



GENERAL CHANGES

- introduction of Work Schedules, these are *not* compulsory
- review of monthly free work / new 15 minute rule

WHY THE CHANGES?

- recently some clients have expressed they would like a more systematic, time-shared approach to help them keep their websites up-to-date
- whilst it is not my responsibility to remind clients to look at their websites every now and then, I do want my clients to have up-to-date websites in every way, and help them create a habit of checking their websites are still 'working for them'
- to create a better understanding of websites and what it means to be more actively involved through regular co-action, particularly aimed at keeping your website up to date, relevant and exciting
- if you are actively engaged in, and excited about, your website - **so am I** - and ditto the reverse! Remember, our partnership involves energy exchange, not just the usual web designer/client relationship, but at the same time creating a professional working relationship which includes each of us being great business owners
- I do not look at your website unless you ask me to... recently when updating a website, I found old website content which was incorrect, out of date, no longer applying.. and the client was completely unaware of this
- websites 'worked on' regularly rank better in Google searches. When Google crawls your pages, and notes new content... it re-ranks that page accordingly in search results. *If nothing has changed, it takes no action, and comes back less often - because "if nothing changed last month, chances are nothing will change next month either"*
- it is also important to keep up to date with the behind-the-scene coding, (*older code being regarded as bad web design and will eventually be penalised in some way*). The code I have to use to build a website changes occasionally to keep up with such issues as correctly displaying on iPhones etc. These changes are also about keeping the general web building community from using illegal techniques to build a website (*black hat techniques - and whilst none of my websites are dinosaurs or have code which is no longer acceptable, some are at least one step behind how I would build them today, and should be updated at some time, to avoid being too many changes behind what the powers-that-be decide is current good web design code*)

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- generally the rule to being a *great* business owner is to work as much *on* your business as *in* your business, *your website should be part of YOU* working *ON* your business - these changes are designed to help you do just that
- these changes are also designed to help you keep things from happening last minute. To encourage you to let me know about something which is happening two months away, to start working on projects earlier. Plan and schedule, rather than react and rush at the last minute
- recently quite a few clients have also expressed they are uncomfortable asking for website content update work for which they are not billed, and this has led me to measure the amount of my time which is not paid, however still benefits my clients every day (***these specifics mentioned later on*)
- due to reasons listed below in “free time changes”, I am now offering a limit of 2 x 15 minutes free *general web update* work per month
- to consolidate these points into a solution, I am now offering *Work Schedules*



FREE TIME CHANGES

I have been working as a professional web designer for 5 years and prior to that had my own successful website which I self-built (hand coded) and managed for 6 years. When I chose to move almost solely into the Spiritual arena (*I do still have a few clients in transport, carpet cleaning etc from the early years*), I have found the work more rewarding, more challenging, more tiring and more emotional.

Over the years I have become an intuitive and skilled graphic designer, learned a whole lot of photoshop tricks and certainly increased my web design skills all round. I have also invested a whole lot of personal 'stuff' into my work and my clients. The pressure of wanting to take care of all my clients, has to be met with equal amounts of client's taking responsibility for themselves, and helping me, help them. It was always meant to be, a true partnership.

As time flows by, things change personally and professionally for us all, and it's time for big one for me. Recently encouraged by client feedback, I am now limiting general website content updates to 2 x 15 minute time slots, per client, per month.

By giving away my hard learned skills for free (time, income and energy wise), I also feel I may be contributing to small but consistent late/non-payment of invoices. Therefore in honouring myself, I honour my work also by asking for the appropriate exchange for my work and time.

