



# Website Maintenance Terms and Conditions

- Website maintenance services by Instinct Creatives Design are annual (12 month) agreements.
- Payment Methods
- Monthly Website Maintenance fees require credit card, bank-wire transfers, in cash or PayPal for payment.
- Annual Website Maintenance fees may be paid with credit card, bank-wire transfers, in cash or PayPal for payment.
- Website maintenance fees will be charged and expected from the client on the 1st or 15th day of every month.
- Website maintenance Fees will be prorated for new clients that sign up in the middle of a given month.
- Termination of this agreement by the client.
- Clients may terminate this agreement in the first month of signing with 10 days written notice, additional fees may apply for early termination.
- A fee of Rs10000.00 will be charged to the client for terminating this agreement during the 1st month of the agreement term.
- After the first month a fee of the non-discounted full price of creation of the website will be required
- After the initial 12 months, the client may terminate this agreement without paying any additional fees with 30 days written notice.
- Instinct Creatives may terminate this agreement at anytime with written notice to the client.
- An administrative fee of Rs890.00 will be charged to the client for any late payments or declined credit card charges.
- An administrative fee of Rs1200.00 will be charged for returned checks.
- There are absolutely no refunds for any fees related to website maintenance services.
- When adding new text and/or content to a page the client is responsible for providing all text (in digital format) and images/photos.
- Minor updates are limited to 5 incidents per week depending on availability. More minor updates may be able to be completed each week depending on the Instinct Creatives master project schedule.
- There is no roll-over for any website maintenance plan services.
- “Update turnaround time” is based on standard minor updates. Advanced programming may result in longer turnaround times.
- Urgent and/or Rush updates, modifications, or edits will be completed within 24 hours. A fee of Rs1000.00 will be charged if updates and/or modifications or edits are required to be completed on Saturday or Sunday.

# Monthly Maintenance Minor Update Listing

- Small text changes (not including changing an entire page of text)
- Domain Name Expiration.
- Website software up to date.
- Backups, and that back ups work.
- Check and optimize loading time.
- Checking website errors on Google webmaster tools.
- Adding or modifying a link
- Adding or changing a photo/image
- Adding or modifying a menu item
- Adding or modifying meta data (keywords, descriptions, title, etc. on a page)
- •Changing page URL's (only applies to Joomla CMS sites and websites developed by Instinct Creatives)
- Uploading a new advertisement
- Changing a banner ad
- Adding or modifying a product in a catalog or e-commerce system
- Adding or modifying a calendar event
- Modifying code
  - PHP
  - MySQL
  - DHTML
  - XHTML
  - Javascript
  - XML
  - Template

# Non-Minor Updates & Additional Monthly Maintenance Services

- Add a Blog
  - Target Market study.
  - Adding 3 sharable blog posts to your blog section per month
  - Form tests.
  - Renaming files for SEO.
  - Editing and branding images provided by client
  - Website performance analytics.
  - Make sure website look fine on all browser versions due to updates.
  - Add a calendar
  - Create a “pop-out” menu
  - Add a frontpage slideshow
  - Add Google Analytics/Sitemaps
  - Add a new page
  - Additional minor updates
  - Add a CMS
  - Additional pages
  - New template
  - Add an online form
  - Add a “Map & Directions” page
  - Add an online product catalog
  - Add an online shopping cart
  - Add an online payment gateway
- \* *E-commerce websites wishing to add products or to manipulate current products may do so once a month.*
- \* *This package includes all external website costs like domain name and database monthly costs which will be outsources as they are not a product of Instinct Creatives.*