

Website Design Service Agreement

This Website Design Service Agreement is between Gavin Pate, doing business as Valhalla Web Design (“Service Provider,” “we,” or “us”), and [Client Legal Name / Business Name] (“Client” or “you”).

This agreement becomes effective on [Effective Date].

1. Your website package

You are purchasing the package checked below:

☐ Launch Package - \$499

- One custom, mobile-friendly landing page
- Up to five standard sections
- Standard contact form
- Placement and basic optimization of up to five client-provided images
- Professional editing of up to 500 client-provided words
- Website domain setup, or connection to an existing client-owned domain
- One organized round of revisions
- 14 days of post-launch technical support

☐ Starter Website - \$899 - *Most Popular*

- Up to three custom, mobile-friendly pages
- Up to 15 standard sections across the website
- One standard contact form
- One basic portfolio or gallery containing up to 12 client-provided entries. Each entry may include one image, a title, and a short description of up to 50 words
- Placement and basic optimization of up to 10 client-provided images
- Editing or assisted writing of up to 750 words, not including portfolio descriptions
- Basic search-engine and website analytics setup
- One standard integration, such as payment processing, scheduling, email signup, reviews, or a map
- Website domain setup, or connection to an existing client-owned domain
- Two organized rounds of revisions
- 30 days of post-launch technical support
- Three months of priority-client scheduling and a 20% discount on eligible updates to the completed website.

☐ Business Website - \$1,799

- One website-planning and content-organization session

- Up to five custom, mobile-friendly pages
- Up to 25 standard sections total
- One standard contact form and one short form lead-capture form
- One portfolio or gallery containing up to 20 client provided entries, or up to three case studies up to the page limit
- Each portfolio entry may include one image, a title, and a description of up to 75 words
- Each case study may include up to three images, a title, and 250 words
- Placement and optimization of up to 25 client-provided images
- Writing or rewriting of up to 1,500 words, not including portfolio descriptions or case studies
- Local search-engine and website analytics setup
- Up to two standard integrations, such as payment processing, scheduling, email signup, reviews, or a map
- Website domain setup, or connection to an existing client-owned domain
- Two organized rounds of revisions
- Access to Valhalla Visual, our custom website editor
- 45 days of post-launch technical support
- Six months of priority-client scheduling and a 20% discount on eligible updates to the completed website

[] Premium Website - \$2,999

- One extended website-strategy and content-planning session
- Up to seven custom, mobile-friendly pages
- Up to 35 standard sections across the website
- Conversion-focused planning of the website's navigation, page structure, and primary calls-to-action
- One primary contact form and up to two short lead-capture forms
- One portfolio or gallery containing up to 30 client-provided entries, or up to five case studies within the page limit
- Each portfolio entry may include one image, a title, and a description of up to 100 words
- Each case study may include up to five images, a title, and up to 350 words
- Blog setup and formatting of up to five client-provided posts
- Placement and basic optimization of up to 50 client-provided images
- Writing or rewriting of up to 2,500 words, not including portfolio descriptions or client-provided blog posts
- Local search-engine, website analytics, and conversion-event tracking setup
- Up to four standard integrations
- Website domain setup, or connection to an existing client-owned domain
- Access to Valhalla Visual, our custom website editor
- One recorded website-management and strategy handoff session
- Three organized rounds of revisions
- 60 days of post-launch technical support
- One year of priority-client scheduling and a 20% discount on eligible updates to the completed website

Additional Services

The following optional services may be added to the selected package with written approval from both parties. Approved add-ons may increase the total project price and affect the estimated completion date.

- **Additional organized revision round: \$60**
- **Additional standard section: \$30**
- **Additional page: \$50, plus \$30 for each section added to that page**
- **Additional portfolio or gallery entry: \$15**
- **Placement and basic optimization of each additional client-provided image: \$10**
- **Additional standard integration: \$100**
- **Additional assisted writing: \$10 per 100 words**
- **Additional editing of client-provided text: \$5 per 100 words**
- **Valhalla Visual license: \$250**
- **Website concept: \$50, credited toward a website purchase made within 30 calendar days**

Writing and editing are charged in 100-word increments. Assisted writing is based on information and source material supplied by the client. Original research, interviews, technical writing, legal writing, and regulated-industry content may require a separate quote.

An additional page does not include any sections. For example, one additional page containing four standard sections would cost \$170: a \$50 page charge plus four sections at \$30 each.

A website concept includes one preliminary visual direction for one proposed website. It is not a completed webpage or transferable design file. The \$50 concept fee will be credited once toward a new website project if the client signs a website service agreement within 30 calendar days. The credit has no cash value, and the concept fee is otherwise nonrefundable.

A Valhalla Visual license provides ongoing access to our custom website editor without a recurring license fee. It may be used with any compatible website we build for the client, including additional websites purchased from us later. Valhalla Visual is specifically designed for our proprietary website structure and is not compatible with websites created by other providers. Hosting, domains, maintenance, custom development, and third-party fees remain separate. The license includes access to Valhalla Visual for compatible websites we build for the

client. Unless expressly included in the selected package, training, content updates, redesigns, technical support, and correction of problems caused by client edits are separate services.