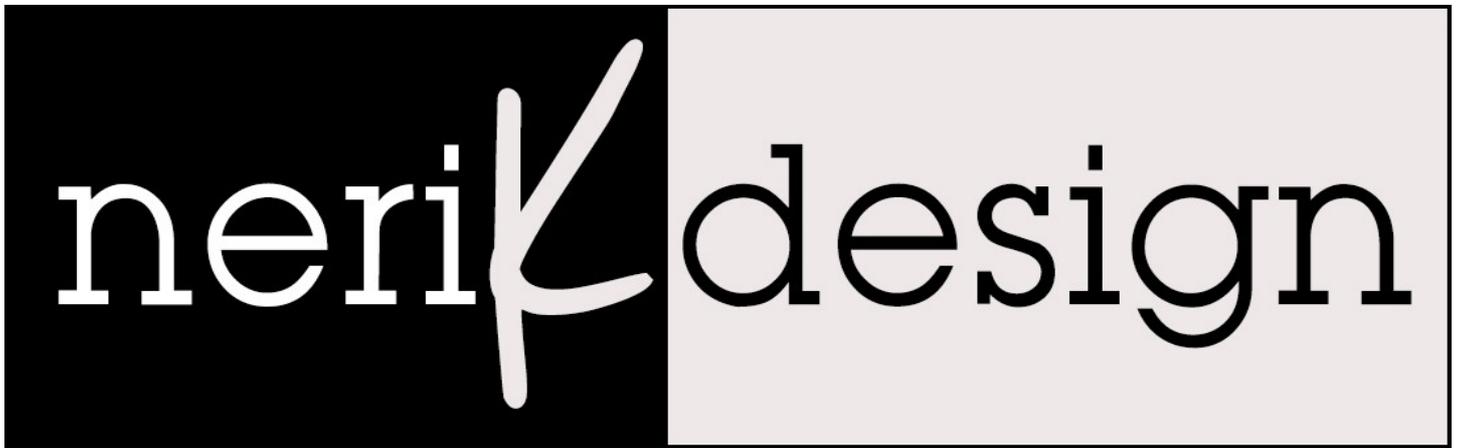
New clients/redesigns will have the option of free extra time for 3 months from the time we start building the website. This gives them time to learn, adjust and settle in. It allows for more back and forth interaction whilst the new client and I learn to communicate with one another, and introduces all the little things learned over this period which everyone experiences when they start their first website.

***It is worth noting here that as a sole trader, like many of you much of my time is already unpaid. Answering emails (sometimes an hour a day), new client contact (which can lead nowhere), a little research here and there about something someone has queried, email issues, help with something about your PC not working properly, writing articles to answer common questions, iPhone questions, backing up websites and data, sending and re-sending invoices: is all unpaid time.*



MAXIMISING TIME - How to send a Work Request

- see [workrequestform](#) to help make sure you get all information to me the first time
- **INCLUDED:** general website and content updates
 - new events, classes, workshops*
 - paypal buttons linked to these where needed for payment*
 - photoshop work only where it is being used for Email, Websites, Facebook (not professional printing)*
 - updating current paragraphs, bio, about me etc, adding more info on a service*
 - adding a facebook or twitter button*
 - pre-written blogs posted, where your Wordpress blog has been set up by me*
 - if adding one sentence into a paragraph for example, copy and paste the paragraph into an email, and add the sentence in.. highlight, and send to me noting the page... I can quickly see exactly what to do*
- explain by email, exactly what you want done - going back and forth and after the 10th email, stating 'oh and I want such and such written here...' is a waste of my time, your time and your money, because it will go over the 15 minute limit
- send images separately, don't embed in documents or PDFs, do both if you wish to visually show me where to place the images in the final product
- tell me the page(s) the information is to be added to
- am I making a poster? or just adding it as written content
- if a poster is for Facebook, Email, Website
- do you need a Facebook Event banner etc.
- Make sure I have working passwords needed to complete the work



WORK SCHEDULE AGREEMENT EXAMPLE

BETWEEN

Nerium Kristina (sacredspaceswebdesign.com.au) *and* nerikdesign

FREQUENCY

Monthly Quarterly 1 hour 2 hours

WORK INCLUDED

General Website Check

Emails and Website Space Needs

Optimisation Work

Other – as agreed upon

Report (*my report to you re work completed suggestions for improvement, work you need to do for next month*)

TERMS

Invoice for work must be paid prior to any work commencing. Invoices will be send on the last day of the month before. Direct debit plans will avoid scheduled work being missed or invoices being left unpaid.

Work will be completed during the month it is due. No time frame at this stage is anticipated, except sometime during the calendar month.

Cancellation of schedule can be done, any time by either party.

Any extra work included at my discretion, and will be added to your Agreement prior to commencement.

OTHER

Any other additions to your Schedule

Other agreed to conditions between client and nerikdesign.