

Florida Site Builders, LLC

Company Policy

Effective Date: October 5, 2009

I- Content & Image Policy

- Florida Site Builders will not publish any **content** that is not provided by the customer directly. We will not plagiarize any content off any website or any other publications that you do not have rights to.
- Florida Site Builders will not publish any **images** that are not provided by the customer directly. We will not plagiarize any images off any website or any other publications that you do not have rights to.
- We will not be responsible for any content or images provided by the customer. Ex. Spelling errors, grammar mistakes, punctuation, etc.
- Florida Site Builders will not be responsible for any false or misleading information on any website that the content has been provided for by the customer.

II- Maintenance Guidelines

- You will be automatically enrolled in our basic maintenance plan upon purchase of any website (unless instructed otherwise).
- **Hosting (keeps your site online) is included with maintenance. If you cancel maintenance without proper arrangements, your site will be taken down. We DO NOT offer hosting alone.**
- Basic maintenance (\$25-\$50/ month) will only cover minor changes (**not for constant updating- only up to 5 times per month**). This does not include any design or page changes. With this package we will change/ fix; Minor

site errors, picture changes, small additional features, and site malfunctions. Furthermore, this will not be taken care of instantly, there is no time guarantee. (usually resolved within 72 hours)

- Premium Maintenance (\$99.99/ month) will cover major website changes. This includes additional pages, added features, unique page variations, and no updating limit (this does not include design changes). In addition, when you enroll in our premium maintenance, you will be given priority service (typically within 24 hours).
- Platinum Maintenance (\$199.99/ month) will cover all advanced website changes. This includes, site modifications, unique page variations, automatic site monitoring. In addition this package will allow for minor design changes. Furthermore, any design we create, can be applied to any other projects (within reason and with proper material) that require it. Ex. other sites, components, scripts, etc. Finally, you will be given first priority with the Florida Site Builders staff.
- Site malfunctions or website down periods will be taken care of at no cost to you **immediately**, with any of our plans.
- You cannot purchase maintenance on a case by case basis. If you decline a maintenance plan, you will be charged our platinum price for any change that is needed.
- The Florida Site Builders staff takes great pride in our speedy and efficient services, if a website is not completed after **60 working hours** of a design decision, due to lack of communication, failure to provide sufficient content/images, decision changes/ hesitations, etc. We will automatically shift your account into a maintenance status.
- Hosting & Maintenance will only be charged once the website is completed and ready to be published.
- Maintenance emails must be specific and directly target the problem/change. We will NOT be responsible for in-direct support claims nor will we take action on them.
- For technical support, we offer phone and remote control support.

III- Web Design

- Content & Image Policy will be upheld.
- The Florida Site Builders staff takes great pride in our speedy and efficient services, if a website is not completed after **60 working hours** of a design decision, due to lack of communication, failure to provide sufficient content/images, decision changes/ hesitations, etc. your site will be considered complete until further arrangements have been made.
- Florida Site Builders will design a custom template until your satisfaction is achieved, we will re-design and modify a template as much as you see fit. In addition, your design will not be used for any other website or publication. Furthermore, once a design is chosen, and work has begun, there will be an additional fee for any last minute design changes.
- In addition, there will be an added charge for special requests. Ex. different banners on each page, custom functions, etc. This will be decided on a case by case basis, and we must be informed of these details in advance.
- You have full ownership of any website created for you or your company.
- If you have purchased a website that includes a content management system and have only enrolled in basic maintenance, we will not be responsible for any content changes.
- Florida Site Builders will guarantee a complete lesson/demonstration on all website features, including a content management system, until you feel comfortable using it yourself.

IV- Search Engine Optimization

- Although we are confident in our work, for legal purposes, we cannot guarantee page placement on any search engine or reference site.
- We do require a six (6) month beginning contract upon enrollment (this is because search engine optimization does take time, and we want you to see results).

- A full and comprehensive report will be given each month after the first billing cycle with your bill.
- Florida Site Builders offers custom written articles with your package (will be sent to you for approval). If you would like to provide your own articles they must uphold our Content & Image Policy to its fullest intent.
- For custom optimization plans, they will be considered on a case by case basis. Ex. only out of country results, specific demographic target.
- We guarantee our work as agreed on your contract.

V- Billing/ Payment

- There will be two (2) billing cycles (depending on what day you have enrolled).
- Bills sent on the 15th of each month will be due the 30th of that same month. Bills sent out the 30th, will be due the 15th of that following month. You will be granted a 5 day grace period twice per year.
- Accounts that are past due and have extended past their grace period will be suspended indefinitely. Ex. website will be taken down; search engine optimization services will be suspended.
- If you break a search engine optimization contract, you will be reported to a collection agency and will be reported to the credit bureaus. In addition, you will be taken off all search engines, and all work could be considered lost.
- There will be a 10% late fee on all payments made after the grace period, added to your next billing statement.
- In regards to web design, a 35% deposit is due before a design is created. After you have agreed to a design, the balance is required before construction of the website.
- All payments must be made to Florida Site Builders, LLC. Directly, in the form of check, cash (if in person), credit/ debit card, or money order.

- If for any reason payment cannot be made, you are expected to report this to a Florida Site Builders representative.
- It is not our responsibility to make sure payment is made on time.
- Once payment is made there will be **NO REFUNDS**.
- Payment must be made in full each month, unless instructed otherwise.



Operating
Managers



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