Images and written descriptions included within the package's portfolio, gallery, or case-study allowance do not count toward the package's general image-placement or writing limits. The client must provide the images and accurate source information needed to prepare each entry. Writing and formatting are limited to the per-entry word and image allowances stated in the selected package. A standard integration means connecting or embedding an existing third-party service using its standard link, widget, form, plugin, or provided integration tools. The client is responsible for creating and maintaining the required third-party account and paying any associated fees. Payment-processing integrations are limited to standard payment links, buttons, or hosted checkout pages and do not include an online store, shopping cart, custom checkout system, or custom programming. Add-ons are available only when they remain within the capabilities and general scope of the selected package. Online stores, memberships, advanced payment or booking systems, custom software, custom programming, and other specialized services require a separate written quote.

Selected package: _____

Approved extras: _____

Total project price: \$ _____

2. Payment

A 50% deposit is due before work begins. The remaining balance is due when the website is ready for final approval and before it is launched, transferred, or connected to your live domain. If a required payment is late, declined, disputed, or reversed, we may pause work and delay the website's launch or transfer until the payment is received. Any taxes or third-party costs not included in the project price will be disclosed to you and require your written approval before they are charged.

The deposit reserves time for your project and is nonrefundable after work begins. You may preview the website while it is being built, but the website and final files remain ours until the project is paid in full.

After full payment, you own the final text and custom design created specifically for your website. We keep ownership of our reusable tools, templates, methods, and software. Third-party products remain subject to their own licenses. You retain ownership of the logos, images, text, and other materials you provide to us and give us permission to use them as necessary to complete the project. Drafts, unused concepts, reusable components, and work that is not included in the final paid website remain ours. Unless you ask us in writing not to, we may display the completed public website, your business name, and screenshots of the completed work in our portfolio and marketing materials.

3. What we need from you

You agree to provide the information, images, login details, and feedback needed to complete the website. You confirm that you have permission to use everything you give us, including logos, photos, testimonials, and written content.

Please provide requested feedback within five business days. Delayed content or feedback may move the completion date. If we do not hear from you for 30 days, the project may be paused and rescheduled. If a paused project resumes, work will be scheduled according to our current availability, and we will provide an updated estimated completion time.

You are responsible for reviewing names, prices, claims, contact details, spelling, and other business information before launch.

4. Revisions and additional work

One revision round means one organized list of requested changes. Revisions adjust the agreed design and content; they do not include a new design direction, additional pages, or new features. If additional work is requested during a revision, it will be quoted separately.

We will explain any additional charge before doing work outside the selected package. No extra work will be billed without your approval by email or in writing. Any additional work approved after the initial deposit has been paid must be paid in full before that additional work begins. The price and any resulting change to the project schedule will be confirmed in writing before payment.

5. Timing and approval

Estimated completion time: _____

This estimate begins after we receive the deposit and required materials. We will let you know if the schedule changes.

When the website is ready, you will review it and either approve it or send your included revisions. We will correct any in-scope technical problem reported within the post-launch technical support period after launch at no additional charge. New requests and later content changes are separate work.

6. Hosting, management, and maintenance

Hosting, domain fees, premium software, website management, and ongoing maintenance are separate unless listed under Approved Extras. You may purchase these services from us or use another provider. After the included post-launch technical-support period ends, the client is responsible for maintaining its accounts, login credentials, renewals, backups, website content, and any ongoing security or software updates unless the client purchases a management or maintenance service from us. The client is also responsible for determining and meeting any legal or industry-specific requirements that apply to its business or website, including privacy notices, cookie consent, and accessibility requirements. We do not provide legal advice.

We are not responsible for outages, price changes, account suspensions, or other problems caused by outside platforms and service providers.

7. Cancellation

Either of us may cancel the project in writing. If you cancel after work begins, the deposit remains nonrefundable. If the completed work exceeds the deposit, you will pay for the additional approved work already completed. We will not charge for work that has not been performed.

If we cannot complete the project, we will return any payment for work not performed and provide any completed work that has been paid for.

8. General Terms

We will provide the services described here with reasonable care. We cannot guarantee specific search rankings, traffic, leads, sales, or uninterrupted operation of third-party services.

Neither party will be responsible for indirect losses such as lost profits or lost business. Our total responsibility for a claim related to this project will not exceed the amount you paid us for the project, except where the law does not allow that limitation.

This agreement is governed by Texas law. Before filing a lawsuit, we both agree to first make a good-faith effort to resolve any disagreement directly.

This document and any written approved changes contain our complete agreement for this project. Electronic signatures and approvals are acceptable. For purposes of this agreement, “in writing” includes email and other electronic messages exchanged through a communication method regularly used by both parties, provided the sender and the project can be reasonably identified.

Each party will use reasonable care to protect confidential information received from the other party and will use it only as necessary to complete or manage the project. Confidential information does not include information that is publicly available, independently developed, or required to be disclosed by law. We may share necessary information with our service providers or contractors only when reasonably required to complete the project.

Neither party will be responsible for a delay or failure caused by circumstances outside its reasonable control. The affected party will notify the other party when reasonably possible, and project deadlines will be extended as appropriate. This does not excuse payment for work already completed or expenses already approved. Any legal action related to this agreement must be filed in a state or federal court serving Wichita County, Texas, and both parties consent to that location.

Signatures

By signing below, both parties agree to the selected package, price, and terms above.

CLIENT

Name: _____

Business: _____

Email: _____

Signature: _____

Date: _____

SERVICE PROVIDER

Name: _____

Business: _____

Email: _____

Signature: _____

Date: _____