



## **Terms of Service V.02 (11May18)**

*Hello!*

*We want make this tech thing simple for you.  
So you can focus what you love to do.*

*Whilst setting up an online presence can be fun, things can become overwhelming when technologies are constantly changing. So we want to simplify it for you, so you can focus on what you're great at! At the end of the day we enjoy this world of tech and we have over 10 years experience in this field, so we just want you to focus on your field whilst we handle the rest! How about it?*

*So let's break this down for you. Black is the detailed technical stuff. And in blue we explain in basic terms what working with us looks like. You can research any further on our site if it does not make sense or send us a line at [info@bygato.com](mailto:info@bygato.com)*

### **Section 1 - Process**

#### **Day 1 - 3 - *The seed is planted!***

1. This is where you Submit Form 1 - (With basic information, like your Name, email and whether you want a new or upgrade of your current site).
2. You will then be redirected to Form 2 page (and it will be also sent to your email) where we get a detailed understanding of you and what you want from your website for month 1.
3. Once we receive this form we will send you a "set up fee" payment link to your email so we can get started designing and building the first iteration of your site.
4. You will pay a set a up fee of 100USD and will receive a receipt once this process has been confirmed on our side.
5. Once we receive this payment we will start to build your website with the details you gave us in Form 2.

### **Day 3 - Your site is born!**

1. Day 3 \* We design & build in a tool called Webflow. Before close of business (GMT -4) We send you your first iteration of your site to your webflow domain name (Example: [yourwebsitename.webflow.io](http://yourwebsitename.webflow.io)) (we won't use your real domain name yet, that's in month 2, when the subscription starts, we like to keep it lean until you are happy with the full site).
2. We send you Form 3 - which details what you want to create over the next 3 months, which is required to be completed by end of month 1. This will enable us to prepare the next 2 months of your websites design and integrations until your 3 monthly review and major changes.

### **Day 16 - 29 - We finalise your website with you.**

1. Within this month (day 16-30) we give you a “**10 day Conversation block**”\* with us, in which is a time where you can use our private chat function to tell us about the small adjustments you would like for your website.
2. On day 30, we offer you a 1.5 hour screen sharing block so we can explain things to you interactively and you can ask any questions before we finalise the first stage of your website.

#### *Disclaimer:*

*\* Within business hours - (0900 - 1700 Mon - Fri - Sat/Sun - PST (Pacific standard time)*

*- Also this block does not operate weekends & public holidays*

### **Month 1 (Day 30) - Let's make this real! Pre Launch day**

1. Once we are both happy with the screen sharing block, we will send you a subscription link, for your automatic direct debit payment to be set up\*.
2. Once payment is received, we set up your new Domain name (or you send us your already established domain name \*\*) and we will send you you a link to your final brand new website on your official domain name (example: [www.yourdomainname.com](http://www.yourdomainname.com)).

- *Connect your domain*
- *Free SSL option*
- *CDN*
- *100,000 monthly visits*
- *1,000 form submissions*
- *2,000 CMS items*
- *CMS API access*
- *3 Content Editors*

Or choose our second plan (contact us to upgrade and for pricing information if you think you will need it )

- Connect your domain
- Free SSL option
- Global CDN
- 1,000,000 monthly visits
- Unlimited form submissions
- 10,000 CMS items
- CMS API access
- 10 Content Editors

Feel free to visit [www.webflow.com](http://www.webflow.com) to check out how we work with them.

#### *Disclaimer*

*\* Cancel anytime. If payment is not received within 7 working days we will unpublish your website until we receive payment. Refer to our Cancellation section for more detail.*

*\*\*\*We include a basic (<16USD/Year) domain name in our 100/Month Subscription, though if you already have one, please send it to us so we can link this to your site. Basic domain name includes Yearly subscription to your new domain name, including SSL, CDN services.*

## **Month 2 (Day 1) & Month 3 (ending) - [Let's Celebrate!](#)**

This is something big, an online presence which is unlimited!

1. Your final site for this season (3 month duration) is officially launched\*. You now have access to your very own editor to allow you to make basic changes to your site (Copy Writing, pictures, videos)
2. During Month 2, we send you a “**5 day Conversation Chat Block**” where we have **1.5 Hour** chat, to enable us to hear how you would like to review and amend parts of your site.
3. Your site is up and running and behind the scenes we are taking care of how your site is performing. At the end of month 3 we send you a “website check up” overview, which details the performance of your site and how we feel you can enhance your site functionality. \*\*\*

#### *Disclaimer*

*\*Unless your site is more complex in which we will describe below the timeframe. See section*

*\*\* Within business hours - (0900 - 1700 Mon - Fri - Sat/Sun - PST (Pacific standard time)*

*- Also this block does not operate weekends & public holidays*

*\*\*\*We use google analytics to give you an overview of how your sites performing and a brief of how we can improve its functionality for your audience.*

## **Month 4 - (Day 1) - Season 1 complete, let the monetization begin!**

1. We will send you a Form 3 (**Major changes form**) so all those things you could not do in your editor, we change for you, including adjusting your site, more Bygato integrations, 3rd party integrations and optimisation which we call SEO, so that people organically see your site and we keep up with how search engines rank your site.
2. With the Form 3 (Seasonal Major Site Changes) and our “**Site check-up overview**” we will make adjustment to your site, and on completion we offer a “**5 day conversation Block**”\* where we can confirm the final changes of your website.

