



MUTUAL RESPONSIBILITIES

As a business owner with a website, you are responsible for:

Checking your website every now and again, my thoughts are *at least once a month!*

- Keeping the content current, relevant etc (*by checking regularly and passing on updates to me and not leaving things till the last minute*)
- Regularly assessing the visual aspects/vibe (*asking does it still represent 'me'*)
- Asking yourself, “what am I putting *out there*” when I look at my website?
- Letting me know about old events which need removing/new events which need promoting
- Actually reporting any adjustments/concerns to me, not just *thinking* them

Requesting work/updates in the most communicative and logical manner

- Sending me everything I need to do the work, all information you have, to reduce back and forth emailing. You now have 2 X 15 minute free general website updates per month
See for tips on saving *us* time and *you* money by reading though my [Work Request Form!](#) You can use this form online, or just follow the ideas and send emails as per usual
- Sending the correct passwords for logins needed to complete work (*not sending 'try this, try that'*) I don't have time to test passwords you have forgotten, or changed and not let me know

Keep up with my stuff, I promise to send more small newsletters to facilitate this

- Read (re-read) my [Terms And Conditions](#) page

Try to solve issues yourself first

- Often when you ask me how to do something, or what something means - Guess what? I often Google it to check the information! Please Google before asking me. Please try to research issues, queries, interests. I shouldn't be your first port of call, *except in emergencies*, I want *you* to be able to solve issues when you can
- I want my clients to learn how to ask the right questions, and get the right answers online, when they have computer issues, facebook issues and then ask for my help if they just cannot get it sorted (*this is by no means leaving your stranded – ASK ME if you really get stuck :)*)



Your Domain Names

- Knowing when your Domain Name registration renewal is due, where it's hosted, passwords
If you change the email you used when setting up your Domain Name/had it setup.. you won't get your renewals. If you don't renew on time... your website will disappear! When you change your emails... don't forget to change it here too

INVOICES

- Paying invoices on time, communicating if payment will be late

7 day invoices:

Work Schedules invoiced on the last day of the month before the work will be done

Website Update Work over 15 minutes (you get 2 x 15 minute updates per month free)

See "Other Work" under [Terms And Conditions](#) page

3 day invoices:

For any payment by nerikdesign direct to Vistaprint or Officeworks on your behalf – please don't order anything through me if you literally cannot pay in three days, without letting me know. If you really need something for an event etc, and can pay in a week, just communicate that.

End of Month invoices:

Annual Hosting (invoices will only be sent once either the month before or at the very beginning of the month due, they will be Final and Last invoices with the penalty of website suspension on the last day of the due month if no communication or payment)



Generally, a web designer should:

- Build you an up to date, properly coded website, making it clear if you have a template and how your website is put together
- Use logical page tiers and navigation
- Use a design and layout which makes sense to visitors
- Following Google's latest rules for good web design - [Google's SEO Guide](#)
- Include optimisation as part of the initial design package (*50/50 do this, and often use software to work out the key words, rather than do it themselves*)
- Not have undisclosed "extras" you were not aware of / not clear
- Not use unnecessary techy language to confuse you / have you pay for something you don't really need (like Domain Name Management)

I personally choose to add these:

- To work intuitively and spiritually particularly with regard to visual design and purpose
- Include Graphic Design work (*since I have probably done the original design work*)
- To fiddle to get things sitting perfectly (*I can let my OCD loose on your website*)
- Spelling and grammar checks (Most of you know this is my *thing*)
- Let you know what you can do to maximise your website's potential (*although this gets a little tired when I don't hear back after spending time on suggestions*)

There are articles on writing content and how ranking works etc [here](#)

This is also the purpose of the new Work Schedules

- Let you know if I think something doesn't look or feel right
- Website and Email hosting at the minimal price possible (*currently \$25 annually*)

Having me, in between you and the hosting company, means I can immediately attend to any hosting issues... you can be involved by having access to ticketing etc.

The payment allows me to spread out my hosting costs (*which includes all clients websites*) and it also contributes to any time I spend on website or email issues which involve the hosting company. My guys ([crucial.com.au](#)) are always available for tech support, are in Sydney and are very helpful and friendly. When there is an emergency... this is priceless and not common, even here in Australia.



- Always setting up your Domain Name Registration completely in your name as an individual account and giving you full access.

(At least 60% of clients have had to wrestle their own Domain Names back from either a "friend" who helped set it up and put themselves as the only contact or even owner, an ex web designer who has registered the Domain Name in their own name as the owner/used a wholesale account rather than giving you your own account and access, or the hosting company itself)

- I am not responsible to remind you when your domain name renewal is due or how to pay it when they do send you a renewal
- I am not responsible to check your website for old content/old events which need removing
- I am not responsible to check your passwords to see which ones work
- I am not your personal Google!
- it is my goal to have general editing/updating work completed by the end of the day, two working days from submission, as long as the work submission is complete and all information is presented clearly.

Work submitted Monday by 4pm, should be done by the very latest, Thursday 4pm.. work submitted on a Tuesday by the Friday. *(As I am currently not working Wednesdays, do not count that day)* Work requests needing clarification or re-submission due to further edits and changes, will take longer overall

Again, see [Work Request Form](#) to help with this