



## WHAT IS A WORK SCHEDULE?

A Work Schedule is an agreed upon amount of time, set aside to complete **certain tasks** in relation to a website after it has launched.

Clients can either:

- Sign up for a Plan A or Plan B Work Schedule or;
- Choose to pay per hour, for any work included within the Work Schedule

## GOALS OF A WORK SCHEDULE

- To keep up a good level of communication between client and designer: this involves both of us committing to a pre-planned set amount of time, to focus on your business, particularly as it relates to your website/online presence
- To allow you time to ask questions specifically about how to improve your website (*PS if you ask me the same questions as last month, and you haven't done the homework I gave you.. don't ask me again*)
- To pre-book my time for regular attention to visual presentation, coding, optimisation and navigation issues which can greatly improve your popularity and searchability online when done regularly
- To promote education through action, forming good habits, being an involved and responsible website owner
- A Work Schedule **does not include** Graphic Design, PayPal Integration, Shopping Carts, Work in Photoshop, Remote Support, Manual Creation (PDF's) etc.

## OR

On-the-spot content changes, event removal, new events added, simple images added, buttons, links etc.. basic everyday changes. These are now included in 2 separate 15 minute free time allocations per client, per month. Invoiced at \$40 an hour over those time frames.

A Work Schedule is purely to keep your website as Google friendly and error free as possible, and to note any growing differences between the online presentation of you and your work.



### Work Schedule Inclusions

For the purpose of overall clarity Work Schedules will have set inclusions (*see below*). However these can be adjusted to further suit each client individually, and the final agreed upon 'schedule' will be documented for approval by both designer and client by email.

For example, if you are sending regular newsletters (*and I PDF these for you*), and you have one going out every two months, every second month you could allocate one hour to your newsletter. However you must send me the Newsletter details in good time, and should the newsletter take more than one hour, you will be billed extra. As the newsletter is a regular task, and promotes your business and events, it can be included in the Work Schedule.

### GENERAL WEBSITE CHECK

- an overall check to make sure your web pages are visually neat and tidy in Firefox, IE and on iPhones, and any changes needed made, to adjust and correct layout
- checking links are not broken, ie a link does not result in an '404 error page' or go to an outside website which does not exist any more
- as always :) any spelling, grammar issue which has eluded previous editing
- content which no longer applies, or contradicts new content in some way which has not been noticed, will be brought to your attention for adjusting

### EMAILS and WEBSITE SPACE NEEDS

- checking your email space is not nearing 100% capacity if you have webmail
- testing your email form and email links on the website to ensure they are working
- checking your disk space (*the amount of space your website is using - this **does not** renew monthly, so must be checked regularly*)
- checking your monthly bandwidth allocation (*which **does** renew monthly, but can still run out before the end of the month; if for example, you have an event bringing your more visitors, or we are working on the website, it increases the bandwidth usage for that month*)



## OPTIMISATION WORK

- based on your individual needs, optimisation to improve your website's searchability, and your level of enquiries/attention the website is receiving

### MY WORK

- editing your page titles, page description and key words based on your current content, which should also include adding new or adjusted content on the relevant pages where needed purely to increase your optimisation
- updating your site map if you have had new pages added within the last month

### YOUR WORK

- will likely include adjusting current content (*with my help*) and adding new content and new pages purely to increase your optimisation (*not for the purpose of adding new upcoming events/classes etc*)

*a questionnaire will be sent to those who wish to have optimisation work done to help focus the time spent to achieve the goals of the Work Schedule*

## BACKUPS

- checking website is backed up and you have a copy available to you via Dropbox

## FEEDBACK

- you will receive an email after work is done, letting you know anything I think you need to look at and which may need to be added to the next Work Schedule you have booked in



## PLEASE NOTE

Websites are not magic. Just because you have one, does not mean your business will suddenly increase and stay that way. You have to remember firstly, not everyone uses the internet, so you may have to think outside the internet, and advertise/network as you would if you did not have a website.

And not everyone thinks like *you*. Searches you might use to find your business or services, may be completely different to how other's search for what you are offering.

Websites *must* be updated regularly to keep the Google robot, and others (Yahoo, Bing) coming back and re-indexing each page. Where your website shows in search results depends on many factors. I have articles on these topics [here](#) which you can read if you are keen to improve your website rankings.

This is a big portion of the Work Schedule purpose. However it usually means writing more content... as content is still the primary tool Google uses to rank a web page.

The popular 'idea' is to work ON your business as much as you work IN your business. If you ultimately want 20 hours per week regular work, you must put the effort in to get those results.. and just sitting and looking at your pretty website... ain't gonna get you there.

### Work Schedule Rules

Work Schedule hours cannot be accrued, rain-checked etc. or used for any other purpose. Work Schedules can be cancelled at any time by either party. Adjusted to Plan A or B according to website needs.

### Work Schedule Invoicing

Work Schedules will be invoiced for the rest of the year as a statement. You are required to make sure payment is made at the beginning of the month work is to be done. Work will not commence until client pays and reminders will not be sent. This way I do not have to chase payment for work already completed.



If you commit to a Work Schedule, please pay on time so the work can be done on time. As I will be pre-allocating time based on your individually agreed-to Work Schedules, it is important to keep to your set months so we can both be clear about timing, expectations and results.

### Work Schedule Options

- **Level A:** Time allocated each month for the next 6 or 12 month period
- **Level B:** Time allocated every three months for the next 12 month period
- **Time:** One and two hour options available per month/3 month

### Work Schedule Investment

- \$40 an hour for Plan A or B (monthly or 3 monthly, 1-2 hours available per month)
- Can be tailored to suit, depending on size of website/amount of work required



## WORK SCHEDULE AGREEMENT EXAMPLE

### BETWEEN

YOU (yourwebsite.com.au) *and* neriKdesign

### FREQUENCY

Monthly    Quarterly    1 hour    2 hours

### WORK INCLUDED

General Website Check

Emails and Website Space Needs

Optimisation Work

Other - as agreed upon

*Report (my report to you re work completed suggestions for improvement, work you need to do for next month)*

### TERMS

Invoice for work must be paid prior to any work commencing. Invoices will be send on the last day of the month before. Direct debit plans will avoid scheduled work being missed or invoices being left unpaid.

Work will be completed during the month it is due. No time frame at this stage is anticipated, except sometime during the calendar month.

Cancellation of schedule can be done, any time by either party.

Any extra work included at my discretion, and will be added to your Agreement prior to commencement.



## OTHER

Any other additions to your Schedule

Other agreed to conditions between client and neriKdesign.