### *Disclaimer*

*\*Within business hours - (0900 - 1700 Mon - Fri - Sat/Sun - PST (Pacific standard time)  
- Also this block does not operate weekends & public holidays*

### **Ongoing**

1. From here on in, we continue to monitor your site and you are entitled to a “**seasonal check up**”, “**Major Changes**”, “**5 day Conversation chat block**” \*and a **1.5 Hour “Screen sharing time block”** \* every 3 months, where we can continue to improve your site for your current direction in your business, whether it be more users, higher revenue or just a better overall experience.
2. We intend to work with you from here on out, improving and making intergrations to allow your site to become more automated and easier to use, so you can monetize your service/product with ease. See below for some examples (Basic, Master & Pro)

## **Section 2 - Production Time Frame**

### **Average Timeframes for completion of various sized projects**

*We believe in a “lean startup” launch methodology when building an online presence. This meaning that whatever size your web project (For example, a Basic landing page to a fully automated Ecommerce site), we will launch small iterations with you from the start and build up accordingly without large outlays.*

*\*Ref: “Lean Startup”: [https://en.wikipedia.org/wiki/Lean\\_startup](https://en.wikipedia.org/wiki/Lean_startup)*

Below are example timeframes for your site to be fully functional. There are many variations from client to client so these are guidelines are to be taken lightly.

- **30 Days:** Landing Page, Basic Website with pages (2-4), access to editor.
- **60 days:** CMS integrations (Blog), 3rd party integrations (mailchimp).
- **90 Days:** Platform type, ecommerce, Bygato integrations.

We start everyone on our first package 100USD/Month subscription and give the option for you to upgrade to the other subscription packages after 3 months, to allow you to grow your site quicker with us (more site iterations, more conversation blocks, more integrations and design work etc), though we will always advise that to base this upgrade upon our 3 monthly analysis and major upgrade stage.

Contact us for more information regarding Subscription upgrades: [info@bygato.com](mailto:info@bygato.com).

## Section 3 - Payment conditions

### Late payment or declined payment

Your initial "Setup" fee will delay the build of your website. Your subscription payment (Month 2) is billed in advance on a monthly basis, if after 7 days of next month the service is not paid for, we will have to unpublish your site until full payment for that month is received.

### Extra Fees

We work alongside Webflow, which offers AWS server space. This is charged per use unit. So if you 1 or millions of people viewing your site the price of the server space will be billed to your account accordingly. There is plenty of room included in our Subscription, though if your concern, please reach out to us for a conversation.

### Exit fees

*We get it, things change, no hard feelings. So we will detail the plan if you want to exit from the relationship (Subscription) early.*

*If you want to migrate your site elsewhere (to another Hosting site) we can send you everything you need to continue business on another platform. We are a little sad, but it's ok we understand. Please let us know how we can improve if our service can improve for others.*

*We will send you all code and content within **30 business days** so you can continue your business.*

*Exit fees:*

*There are many variations and costs that encompass building a website depending on its functionality and complexity. On average we complete and charge (with an industry average) the following:*

- **30 Days:** Basic Website with 1-3 pages, access to editor. - 1500USD
- **60 days:** Animations, 3rd party integrations (mailchimp) - 3000USD
- **90 Days:**, CMS integrations (Blog)ecommerce integration, - 5000USD
- **120 Days:** Platform type Website with Bygato designed CMS integrations - 7000USD

*So to gauge our energy exerted on your project and your fair investment, we have created some guideline payout fees so we are not both out of pocket. We are happy to have a conversation with you about this, before you decide.*

### Average Exit fees for 100USD/Month Subscription package.

- **Month 1 ending:** 1500USD Costs - (3000 - (1 months Subscription x 100USD) = 1400USD
- **Month 2 ending :** 3000USD Costs - (2 months Subscription X 100USD) = 2800USD
- **Month 3 ending:** 5000USD - (3 months Subscription X 100USD) = 4700USD
- **Month 4 ongoing:** 7000USD - (4 months Subscription X 100USD) = 6600USD

We will gauge the payout fee based upon what stage and functionality your site has and based upon our conversation. We go off a average time allocation stated in Section 2 for these prices, based upon a Basic Package (no upgrades) for the time periods above.

## Section 4

### Site Offline or malfunction with integrations

If you notice you site or a part of it not working correctly, it could be a number of things depending on your sites 3rd party integrations. If you know these, please refer to their respective troubleshooting pages.

We do our best to keep most of our integrations within Webflow, so please refer to <https://university.webflow.com/article/why-is-my-website-loading-or-performing-slow> first to see if your answer is there, if not please send us an [info@bygato.com](mailto:info@bygato.com) and we will return a reply within 24hrs.

### Portfolio Usage Rights

Before publishing your site within our portfolio, we will obtain confirmation from you to do this. We would love to share your website with our future clients, as we think we do alright and people love to see our work.

*We believe that no contracts in the world could clearly communicate the variables entail in the work we do. What you want for your site and what we create, there will always be variables, which we try to reduce, we do this best with our forms and conversation blocks with you. Though in the end we ask for a little trust for the process and between us to allow us to do what we love and you to also. Our reduced entry fee we believe will allow us to slowly form a detailed understanding about your projected intention with your online business and evolve it as we go.*

*We look forward to refining this process as we go and we appreciate your patience in the meantime.*

*Thank you for joining us, Please feel free to email us for a conversation to clarify anything - [info@bygato.com](mailto:info@bygato.com)*

The Bygato Family.