



Designed with purpose. Built to perform.

Website Care Plan Agreement

This agreement covers the ongoing care of your website after it launches. A website is not a one-time purchase — it has to stay online, stay secure, and stay current, and someone has to keep you visible on Google so customers can find you.

What this is: a simple month-to-month plan. No long-term contract, no early termination fee, and nothing here is held over you if you decide to leave.

1. The parties

This agreement is between AF Web Design (“Provider”) and the client named below (“Client”).

CLIENT NAME

BUSINESS NAME

EMAIL

PHONE

BUSINESS ADDRESS

EFFECTIVE DATE

MONTHLY RATE

FIRST CHARGE DATE

Provider: AF Web Design — Alfredo Flores · Miami, FL · alfredo@afweb.design

2. What the plan includes

Every month, for as long as this agreement is active, you get all of the following:

Keeping the site running

- **Hosting included** — your site stays live, fast, and secure. No separate hosting bills.
- **Domain management** — renewals handled, so nothing expires by accident.
- **SSL certificate** — the padlock in the browser, kept valid.
- **Security & speed checks** — I monitor that your site loads fast and stays healthy.
- **Uptime monitoring** — I’m alerted if the site goes down, usually before you’d notice.
- **Weekly backups** — if something breaks, we roll it back.

Keeping the site current

- **Content updates** — up to 4 hours per month of changes: new photos, updated prices, holiday hours, menu changes, team updates.
- **Priority support** — requests handled within 2 business days, usually faster.

Keeping you findable

- **Google Business Profile management** — hours, photos, and info kept accurate.



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- **2 Google posts per month** — promotions, announcements, or new photos.
- **Review monitoring** — I flag new reviews and draft responses for you to approve and post in your own voice.
- **Booking system check** — making sure your online booking and calendar stay connected, where that applies.

Keeping you informed

- **Monthly report** — a short, plain-English summary of how many people found you, what they did, and what I worked on.

3. Commonly asked: what's not included?

So there are never surprises, these fall outside this plan — but I'm happy to quote any of them separately:

- **New pages or a redesign** — quoted separately as a project.
- **New features** — online product sales or custom systems are a larger build, quoted per project.
- **Third-party subscriptions** — booking platforms and similar tools bill you directly.
- **Paid advertising** — I build the site that converts; ad management is a different service.
- **Logo or brand design** — you bring your logo, or I can quote one as an add-on.
- **Professional photography** — you supply your photos; I'll tell you exactly what to shoot.
- **Long-form writing** — articles and blog posts are quoted separately.
- **Work beyond 4 hours in a month** — additional time quoted at my hourly rate before I start.

Unused hours don't roll over between months. Anything outside this plan is quoted before any work begins — you'll never get an unquoted charge.

4. Fees and billing

Billed monthly · automatic · cancel anytime with 30 days' notice

You agree to pay the **monthly rate** written in Section 1, charged automatically to the payment method on file on the same day each month.

You enter a card or bank account once through a secure link — after that it runs on its own, with an emailed receipt every time. Bank debit (ACH) is preferred if you're comfortable with it, since it doesn't expire or get declined the way cards do.

Annual option. You may instead prepay twelve (12) months at the price of ten (10). Annual prepayments are non-refundable but can be cancelled at the end of the paid term.

If a payment fails, nothing gets deleted.

It retries automatically · after 7 days I contact you directly · after 30 days unresolved, services pause until it's sorted



5. Term, cancellation, and price changes

Term. This agreement starts on the effective date and continues **month to month**. There is no minimum term and no early termination fee.

Cancellation. Either of us may cancel with **30 days' written notice** — an email is fine. You'll be billed once more for that final 30-day period, and then it stops.

Price changes. Your rate stays locked as long as the plan is continuously active. If it ever needs to change, you get **60 days' notice** and can cancel before it takes effect.

6. What you own

This matters, so it's in writing. The following belong to you — not to me — both during and after this agreement:

- **Your domain name**, registered in your name.
- **Your Google Business Profile**, under your own Google account, with me added as a user.
- **Your website files, content, images, and copy.**

Nothing is held hostage. Ever.

If you cancel, I hand over your site files and remove my access from your accounts within 14 days of the final billing period.

7. What I need from you

So I can actually deliver the above, you agree to:

- Send content, photos, and information for updates in a usable form.
- Reply to approval requests within a reasonable time.
- Keep ownership and access of your own accounts — domain registrar, Google, booking platform.
- Keep the payment method on file current.
- Confirm that anything you send me can be used legally.

8. Limitations

No guarantee of results. I'll apply sound, current practice to improve your visibility, but search rankings, traffic, and booking counts are controlled by third parties like Google and can't be guaranteed by me. Anyone who promises otherwise isn't being straight with you.

Third-party services. Hosting, domain registration, Google, and any booking platform are run by other companies. I'm not responsible for their outages, policy changes, price changes, or account decisions — but I will work in good faith to sort out anything that comes up.



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Limitation of liability. My total liability under this agreement is limited to the amount you paid in the three (3) months before the claim.

9. General

Governing law. This agreement is governed by the laws of the State of Florida.

Entire agreement. This document is the complete agreement for the services described and replaces any earlier discussions. Changes must be agreed in writing by both of us.

Independent contractor. I perform these services as an independent contractor, not as an employee.

10. Signatures

By signing below, Client authorizes AF Web Design to charge the monthly rate written in Section 1 to the payment method on file, on a recurring basis, until cancelled under Section 5.

CLIENT

SIGNATURE

PRINTED NAME

DATE

AF WEB DESIGN

SIGNATURE

PRINTED NAME · ALFREDO FLORES

DATE

Questions any time — alfredo@afweb.design · AF Web Design, Miami, FL · English or Spanish