

# Abel Abraham

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**DATE:** May 28, 2021

**CLIENT:** Marco Zenone

## PROJECT QUOTE + CONTRACT: PERSONAL ACADEMIC WEBSITE

This agreement is made by and between Marco Zenone ("Client") and Abel Abraham ("Designer"). In consideration of the mutual agreement made herein, both parties agree to the project upon the following terms:

### PROJECT DETAILS

This Project involves the content management, production & launch of the Client's personal academic website which is focused on building their personal brand, engaging their audience and showcasing their body of work. The Designer will take into account the overall website design & development, which includes a range of services (listed below):

#### PROPOSED SERVICE(S)

Website Design & Development

- Clean, Modern Design
- Branding & Visual Identity
- Content Copywriting
- Layout & Composition
- UX Optimization
- Website Analytics

#### PROJECT TIMELINE

5 Weeks (From Project Kickoff)

- 3 Weeks - Primary Development
- 2 Weeks - Revision & Feedback

#### TOTAL PROJECT INVESTMENT

**\$2150**

#### WEBSITE MAINTENANCE COST

**~\$24/month**

### DESIGN & REVIEW

The work completed will be specific to the Webflow platform. The Client agrees to review and provide feedback on the work in a timely manner, and understands that any new deliverables should be given at least 2 business days ahead of an intended deadline. If the Client is unsatisfied at any stage, they may choose to terminate the contract upon payment of the last hours of work completed.

### TEXT CONTENT

The Designer and Client will work collaboratively to create the website's text content.

### GRAPHICS, PHOTOGRAPHS & VISUAL ASSETS

All relevant visual assets, graphics, photographs, and files should be provided by the Client on or before the date of Project Kickoff. The Client should supply graphic files in an high resolution vector digital format, and photographs in a high resolution digital format. New or changed assets can be provided after the Project Kickoff and/or during Revisions, but this could potentially affect the Project Timeline and/or Cost.

### TECHNICAL SUPPORT

The Designer will ensure the successful development, publishing and handoff of the website to the Client upon completion. After project completion, the Designer does not offer future support for website hosting, email or other services relating to hosting. Hosting concerns are best addressed by directly contacting the Webflow platform.

## WHAT'S INCLUDED

### CLEAN, MODERN WEBSITE

- Organized pages with engaging sections

### RESPONSIVE WEBSITE

- Smoothly resizes to accommodate a wide range of devices

### CONTENT COPYWRITING

- Content can be edited to maintain a modern, professional tone
- Ensure content is easy to browse and consume

### ATOMIC, PREBUILT WEBFLOW BLOCKS

- Reusable, drag-and-drop website section blocks allow for easy changes and updates in the future
- Customize pages and add content by arranging prebuilt blocks

### CUSTOM WEB DOMAIN

- **REQUIRED:** Relevant documentation and permissions for the domain ([www.marcozenone.ca](http://www.marcozenone.ca)) to be transferred to new website

### WEBSITE HOSTING

- Hosted on Webflow Hosting (monthly pricing plan)

### SEARCH ENGINE OPTIMIZATION (SEO)

- Optimized and verified to organically appear in search results

### WEBSITE ANALYTICS

- Set up using Google Analytics
- Provides powerful metrics like visitor count, traffic location, page views, and time spent on site

### FINAL HANDOFF

- After project completion, a 1-on-1 handoff session
  - Introduce basic concepts on Webflow use for future self-maintenance
  - Answer questions and practice adding/editing basic content
  - Review prebuilt Webflow blocks
- One (1) follow-up 20 min sessions (optional) in the next 3 months
  - Ask questions and discuss functional concerns with Webflow and/or the website

## SEARCH ENGINE OPTIMIZATION (SEO)

The Designer does not guarantee improvements to your website's search engine ranking, but the pages are developed to be easily accessible to search engines. Further optimizations using additional paid SEO plans are currently not being offered for this project.

