

# Terms of Service V.04 (25July18)

*Hello!*

*Here are a few more in depth details about BYGATO'S workings.*

*We want make this tech, web design and development 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 technology and the tools 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?*

*If it does not make sense or send us a line at [info@bygato.com](mailto:info@bygato.com)*

## Section 1

### The Process with us

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

*You have filled out the first introduction form with the first 14 questions and also maybe you have paid your first payment to get us started on your website!*

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) - <https://www.bygato.com/great-questions-for-building-a-website>

You can either pay now or wait until we reply to confirm the clarity of your site details.

3. Once we receive this form we will send you a "set up fee" payment link (if not already paid) 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 the first iteration (Meaning the first sections design and colour palette) of your website with the details you gave us in the 14 question form.

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

*Even though it is not on your official domain name, we will send you a live link to your first custom designed iteration of your website.*

1. Our webflow designers/developers, design & build your custom website and send you a link once it's ready on day 3, Before close of business (GMT -4) *we send you your first iteration of your site to your webflow domain name (Example: 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 will also send you a new form to get a more in depth or new information about your site - these details will be of 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 month 3 review and major changes.

### **Day 16 - 29 - We finalise your main page 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 or email function to tell us about the small adjustments you would like for your website before we finalise your full first page 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)*

*\*This block does not include 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.yourdomain name.com).

For the subscription features see below:

- *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

#### *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) to Month 3 (ending) - Let's Celebrate!**

This is something big, an online presence which is unlimited! Think of this like your shopfront for all your online people!

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 (Content including: 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 (Analytics, who actually visits & sees your website). At the end of month 3 we send you a “website check up” overview, which details the performance of your site and how we think you can enhance your site functionality. \*\*\*

#### *Disclaimer*

*\*Unless your site is more complex in which we will describe below the timeframe. See section 2*

*\*\* 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 design, features & functionality for your audience have a better experience.*

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

1. We will send you a third form (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 this third Form (Seasonal Major Site Changes) and our “Site check-up overview” from month 3. 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” \* at the end of 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 better design & functionality (monetization tools) integrations 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, though truly endeavor to meet them by or before the times stated.

- 30 Days: Landing Page, Basic Website with 2-4 pages, access to editor.
- 60 days: CMS integrations (i.e Blog), 3rd party integrations (i.e mailchimp).
- 90 Days: Platform type, ecommerce, Bygato custom coded 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 to base this change and upgrade after 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

A delay in your initial “Setup” fee will delay the relevant time frame associated with launching your website, therefore delaying 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, the content also stays with us, unless as stated below we come to an agreement with a payout figure. See “Exit fees” below.

#### 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. We will notify you well before you reach this stage.

#### 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 (And all it's content) 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 [info@bygato.com](mailto:info@bygato.com).*

*We will send you all code and content within 30 business days so you can continue your business once we come to an agreement with the exit fees.*

### **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 if you want to migrate your content and website to another hosting service and want a another designer/developer to manage your website.*

*If you do not want to migrate your content and your custom website built with us, then there is **no fee to exit**. The subscription will end. These figures are a rough guide of what we invest into your website at each stage, we will however organise a conversation to find a mutual agreement on these prices before we take your website offline.*

### *Timeframe associated with invested design/development resources for your website*

- 30 Days: Basic Website with 1-3 pages, access to editor. - 1500USD
- 60 days: Webflow 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

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

- Month 1 ending: 1500USD Costs - (1500 - (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 of each integration (I.e your email is not working, refer to Mailchimp's troubleshooting page .

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.

## Changing your domain name

We see the benefits in changing your domain name at times, or you wish to apply your subscription to a new website or redesign. Please contact us to find out more about how and what the fees associated with this are.

## 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 to know what we are up to.

*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 (which are ever improving). 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, and providing more value then invested.*

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

*Thank you for joining us on this journey of monetizing your passion and love for the work you do, Please feel free to email us for a conversation to clarify anything - [info@bygato.com](mailto:info@bygato.com)*

The Bygato Family.