



Project Scope & Proposal:

Signature One-Page Website + Full Setup

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.
- "Deployment": Refers to the final step of this project, where Stalytics launches the completed website on our premium hosting infrastructure, making it live and accessible on the internet. The act of Deployment concludes the development phase.
- "Client Content": Refers to all text, images, branding materials, and other assets provided by the Client for integration into the website.

This project provides you, the Client, with our premium, end-to-end "done-for-you" service. Stalytics will design and develop a powerful Signature One-Page Website and will also manage the entire technical setup, configuration, and final Deployment process. This is our all-inclusive "white glove" package, where we handle the complete technical launch to deliver a fully operational website. You will also be added to our Premium Hosting package (charges apply after your first free month).

2. Scope of Services & Key Deliverables

This project expands upon our Signature One-page "handover" package with essential interactive and compliance features. The following deliverables are included:

- **Design & Development:**
 - Creation of a custom-designed, single-page website.
 - 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.
 - A clean, semantic, and SEO-ready codebase to provide a strong technical foundation.
- **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, Contact Form, Footer). Up to 3 testimonials may be integrated within these sections.
- **Core Features & Functionality:**
 - Interactive Contact Form: A user-friendly form to capture visitor enquiries (e.g., name, email, message). Submissions will be sent directly to your designated email address.
 - Basic SEO Setup: Implementation of on-page SEO fundamentals, including meta titles, descriptions, and image alt-tags to improve search engine visibility.
 - Social Media Links: Integration of links to your professional social media profiles.
- **UK Compliance Pack (GA4 & Contact Form):**
 - Cookie Policy: Creation of a complete Cookie Policy page, tailored specifically to cover the use of Google Analytics 4 (GA4) cookies on the website.
 - GDPR Consent Banner: Implementation of a compliant cookie consent banner, configured to manage consent for the GA4 cookies.
 - Website Privacy Policy Addendum: Provision of professionally drafted clauses for the client to add to their own company privacy policy. These clauses will cover data collected through the website's contact form and the use of the GA4 cookies.
 - Important Note: This compliance pack covers the standard setup of a contact form and Google Analytics 4 only. The implementation of any additional tracking technologies (such as Meta Pixel, Google Ads conversion tracking, etc.) is out of scope and will require a separate Change Request.
 - Implementation of Google Analytics 4 (GA4): We will integrate your provided GA4 Measurement ID (e.g., G-XXXXXXXXXX) into the website's code to enable data collection. This service covers the technical implementation only. The creation, configuration, and management of the Google Analytics account itself remain the responsibility of you, the Client.

Important Note on Compliance: The UK Compliance Pack covers the technical implementation of features for GA4 and a contact form. We are not a law firm and do not provide legal advice. The Client, as the website owner and data controller, remains responsible for all other aspects of legal compliance, including but not limited to their ICO registration and the compliant handling of any data collected through the website.
- **Full Technical Setup & Managed Hosting Trial (Included in this Package):**
 - As a key component of the "Full Setup" package, our expert team provides a complete, white-glove technical launch for your new website. We manage every detail, from initial server configuration and domain connection to the final deployment on our premium hosting infrastructure. This comprehensive setup process represents a standard value of £195 and is provided at no additional cost.
 - Furthermore, this package includes a complimentary one-month trial of our Managed Hosting & Support Plan, which commences the day your website goes live.
- **Project Completion & Deployment:**
 - One full round of revisions after the initial draft is presented.
 - Final testing and quality assurance across major web browsers.
 - Deployment of the completed website to our premium hosting infrastructure.
 - 14 calendar days of complimentary post-launch support to address any technical bugs or glitches.

The following services are provided each month as part of our Premium Hosting plan:

- Premium Managed Hosting: We provide a secure, high-performance cloud hosting environment specifically optimised for modern websites.
- 24/7 Uptime Monitoring: Your website will be monitored continuously. If it goes down, we will be alerted immediately and will take action to restore it.
- Managed Security: We maintain a secure server environment, with proactive monitoring to protect your site against common online threats.
- Technical Support: You get priority access to our support team for any technical queries or issues related to the hosting environment or core website functionality.
- Minor Content Updates: The plan includes up to 30 minutes of work per month for small changes like updating text or images. Unused time does not roll over. Work requested beyond this is quoted separately

3. Out of Scope

To ensure clarity and a fixed price for this project, the following services are not included in this proposal. However, many of these services can be provided through our Ad-Hoc Hourly Support service and will be quoted separately upon request.

- Content Services: Content creation, professional copywriting, and logo design.
- E-commerce: Any functionality for selling products or services directly from the site.
- Advanced SEO: Ongoing SEO campaigns, keyword research, or backlink building.
- Third-Party Costs: Website hosting and domain name registration fees.
- Additional Revisions: More than the one full round of revisions included in this scope.

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 & Launch: Day 13-14

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 Signature One-Page Website project is £1195 (VAT inclusive).
- Payment Schedule:
 - 50% Deposit: £597.50 due upon acceptance of this proposal to commence work.
 - 50% Final Balance: £597.50 due upon your final approval of the website, prior to the scheduled go-live date.

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.
- Your Google Analytics 4 (GA4) Measurement ID (e.g., G-XXXXXXXXXX), if this feature is to be implemented

7. Subscription Terms for Managed Hosting & Support

- The complimentary one-month trial of the Managed Hosting & Support Plan included in this package will automatically renew into a paid monthly subscription at the rate of £50 (VAT inclusive).
- You will be notified via email before your first payment is due. The subscription can be cancelled at any time in accordance with our Master Terms & Conditions. If you choose to cancel, we will provide you with a complete backup of your website files in a standard .zip archive format. You will be responsible for the migration and deployment of these files to any third-party hosting provider.

8. Agreement & Acceptance of Terms

This Project Scope & Proposal, along with the Stalytics Master Terms & Conditions, the Service Level Agreement (SLA), and the Data Processing Agreement (DPA), collectively form the entire binding contract for this service.

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 acknowledgements:

- Primary Agreement: You agree to the Stalytics Master Terms & Conditions, the Privacy Policy, the Service Level Agreement (SLA), and the Data Processing Agreement (DPA).
- Subscription Renewal: You acknowledge and agree that the complimentary one-month trial of the Managed Hosting & Support Plan will automatically renew into a paid monthly subscription at the rate of £50 (VAT inclusive), as detailed in the Master Terms & Conditions.

Your action of checking the boxes, in the window (modal), and proceeding with payment constitutes a legal and binding acceptance of this entire Agreement.

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(A signable copy can be given upon request)