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Web Development Services

WANT US TO DEVELOP YOUR SITE?

Web Wizzy has team of developers ready for your project offering two options:

1. We can design your site using the PageMall Web Builder. Simple projects usually cost between only $50 to $100.

2. We can custom designing it from scratch if you require more features. Prices for simple sites start at $300.00 however some complex projects could reach prices in the multi-millions. * read Web Wizzy Philosophy

OPTION 1 - WE'LL DESIGN YOUR SITE WITH THE PAGEMALL WEB BUILDER

GETTING STARTED

We create your account, register your domain name for you if you like. Client needs to perform the domain name search. Next is to follow the steps in the document "PageMall - A step by step guide" Once completed, you send us content and we shall get started! When sending content, please follow the guidelines below or it may delay the delivery of your project. The more complete your content, the more quickly we can complete the site.

COMMUNICATION WITH SITE CONTENT

Time is money! Good preparation is having most or all content "web ready", organized and media is properly formatted. It would be awesome if all website content would be delivered to your designer in one shot, however incremental delivery of content is necessary but we highly suggest the use of applications below for they are the most universally used and compatible with our workflow ecosystem.

PREFERRED FORMATS AND METHODS

Delivering Documentation, Media and Files.

1. **Google Docs:** For documentation, content and instructions
2. **Google Drive**: images (png, jpg)
3. **Google Sheets**: For Spreadsheets (if any)
4. **YouTube Link:** For Videos (upload to your account with privacy settings at either public or unlisted)

COMMUNICATION WITH DEVELOPERS AND DESIGNERS

1. **Slack** or **Email** or Messenger or WhatsApp or SMS
2. **Skype**, Hangouts

WHY THESE PREFERRED METHODS?

Google Docs and Drive are more compatible with many types of devices and formats. YouTube videos allows videos to be accessed by more visitors to your site, their uploader is the fastest in the market and placing your videos on YouTube means it can be easily shared on different social media networks such as Facebook.

Slack is used by most Silicon Valley Companies for coordinating with many different channels. The use of channels for teams allows communication to be more efficient. Usually it only takes only one post to allow everyone on the specific team to see it and act on it.   Email method can be difficult to find subjects and usually need to be forwarded to others which adds additional steps in the communication process.

Phone communication is usually good for expediting questions that need immediate attention.   The biggest disadvantage of phone calls is that verbal conversation is usually not documented or written down. SMS is limited to short chats but this text is not easily transferred to a computer or program.   The use of Slack allows content to be typed which allows team players the ability to review document immediately or later with simplicity avoiding redundancy.

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THINGS NOT TO SEND

- Don't send documents with incompatible formatting (Microsoft Word must be converted to Rich Text)

- Don't send excessively large video files (YouTube link is a better option)

- Don't send poor resolution photos

- Don't send images that require heavy editing such as removing something in the background or tricky cropping

- Don't send unaccessible documents such as "view only".

- Don't send incompatible web video formats.

- Don't send dirty programming code

- Don't send documents that are not proof read or requires grammar correction.

- Don't send files that won't be used in the project. (Don't share a folder that contains irrelevant content)

Questions on what to send?
Contact john@webwizzy.com

OPTION 2 - WHEN WE DESIGN A CUSTOM SITE FOR YOU

ADVANTAGES

- ❖ **User Interface (UI):** The UI is more customized towards your liking with more flexibility to have custom navigation features, framework and the display of analytics.

- ❖ **True Progressive Web App Performance (PWA):** when the site is exclusively built for you, we can enhance true PWA features such as: accessible offline (airplane mode), mobile icon, full screen display (android), push notifications and high performance accessibility.

- ❖ **Database Features:** More various types of forms can be created to collect visitor input and output data.

- ❖ **Authentication Users:** We can develop membership areas access to internal company tools.

THE PROCEDURE

Customizing a website requires significantly more expertise and delivery time is depending on the complexity of your project. Getting started for a custom site is similar to the PageMall procedure above but may require extensive attention . We suggest clients to have a marketing person assist in the project. This specialist can properly create the brand images and color schemes to emphasize the true meaning of your services or products.

