

**SAMPLE LETTER OF AGREEMENT
"I JUST NEED A COACH"
SBI-WEBSITE-BUILDER.COM**

NOTE: This is a sample agreement for informational purposes only. If you agree to work with me, I will draw up an original agreement, personalized to your needs.

WEBSITE DESIGN LETTER OF AGREEMENT

SBI-Website-Builder.com is pleased to submit a proposal for the development of a website to Client. The terms of this proposal are valid for thirty (30) days prior to commencement of work and then for the length of the project.

BACKGROUND

SBI-Website-Builder.com is a web development business located in Idaho, but serving clients all over the world. We specialize in working with clients to create attractive and effective yet affordable websites based on the Site Build It model for business.

STATEMENT OF WORK

Assist with development of an Internet site for Client. Create a clean, organized, and professional looking site based on a template consistent with SBI specifications in either the Look & Feel blockbuilder interface or HTML that can be uploaded through the Web FTP module. Develop a consistent theme with the use of the established website logo, colors, heading and footers, and buttons.

WEBSITE DEVELOPMENT

Purpose of Website

The purpose of the website is to provide information on _____ and to _____.

Design Methodology

It is essential to establish a polished and professional look for the Client's website. SBI-Website-Builder.com will customize the design to be compatible with the SBI Page Builder. Once the design is finalized, SBI-Website-Builder.com will start developing a consistent look for section headings and footers, logo, and navigation buttons.

Site Content

With an approved consistent look established, the next step is to assist with planning, developing, optimizing and organizing the content of the site.

Assistance with content development will consist of the following activities:

- Keyword research and analysis.
- Recommendation of a suggested site structure/map, based on keyword optimization strategies.
- Review and analysis of pages for keyword optimization, with suggestions made for improvement, as appropriate.

Content should include pages dedicated to all of the recommended topics specific to the niche. Also included in these pages should be *standardized* content such as:

- Contact page
- Newsletter/ezone “sales” page
- Site blog home page (for traffic building/search engine listings)
- Links/Resources page
- Terms of Service & Privacy Policy pages
- Site Map
- Site Search
- About Me

Other Development Services

SBI-Website-Builder.com will also provide the following services during the development of the website:

- Develop a recommended monetization strategy, including Google AdSense, affiliate links, and building a mailing list
- Coaching of client in all aspects of SBI functionality as needed
- Provide ongoing technical/content development support for up to 1 month after project completion
- Emailing of the SBI Success Builder eCourse & review of "homework" assignments

Developing the Site

Together we will review the site during the building process. Throughout the process, the client is involved.

SCHEDULE

This schedule defines the major tasks to be completed during the life of the project. Individual tasks may be added, deleted or moved as required to meet the demands of the design. The elapsed times are estimates and may vary depending on workload, changes, client submissions and approvals, and third-party service providers.

Phase 1: Preparation (5 to 7 days)

Proposal review
Contract signing
Initial payment - 1/3 of the total cost (\$334)

Phase 2: Site Planning (10 to 21 days)

Development of design
Keyword analysis and additional research, as needed
Development of navigation scheme and site structure
Finalization of site map
Client review and approval
Second payment due at end of phase - 1/3 of the total cost

Phase 3: Content Development (21 to 60 days)

Analyze existing pages for search engine positioning & voice
Analyze traffic building strategies
Final payment due at end of phase - 1/3 of total cost

Phase 4: Monetization & Completion (2 to 4 weeks)

Finalization of content
Assist with monetization planning and implementation
Final website critique
Training and coaching for transition, as needed

COMPENSATION

SBI-Website-Builder.com agrees to design and install the website look and feel and provide coaching support as described above for the fee of \$1000, inclusive of the following:

- All Design and Layout described above

- Keyword research & analysis
- Content review/search engine optimization analysis & recommendations.
- Development of monetization and traffic building strategies
- Training & coaching client, as needed

Terms

- Deposit- \$334 prior to starting work
- Progress Payment- \$333 at the end of Phase 2
- Final Payment- \$333 at the end of Phase 3
- Additional services billed monthly (net 15), as noted:
 - Additional pages/articles written at \$75 each, edited \$50 each
 - Installation of SBI modules such as ezine, surveys, link exchange at \$100 each

FUTURE DESIGN, PROGRAMMING, AND TRAINING

Future requirements, such as functions, pages, or graphics outside the scope of the statement of work above will be performed by SBI-Website-Builder.com at a rate of \$60.00/hour. SBI-Website-Builder.com will obtain permission based on a verbal estimate prior to performing any addition work.

Thank you for giving SBI-Website-Builder.com the opportunity to quote your new website. If you have any questions about this quote, your new website, or websites in general, please feel free to contact me.

Kathleen MacNaughton, President/Owner
SBI-Website-Builder.com
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715 Hill
Kamiah, ID 83536
208-935-0136

Contract Signatures

Please sign below to signify your acknowledgement and acceptance of all terms spelled out on this and previous pages.

SBI-Website-Builder.com

Date

CLIENT NAME

Date: _____

NOTE: The down payment and contract must be received before work will commence.