## CHANGES & REVISIONS

The Client & Designer agree for up to two (2) revisions. Revisions and changes are subject to the 2 week Revision & Feedback timeframe incorporated into the 5 week Project Timeline.

## LEGAL

The Designer will carry out work in accordance with good industry practice and at the standard expected from a qualified person with relevant experience. The Designer will ensure to check work before delivery, but acknowledges that in the event of a human error and a mistake occurs, the Designer will not be liable to the Client or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages.

## WEBSITE FORMAT

### HOME PAGE

- Engaging, unique landing
- Brief and informative bio
- Easy navigation with links to each section

### WORK SECTIONS PAGE

- Collection of publications or papers, each with a brief description
- Links to each publication's page

### INDIVIDUAL PUBLICATION PAGE(S)

- Highlights each piece of work individually with access to the publication/paper
- Associated content and supplementary documents for the work
- Related videos or secondary resources

### PRESS & PUBLICATIONS PAGE

- Collection of news article mentions
- Collection of awards and honours received
- Embedded Twitter feed

### ABOUT PAGE

- Brief and informative bio section
- Link to current CV
- Links to contact and social media channels

## PROJECT TIMELINE

### 5 WEEKS (FROM DATE OF PROJECT KICKOFF)

- Phase 1 - Primary Development (3 weeks):
  - Site Research
  - Website Design
  - Website Development
- Phase 2 - Review & Feedback (2 weeks):
  - Two Rounds of Feedbacks/Changes (optional)

The liability will also be limited to the amount of fees payable under this contract and the Client will not be liable to the Designer or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages.

If any provision of this contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this contract and shall not affect the validity and enforceability of any remaining provisions.

## **INTELLECTUAL PROPERTY RIGHTS**

"Intellectual property rights" means all patents, rights to inventions, copyright (including rights in software) and related rights, trademarks, service marks, get up and trade names, internet domain names, rights to goodwill or to sue for passing off, rights in designs, database rights, rights in confidential information (including know-how) and any other intellectual property rights, in each case whether registered or unregistered and including all applications (or rights to apply) for, and renewals or extensions of, such rights and all similar or equivalent rights or forms of protection which subsist or shall subsist now or in the future in any part of the world.

The Client guarantees that all elements of text, images or other artwork they provide are either owned by them, or that they have permission to use them. When the Client provides text, images or other artwork, they agree to protect the Designer from any claim by a third party that we're using their intellectual property.

The Designer guarantees that all elements of the work delivered are either owned by the Designer or has obtained permission to provide them. When the Designer provides text, images or other artwork, they agree to protect the Client from any claim by a third party that they're using their intellectual property. Provided the work is paid for and that this contract hasn't been terminated, the Designer will assign all intellectual property rights to the Client as follows:

The Client will own the website designed, plus the visual elements created for it. They will receive source files and finished files, that the Designer is not required to keep as a copy beyond 60 days of the final invoice. The Client will own all intellectual property rights of text, images, site specification and data provided, unless someone else owns them.

The Designer will own any intellectual property rights developed prior to, or developed separately from this project and not paid for by the Client. They will own the unique combination of these elements that constitutes a complete design and they will grant its use to the Client, exclusively and in perpetuity for this project only, unless agreed otherwise.

## **DISPLAYING WORK**

After the completion of the project, the Designer reserves the right to display all aspects of their creative work, including sketches, work-in-progress designs and the completed project on their portfolio and in articles on websites, unless otherwise specified.

## **TERMS OF PAYMENT**

There is no advance payment required for this project. The balance of project costs are due 30 days after receipt of deliverable & invoice(s). Invoices will be sent on the 30th of each month that work has been done.

**Payment can be e-transferred to [abel-abraham95@hotmail.com](mailto:abel-abraham95@hotmail.com)**

### **DESIGNER'S SIGNATURE:**



**NAME:** Abel Abraham

**DATE:** May 28, 2021

### **CLIENT'S SIGNATURE:**

**NAME:**

**DATE:**