



Designed with purpose. Built to perform.

Website Build Agreement

This agreement covers the design and build of your website — what you're getting, what it costs, when it's due, and what each of us is responsible for.

Every project starts the same way: a free homepage mockup, before you pay anything. You only sign this once you've seen what your site will look like.

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

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

2. The package and the price

Tick the package being purchased and fill in the agreed figures. These numbers are the whole cost — there is nothing else to pay for what's listed in Section 3.

☐ **Starter**

☐ **Full Package**

TOTAL PRICE

DEPOSIT (30%)

BALANCE AT LAUNCH (70%)

BUILD START DATE

TARGET LAUNCH

LANGUAGE(S)

Prices are quoted per project. Starter runs \$999–\$1,599 and Full Package \$1,999–\$2,499 depending on page count, content readiness, and whether the site is bilingual — the agreed figure above is what governs.

3. What's included

The ticked package includes everything below.

Starter

- **3–5 page website** — typically Home, Services, About, and Contact, plus a Gallery or FAQ if it fits your business.
- **Mobile-first design** — most of your customers will find you on a phone; your site is designed for that screen first.
- **Basic local SEO** — page titles, descriptions, and structure written so you show up when people search for what you do, plus registration with Google so your site gets found.



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- **Contact form** — messages from your site go straight to your email.
- **Revisions included** — we refine the design together until it feels right.

Full Package — everything in Starter, plus

- **Professional copywriting** — I write your headlines and page text with you, focused on what makes customers call.
- **Google Business Profile setup** — claiming and optimizing your listing on Google Maps and Search.
- **English & Spanish versions** — your full site in both languages with a one-tap toggle.
- **Booking / quote request forms** — customers pick a service, describe the job, and request a time.
- **Custom branding touches** — colors, styling, and small details matched to your business so the site feels like yours, not a template.

AGREED PAGES / ANYTHING SPECIFIC TO THIS BUILD

Anything written on the line above forms part of this agreement. If it isn't listed here or in the package above, it's outside the scope — I'll quote it before doing any work.

4. Commonly asked: what's not included?

So there are never surprises, these fall outside this build — but I'm happy to quote them separately or point you to the right person:

- **Online stores / e-commerce** — selling products online is a larger build, quoted per project.
- **Logo design** — you bring your existing logo, or I can quote a simple one as an add-on.
- **Photography** — you supply your photos. (Phone photos in good light work great — I'll tell you exactly what to shoot.)
- **Running ads or social media** — I build the site that turns visitors into customers; ad management is a different service.
- **Ongoing hosting and upkeep after launch** — covered by the optional Care Plan in Section 10.
- **Third-party subscription costs** — booking platforms and similar tools bill you directly.

Nothing outside this list gets built without a written quote you've approved first. You will never receive an invoice for something you haven't seen and agreed to.

5. Payment

Free mockup first • 30% deposit to begin • 70% at launch

You never pay for anything you haven't seen. Payment runs in three steps:

- **Free homepage mockup** — I build a real preview of your site before any money changes hands.
- **30% deposit** — once you approve the mockup, the deposit begins the build.
- **70% balance** — due at launch, when your finished site goes live.



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The deposit reserves your build slot and covers work already performed. Once the build has started, the deposit is non-refundable, though you keep everything produced up to that point.

Final payment and launch. Your site goes live once the balance is paid. Invoices are due within 7 days. If the balance is unpaid 30 days after the site is ready to launch, the project pauses until it's settled — nothing is deleted.

You never pay for anything you haven't seen.

Free mockup first · 30% to begin · 70% at launch · no hidden fees, no surprise invoices

6. Timeline

A typical build takes **2 to 4 weeks** from deposit to launch, depending on the package and how quickly content comes together. The target launch date in Section 2 is a good-faith estimate, not a guarantee.

The clock depends on both of us. If I'm waiting on content, photos, or approvals, the timeline shifts by roughly the length of the wait — I'll always tell you when that's happening rather than let a date quietly slip.

What I need from you

- Your text, photos, logo, and business details in a usable form.
- Replies to approval requests within a reasonable time.
- Access to your domain and any accounts the site needs to connect to.
- Confirmation that anything you send me can be used legally.

7. Revisions and approval

Revisions are included. During the design phase we refine the site together until it feels right — there is no arbitrary cap on rounds while we're still building.

What closes the design phase is your written approval to launch. After that, further changes are new work: small edits are covered by the Care Plan if you're on it, and larger changes — new pages, redesigns, new features — are quoted separately so you always know the cost before work starts.

8. Ownership and handover

Once the final payment clears, the following are yours — not mine — permanently:

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



Nothing is held hostage. Ever.

On final payment I hand over your site files and account access — whether or not you continue with a Care Plan.

9. If the project is cancelled

Before the deposit. Nothing is owed. You keep the free mockup as a courtesy; I keep the right to use it as a portfolio sample.

After the build has started. The deposit is non-refundable, and any work completed beyond it is billed at my hourly rate. You receive everything produced up to that point. If I cannot complete the project for a reason on my side, I'll refund any amount you've paid for work not delivered.

10. Care Plan (optional)

A website needs to stay online, secure, and current after launch. The Care Plan covers hosting, up to 4 hours of changes per month, security and speed checks, Google Business Profile management, priority support within 2 business days, and a monthly report — \$99/month, month to month, cancel anytime with 30 days' notice. It's genuinely optional and this build stands on its own without it.

☐ **Yes — add the Care Plan**

☐ **No thanks, not for now**

If added, the Care Plan starts on launch day and is covered by its own agreement, signed separately. Declining it does not affect anything in this contract, and you can add it later at the same rate.

11. Limitations

No guarantee of results. I'll apply sound, current practice to build a site that performs, but search rankings, traffic, and customer volume 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.

Limitation of liability. My total liability under this agreement is limited to the total amount you paid for this project.

12. General

Portfolio rights. I may show the finished site as a work sample. If there's a reason you'd rather I didn't, tell me and I won't.

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



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of Florida.

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

13. Signatures

By signing below, both parties agree to the scope, price, and terms set out above.

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