



Project Scope & Proposal: Digital Brochure Website

1. Project Overview & Objectives

Key Term Definitions

- "The Client": Refers to you, the individual or legal entity purchasing the services outlined in this Project Scope & Proposal.
- "Handover": Refers to the final deliverable of this project, where Stalytics provides the Client with all website files in a digital format (e.g., a ZIP archive). The act of Handover concludes the development phase. The subsequent deployment, hosting, and management of these files are the sole responsibility of the Client.
- "Client Content": Refers to all text, images, branding materials, and other assets provided by the Client for integration into the website.

Stalytics will design and develop a professional, single-page "Digital Brochure" website for The primary objective of this project is to establish a high-quality, foundational online presence for your business. The website will serve as a digital showcase, designed to inform visitors about your services, build brand credibility, and provide essential contact information, all within a visually appealing and mobile-responsive layout.

2. Scope of Services & Key Deliverables

The following deliverables are included in this fixed-price project:

- Design & Development:
 - Creation of a custom-designed, single-page website based on client-provided content.
 - Development ensuring the website is fully responsive and displays correctly on desktops, tablets, and mobile devices.
 - Clean, modern, and professional code adhering to industry best practices, resulting in a fast, secure, and SEO-ready codebase.
- Content Integration:
 - Integration of all client-provided text, images, and branding (logo, brand colours) into the website structure.
 - Layout structured with up to five distinct sections (e.g., Hero/Welcome, About Us, Services, Testimonials, Contact).
- Core Features & Functionality:
 - Contact Information Display: Clear presentation of your business address, email, and phone number.
 - Social Media Links: Integration of links to your professional social media profiles.
- Project Completion & Handover:
 - Revision: One full round of revisions after the initial draft is presented.
 - Final Testing: Final testing and quality assurance across major web browsers.
 - Project Handover: Upon final approval and payment, you will receive a single .zip file containing all the final website files and assets. A general guidance document for standard hosting environments will be included.
 - 7-Day Code Warranty: We provide a 7-day warranty on the source code, starting from the date of file handover. This warranty covers fixing any technical bugs or glitches that are present in the original, unaltered files we deliver.

Compliance & Scope Limitations: This Digital Brochure package is designed as a static online presence and does not include interactive features such as contact forms or analytics scripts. As delivered, the website does not process personal data and therefore does not require a privacy policy or cookie consent banner under UK law. The Client acknowledges that they are solely responsible for ensuring legal compliance for any features, scripts, or functionality they add to the website after the final handover.

3. Out of Scope

To ensure clarity, the following services and features are explicitly not included in this Digital Brochure package. These can be quoted separately.

- Website Deployment or Installation: We do not access your hosting provider or deploy the website on your behalf. You are responsible for uploading and launching the website files on your chosen hosting service.
- Technical Support for Third-Party Hosting: We do not provide support for issues related to your specific hosting environment, server configuration, or domain settings.
- Advanced SEO or Content Creation: This includes keyword research, backlink building, copywriting, or logo design.
- UK Compliance Pack: Creation of a Privacy Policy, Cookie Policy, or GDPR consent banner.
- Interactive Features: Contact forms, booking systems, e-commerce functionality, or payment gateways.
- Revisions Beyond the Included Round: Any revisions requested after the single round is completed will be considered a "Change Request" and billed separately.
- Website hosting and domain name registration fees.

4. Project Timeline

The estimated timeline for this project is 7-14 working days, commencing from the date we receive all required content and assets from you (see Section 6).

- Phase 1: Discovery & Content Submission: Day 1-3
- Phase 2: Design & Development: Day 4-10
- Phase 3: Review & Revision: Day 11-12
- Phase 4: Final Approval & File Handover: Day 13-14

The 7-Day Code Warranty period begins on the date of the Final Approval & File Handover.
Please note: This timeline is an estimate. Delays in providing feedback or content may impact the final delivery date.

5. Investment

The total fixed-price investment for this Digital Brochure Website project is £495 (VAT inclusive).

- Payment Schedule:
 - 50% Deposit: £247.50 due upon acceptance of this proposal to commence work.
 - 50% Final Balance: £247.50 due upon Client's final approval of the website. The final balance must be paid in full before the handover of the completed website files.

6. Client Responsibilities

To ensure a smooth and timely project, we require the following from you before work can begin:

- Formal acceptance of this Project Proposal.
- Payment of the 50% deposit invoice.
- Provision of all final website content, including:
 - Text for all sections.
 - High-resolution logo file and any branding guidelines.
 - All images to be used on the site.
- Access details for your domain registrar and hosting provider (if applicable).

7. Agreement & Acceptance of Terms

This Project Scope & Proposal, along with the Stalytics Master Terms & Conditions and the Privacy Policy, collectively form the entire binding contract for this service ("the Agreement").

By checking the corresponding boxes in the Service Agreement modal prior to payment, you confirm that you are an authorised representative of the Client and that you have read, understood, and agree to be legally bound by all terms set out in this document and all policies referenced herein.

Your acceptance specifically includes the following key acknowledgement:

- Primary Agreement: You agree to the Stalytics Master Terms & Conditions and the Privacy Policy.

Your action of checking the boxes in the window (modal) and proceeding with payment constitutes a legal and binding acceptance of this entire Agreement. Work on this project will only commence after the Agreement has been accepted and the deposit has been paid.

THIS IS AN ONLINE COPY
(A signable copy can be given upon request)