Once we have collected enough information and documentation has been provided, a DevOps procedure which categories each development tasks and schedules proper coordination and approval for each stage until delivery. Each stage are required by the owner of the project (authorized project manager). Once a stage is approved, it means the project can continue. If there is a dispute of the work, it must be addressed prior to approval of the stage. These such disputes may delay the duration of the stage thus the delivery of the product by the requested deadline.

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Customers are still eligible to dispute any work at the end of the project, however this additional effort is subject to using the customer's Post Launch Update Credit. Stages 3, 4 and 6 below may require the most scope of work.

1. **Wire Frame/PSD** - PSD stands for PhotoShop Document or Design file however it just means we will deliver an illustration of the suggested layout. The layout will most likely be a Black in White skeleton which displays placements of boxes, titles, logo, navigators and main images.

2. **Functionality Features** - This second stage, the developer has written code and can send you a link to an example page which may display function of buttons, links, navigation features and sometimes forms. The layout may be presentable with placeholders (temp images and text).

3. **User Interface Front-End Framework** - At this time your logo and navigation bar is completed but still considered a draft design. Other navigations such as screen swipes, drop down boxes or pop up boxes are ready. Almost all pages are functional and has some user content.

4. (**if applicable) Data Functions** - The flow of input/output data is completed. This may include online forms have been created and store data onto the database. Any authentication access such as user logins have been completed. CRUD features have been completed. CRUD (Create, Review, Update, Delete) has been configured for specific users. I.E. An admin will need all access to all four functions, while visitors may only need Review.

5. **Styling and Optimization** - This stage is where all marketing content, descriptive information has been published, which includes all "web ready" images. Some images may need to be converted to webp format or compressed to improve performance. Styling entails adjusting or changing icons, style a color theme, adjust the framework or size of containers of the site and address issues that may not respond to multiple devices. Special graphics are now on the site.

6. **Alpha Testing Stage** - The project is now in Alpha Testing, meaning only a selected few people will test your site on several devices. The testers will perform all functions and report bugs and issues. If your site processes data and has the ability to enroll users, this stage may be a longer process.

7. **Deployment Beta Launch** - At this time, you as the owner should be at full-scale of marketing. Getting to stage 8 means this product is nearly presentable for the market with very few bugs. If site is hosted with Web Wizzy, your domain name will be connected to the server (DNS config), emails if any will be set up. Otherwise all the files will be transferred to you and must set up arrangements on how to deploy it on your server. If you have a data processing feature, it's better to have SQL or all the required packages installed onto your server prior to delivery. Once the domain name has been configured to point to the new server and the URL has propagated throughout the web, it's time to launch!

POST LAUNCH CREDIT FOR UPDATES

Most of our Custom Website Clients receive up to 10 hours credit for updates at post launch. The 10 hours of credit can be used for Publishing,Graphic Design, Video Production, or Front-End, Back-End Coding. If you want to add a nifty new feature such as a flying cool image animation be aware, it may use up much of your hourly credit. Quotes and approval are provided prior to each project update before any update work is performed.   When credit expires please refer to our standard hourly rate page on our website.

BUG FIXES

Custom projects are expected to have bugs. Sometimes it has nothing to do with the code or website whereas the blame may go to device software updates. IPhone IOS updates are well known to break websites with Safari Browser updates. Other bug issues may include updates of 3rd party CDN (content delivery network) scripts, such as JQuery, code deprecation or security breaches (which we hope never happens to us.). Fixing bugs or problems due to server issues shall be addressed immediately at Web Wizzy's expense if hosted on one of our servers. Web Wizzy is not obligated to solve other issues such as domain name expiration, deprecation of code, failure of 3rd party software, malicious attacks to the client's site(s). Resolutions and fixes are to be charged to client at standard nominal rate.

INTELLECTUAL PROPERTY

Web Wizzy is bound by law not to disclose any code written by Web Wizzy which violates customer intellectual property rights.   On vice-versa, any code written by Web Wizzy which is copyrighted or patented or recognized as intellectual property shall be protected by copyright and the non-disclosure law. Some specific code may not be disclosed externally outside of the two parties with written consent of the copyright owner.   If project has ended or terminated by Web Wizzy, any other 3rd party developer or designer that needs access to website code will need authorization to re-use scripts in which are owned by the copyright holder. Some scripts may have the option to be licensed for use.

