you have completed everything according to the brief (and supporting examples and documents).

We will not provide comprehensive feedback when:
- You have completed less than 80% of the work/phase
- There are an unreasonable and unfair number of mistakes**
- You have not worked consistent with the brief
- You have not followed feedback or instructions
- You have made careless mistakes

When you have not completed enough of the project, do not ask for specific feedback and have not followed the brief; we will return the draft and ask you to refer to the brief documents and examples. We may also ask you to consider your skills and adherence to this agreement.

**Smaller project 10 mistakes, larger project 20 mistakes.

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Software

You are required to own, use and be highly proficient in the latest version of the following software applications and languages:

- Google Chrome
- Adobe Photoshop or Affinity Designer
- Adobe Illustrator or Affinity Photo
- HTML (language)
- CSS (language)

You will be expected to use the following software:

- Adobe PDF (or similar)
- Microsoft Word
- Microsoft Excel
- WebEx
- LucidChart
- SharePoint
- Calendly
- Figma

We will provide you access to our SharePoint cloud file storage. We will update and provide new information via SharePoint. Check for updates regularly.

Equipment

You are required to work on your own computer and monitor. You need to design for 1920x1080 monitors. Your monitor needs to be 1920x1080 resolution or higher.

We suggest using a pair of earphones or headset for all meetings and calls. Avoid using computer speakers and microphone unless (a) you have tested this for clarity and (b) you are in a quiet and private location.

Email

Recommendation: We prefer you use Business grade email. This is private and confidential. https://www.fastmail.com/

Gmail, Yahoo, Outlook and similar free email services scan and read all messages. https://proprivacy.com/email/blog/least-secure-email-providers

Internet

Your internet needs to be reliable home/business broadband 50Mbit download and 20Mbit upload or faster. Mobile (3G/4G/LTE) internet is not acceptable. Modern internet platform like WordPress may corrupt if you save code that fails due to slow internet. Also, video conferencing system requires fast internet for sound, video, chat, and uploads.

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Confidentiality

All our work is confidential.

You must do your best to ensure that you keep the work private. People must <u>not</u> observe the work unless they are part of your close team. Our work must <u>not</u> be visible to the public (no family) while you are working.

After the work is live or published, let us know if you would like to use the work in your portfolio. We will add a credit for you into the code of the website.

You may not add pictures or weblinks of our work to your portfolio. You may include a link to the work when sent by direct message.

Images and graphics

Only use images, artwork, and graphics that (a) we supply or (b) directly from our account or an approved stock library. Do not use images or artwork found on the public internet (for example, do <u>not</u> use Google images.)

We will supply the original iStock photographs at very high resolution. Higher that required for websites. We expect you to open these files in Adobe Photoshop, crop and save these for use on the website.

You must crop and save images to the correct ratio, size, resolution, and compression. You may <u>not</u> rely on the platform (or plugins) to optimize. You must optimize images before uploading them to the website. Save all photographs as JPG files using 60% quality (not PNG).

You must ensure you focus cropping on the best features (the subject) of each photograph. You must ensure that the subject is in view for all formats and devices.

All logos, icons, and graphics with flat colours and no shading must be saved as PNG files. Shaded logos, icons and graphics are to be saved 100% quality JPG files.

When using a group (or set) of images together; for example, a set of logos or product photos displayed together, you must resize and crop all the images to the same background size and resolution. You are not to default to the original images supplied by the client when they are different sizes.

Logos

We will often supply logos as Adobe Illustrator or EPS files. We expect you to open the logos in Adobe Illustrator and/or Adobe Photoshop and save these for use on the website.

Never change the colours or ratios of the logo design. You are expected change the size, scale, background, and resolution. You may transform the logo to all-white or all-black if needed (in accordance with the Style Guide).

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All logos, icons, and graphics with flat colours and no shading must be saved as PNG files. Shaded logos, icons and graphics are to be saved 100% quality JPG files.

Text Styles

You must establish and use consistent text styles (including links, buttons, paragraph, and headings) for the entire website. You must plan the style and have these approved by our team before implementing any code.

In priority order, apply the styles using (a) the platform, if applicable (a) the theme or visual builder (c) child theme if applicable and (d) style sheets if there is no other way.

Reusable Elements

When the platform or builder can store and reuse ("linked") text, you are obligated to use this feature. This is mandatory with Duda. Use linked reusable text blocks for phone numbers, business summaries, calls to action, email addresses, locations, and any other repeated text.

When the platform or builder can store and reuse ("linked") design elements, you are obligated to use this feature. Use linked reusable blocks of design elements for footers, service boxes, calls to action, testimonials, contact forms, and any other repeated blocks of design elements. Reusable design blocks (templates) allow (a) changes to be implemented quickly across the entire website and (b) new pages to be built much faster.

Style Guides

We may supply a Style Guide (sometimes called Brand Guide) with the logo. As a qualified designer you are expected to be familiar and understand how to use Style Guides. When received you must follow these guidelines for using the logo, brand, font and colours. Style Guides will instruct you in detail how to apply the logo in different situations. For example, on top of dark and light backgrounds.

Style Guides are 100% part of the brief/scope.

Design skills

We expect you to have sufficient "design skills" to interpret the brief and arrange the raw components to a professional standard suited to the market. Design begins with the following skills we expect you to already possess:

Creative Ideation. The ability to invent new ideas and concepts. You need to have a structured process to help focus your creative thinking. You must be familiar with research tools and methods to help you structure your creativity and evaluate and implement ideas and visual solutions.

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Design Principles. You need to be proficient at the soft skills of design and possess a working understanding of design principles like balance, hierarchy, alignment, repetition, contrast and more.

Visualisation. You need to be able to visualise ideas and layouts. You must have the ability to imagine how something will look after it is moved or rearranged, without having to do the work or prepare mockups. Visualisation requires imagination and experience.

Technical Ability. To create mockups and prototypes you will need a strong focus on User Experience (UX) design that knows tools like Figma, LucidChart or InVision. When you're building a website, you will need tools like Adobe Photoshop, Adobe Illustrator, CSS and HTML. (It is also advantageous to know a little SQP and PHP.) See software section.

Visual Communication. A crucial skill in a designer's skill set is knowing how to use images, typography and other tools to make the viewer "get the message". Basically, designers need to be able to communicate through their work.

Values

We value and respect the following professional characteristics:

Responsibility, taking ownership of a project including successes and failures.
Honesty, speaking clearly. Ready to say "yes" and also "no" when needed.
Accuracy, taking time to read, address requirements, doing complete work.
Quality, always improving and ready to learn. Willing to make mistakes.
Communication. regular updates, asking questions, early notification of delays.

We will <u>not</u> tolerate these attributes:

Speeding, rushing to get something done quickly or on time.
Impressing, trying to be helpful and make a good impression.
Carelessness, unnecessary mistakes from inaccurate work and not listening.
Tardiness. delivering late and without advanced notification before deadline.
Sincerity. Sorry after missed deadlines or when making careless mistakes.

Updates

As we experience successful and unsuccessful contracting relationships, we will amend this agreement. We require our contractors to ensure they are operating with the latest version. Please check this link regularly: https://websetgo.com.au/contractors

At any stage of the project. If you can noy fulfill all these expectations. Assess whether you need more time or information and ask for help. Otherwise, we will release you from the contract and wish you well.