

WEBSITE PLANNER

Contact Information:

Facility or Organization name: _____

Contact name: _____

Contact's position or title: _____

Contact's phone number: _____

Contact's email address: _____

Mailing address: _____

City, state, zip code: _____

URL of current website, if any: _____

We Prefer:

Custom Design – custom design and development per a scope of work and project fee to be agreed in advance

Gallery Design – no design fee, with our website created based on our selection of web design/color package no. _____.

We'd like to take advantage of your 8-page web copy start-up package: _____ YES -- _____ NO

Web Content & Functionality

CUSTOM DESIGN – We would welcome a proposed project scope of services and fee quotation based on including the following:

Core information:

- Our history, mission, vision
- Our services or facilities
- Our staff and leadership
- Testimonials, photos, newsletter
- Coming events calendar
- Employment opportunities
- Volunteer opportunities
- Links to community resources
- Patients' or residents' rights
- Advance directives information
- New patient/resident resources

Interactive:

- Contact Us
- Schedule a visit or consult
- Blogs
- eCommerce
- Healthy aging information center

Multimedia:

- 360° virtual tours
- Podcasts and audio streaming
- Video streaming
- Live and archived webinars

OR

GALLERY DESIGN – We've selected your Gallery Design approach and would like to include the following eight (or more) page types:

- Homepage
- About Us (history, mission, vision)
- Contact Us (interactive form)
- Find Us (map & driving instructions)
- Our team (including photos)
- Testimonials
- In the News
- Newsletter PDF
- Coming events/mark your calendar
- _____
- _____

- Photo Guide
- Facilities and/or services
- Patients' / Residents' Rights
- Advance Directives Information
- Links to Helpful Resources
- Move-in / New Client Resources
- Employment Opportunities
- Volunteer Opportunities
- Employee of the Month
- _____
- _____

About Us:

Does your organization have the following? If so, please include copies with your worksheet.

- _____ Logo and/or stylized name
- _____ Positioning statement
- _____ Marketing brochure or other service & facility description
- _____ Other description of the services, facilities you provide
- _____ Admission or intake packet
- _____ Directory of key personnel

Rates

Custom Design:

Eight-page website – design and development:	\$1,899
Larger/more complex websites (including multiple sub-sites, content management plug-ins, etc.):	Quoted on a project-specific basis
Optional 8-page web copy start-up package:	\$195
Hosting, including back-up and traffic reports:	\$39/mo.
Additional client-approved web services and support:	\$105/hour

Gallery Design:

Eight-page website – design and development:	NO CHARGE
Monthly retainer including hosting, up to half an hour per month prepaid site maintenance, and traffic reports:	\$119/mo.
Additional pages:	\$5/month (or as quoted)
Optional 8-page web copy start-up package:	\$195
Services over and above retainer, if any:	\$105/hour

Additional Terms:

Guarantee

We understand that: (1) IlluminAge guarantees all the web services it provides; (2) if we are a Custom Design client, we may discontinue our project and pay nothing if we disapprove the final project scope and fee proposal as submitted by IlluminAge; (3) if we are a Gallery Design client, we may discontinue our program participation and monthly retainer fee at any time.

Client Fees

We agree to pay web services fees – either as agreed for Custom Design or at the flat monthly retainer rate for Gallery Design – on a regular, timely basis upon receipt of invoice.

Cancellation at Will

We understand that these services are provided on an at-will basis, meaning that we may terminate our purchase of web services under this engagement at any time, without cause or penalty. We also understand that IlluminAge also reserves the right to cancel for any reason, but only with at least 60 days notice (or without notice if we fail to pay for services as agreed.)

Ownership Rights

We understand that we are and will remain sole owner of: our domain name; all the text, photos, forms, data, and other content elements we provide; and edits or other improvements IlluminAge makes to the content we provide. We understand that IlluminAge retains its ownership rights in any content, content management plug-ins, photos, and other proprietary content or functional elements it has developed and provides for our use. If we are a **Custom Design** client, we understand we will own the final custom design created by IlluminAge when accepted and paid for by us. If we are a **Gallery Design** client, the web design package we select is licensed to us for our use during our participation in this program.

Approved for Client:

Name: _____ Title: _____

Signed: _____ Date: _____

Send as:

Fax: 206-682-2901

Email attachment: service@illuminage.com

Mail: **IlluminAge**
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