COMPENSATION

All projects are first submitted with a SOW (Statement Of Work). This document breaks down most of the required tasks in categories and displays the hourly rate and estimated hours required to complete the tasks. Upon acceptance of this SOW Quotation from client, the SOW is converted to a Proposal which is signed by both parties. Below are the standard hourly rates.

EXCLUSIVENESS

When a customer requests exclusiveness, it basically means their project is prioritized first and at least 20 hours per week must be completed regularly with undivided attention. These hours are usually set prior to start of project. One Scrum meeting per week can be requested (hour). While a Sprint can be requested once a month.

Hourly Rates (effective JAN 2020):
- ❖ Front-End Coding: $150/hr
- ❖ Back-End Coding: $175/hr
- ❖ Graphic Design: $65/hr
- ❖ Admin: Typing, Coordinating, Publishing, $30/hr

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NON-EXCLUSIVENESS

Developer (Freelancer) may work on client's project anytime they wish as long as they attempt to complete each stage within the deadlines. Usually status updates are posted either on Slack or Email approximately twice per week. A full time-card task report is due every 10 days. Skype or Public meetings are only by request in 48 hours advance. Important issues may occur and developer or client can coordinate a meeting or phone conversation if necessary however, important issues should not occur regularly.

Hourly Rates (effective JAN 2020):
- ❖ Front-End Coding: $75/hr
- ❖ Back-End Coding: $95/hr
- ❖ Graphic Design: $45/hr
- ❖ Admin: Typing, Coordinating, Publishing, $20/hr

PAYMENTS

- ❖ Projects with terms with less than 60 days: 50% down, 50% balance end of project.
- ❖ Projects with terms 60 to 90 days: 50% down, 25% after six weeks into project, 25% end of project.
- ❖ Projects with terms 90 to 180 days: 40% down, 30% after 3 months, 30% end of project.

RELEVANCY DISCOUNTS UP TO 20%

As proficient web development company, occasionally we will stumble across projects that fall right into our niche. When a project requires tasks we are very familiar with, we offer a discount incentive.   Standard website design in HTML, CSS, Javascript, or SQL Database with some familiar back-end language such as PHP, all fall into our "Relevancy" realm. Depending how much relevant areas determines the amount of discount we can offer.

RELEVANT TOOLS AND LANGUAGES

- ❖ Registration: GoDaddy, Register.com
- ❖ Hosting Server: AWS -Virtual Instance Hosting Route53
- ❖ Webpanel: Webmin, VirtualMin
- ❖ Coding: PHP 7, SQL, HTML, CSS, JAVASCRIPT
- ❖ File Transfer: FileZilla
- ❖ File Delivery: Google Drive, Google Docs/Sheets
- ❖ Payment Gateway: SquareUp

RELEVANCY IN DESIGN (Web Wizzy's choice of..)

- ❖ Simple User Authentication System
- ❖ Front-end navigation (nav bar, scrolling, modals etc)
- ❖ Front-end styling {material design, icons, buttons}
- ❖ Front-end framework {containers}
- ❖ Back-end components {form processing, message system)

HOSTING

If we custom develop your site, it is highly recommended to host the site with us. The standard is AWS Virtually Shared hosting however we can arrange many types of configuration pertaining your request or necessity.   If your web traffic grows rapidly, we can assist you on scaling your server infrastructure.   Annual Shared Hosting Fee $24.95 for 5GB Storage, 50GB monthly transfer.   For higher level packages please refer to Amazon Web Services (AWS).

FOR MORE INFORMATION CONTACT US AT WEBWIZZY.COM

WEB WIZZY IS A CALIFORNIA CORPORATION, BASED IN SUNNYVALE CALIFORNIA. SOME ASSISTED WORK MAY REQUIRE TO BE OUTSOURCED TO OUR AFFILIATE WEB WIZZY ASIA LOCATED IN ILOILO PHILIPPINES. (REQUIRES CUSTOMER APPROVAL)