



Hi there:

Thank you for considering **UniqueThink** for your online marketing/web development needs.

Below is an outline of our company's terms. If you have any questions, please feel free to contact me at [Bethany@UniqueThink.com](mailto:Bethany@UniqueThink.com) or by phone at (720) 771-3271.

**Terms:**

A list of initial tasks and an estimate of work, along with a cap of expected hours not to exceed, can be provided to the client prior to starting project.

Should project exceed the approved cap or should additional task requests fall out of scope, UniqueThink will have a conversation with client, prior to proceeding.

Work is billed at an hourly rate, in United States Dollars, charged by the minute (they are not rounded up to the hour). Contact UniqueThink for hourly rate information and to discuss estimated project costs, if this has not yet been confirmed.

Hours are tracked with a time-tracking system (currently OFFICETIME) and includes all phone calls, meetings, travel time and emails relating to the project and/or any consultation and work performed. Each project can be invoiced separately, and billed accordingly – if necessary, please inform UniqueThink, in advance, if this is requested.

All payments will be made to **UniqueThink**, in United States Dollars. Check, cash and credit cards (run thru Square) are acceptable methods of payment.

Please be advised, payment is required upon receipt of invoice, unless otherwise agreed upon in writing, in advance.

Should client pay more than 15-days late or should the client decide to pay thru Paypal, there will be a 4.9% fee attached to each payment.

An up-front deposit of 1/2 is required of new clients and for jobs over \$1000, unless otherwise agreed upon in writing, in advance.



Fees do not include expenses incurred such as phone charges, supplies, hardware, software, tools, printing, mailing and costs associated with client meetings/travel/networking/entertainment, which directly effect the completion of a project. UniqueThink will seek approval for any charge over \$50 U.S., prior to knowingly spending. Should such expenses occur, they will be included in the next invoice, payable upon receipt.

Future, out of scope, and additional projects will be discussed and agreed upon by both parties. If a written proposal is necessary, please advise in advance.

UniqueThink reserves the right to charge additional "rush fees" of at least 25% of total project costs for jobs with short lead times, and at least 50% for jobs assigned on Thursday/Friday and due on Monday/Tuesday.

If a project is killed for any reason after completion of the project, UniqueThink is entitled to full payment of agreed-upon fee.

If project is killed during any stage of the campaign, UniqueThink is entitled to full payment of all hours invested up to that point.

All fees quoted for writing and design projects include one round of revision. Additional revisions will be charged at an hourly rate.

UniqueThink's ability to meet the requirements of the project is totally dependent on the client's on time delivery of any and all materials needed to complete the project.

UniqueThink follows best practices, and makes constant attempts to stay informed of SEO, Can-Spam, security issues and copyright laws. However, since the Internet and the industry, as a whole, is an ever-changing format, it is the client's responsibility to seek appropriate advice from legal council or appropriate parties, should you have more questions about these subjects.

**Copyright:** All media provided by the client will be assumed to have copyright and/or permissions, unless otherwise noted at or before being provided. Research to secure copyright and/or permissions on any media will be billed accordingly. Please educate yourself by either visiting <http://www.copyright.gov> or consulting with a professional copyright attorney.

**Personal Info, Password and Web Security:** UniqueThink makes attempts to protect and secure your hosted site, third-party applications (such as Constant



Contact, WordPress and Google Analytics), as well as personal information and access to email addresses. UniqueThink and Beth A. Siegler (a.k.a. Bethany Siegler) cannot be held liable for intrusion, theft, hacked accounts, spam attacks, or stolen/vulnerable hardware/software/passwords. UniqueThink provides the most secure, up to date, insights available (to the best of UniqueThink's knowledge), but due to the nature of the Internet and the industry, as a whole, it is the client's responsibility to follow recommendations on creating safe passwords and keeping sites/passwords secure and up to date.

If you have questions about security, please let UniqueThink know or seek professional consultations with a reputable security expert.

Best practice for creating user names and passwords include, but are not limited to:

- Creating unique user names and passwords for each account (DO NOT use the same user name and password on everything from your email account to your bank account! This is critical)
- Keep passwords in a secure place, like a tool specifically encrypted for password storage. I recommend 1Password: <https://bit.ly/rememberyourpasswords>  
This helps you to be able to remember multiple passwords, as well as protect the various ones you have created
- Either use a password generating tool (included in 1Password) or make sure the password contains a mixture of upper and lower case letters, numbers and special characters. Do not use a common word that is in the dictionary and then throw a # or two at the end. Break up the letters with characters and #, the longer the better. Here is an example:  
h\*#3Tma4pP7j2\$\*8
- Do not provide your passwords to your staff – create separate ones for staff members or interns who might be helping you out. That way, should they leave, you can delete that password and create a new one for anyone new.

**Quality Assurance:** Site/blog design and functionality are built and tested in the current version of Firefox. Testing can also be done to assure compatibility with Internet Explorer 7 and 8. These browsers account for approximately 67% of Internet viewing.

**Software compatibility and upgrade maintenance issues:** UniqueThink can discuss this in more depth, should you request it, but please be advised that when using WordPress or any other software, there are frequently future



upgrades released. UniqueThink can provide advice and suggestions about why and when to upgrade (UniqueThink suggests upgrading whenever there is a security release), however, it is up to the client to determine whether there is a need for installing the appropriate non-security upgrades. UniqueThink and Beth A. Siegler (a.k.a. Bethany Siegler) cannot be held liable, especially for clients who upgrade on their own. Should client determine the need to upgrade (for either security reasons or functionality improvements), client must be prepared to either perform upgrades at their own risk or hire UniqueThink to do the preparation, including proper backup, compatibility checks of themes & plugins (in the case of WordPress) as well as browser and system requirements. All proper steps must be checked and followed, prior to upgrading software, especially in the case of upgrading a WordPress theme that has been customized. There are tools to assist with making backups and upgrades easier. Ask UniqueThink for more details and/or do your own thorough investigation, before upgrading.

Please be advised: When copying content (text, images, formatting) from Microsoft Word, an email program, or another location, into a Visual Editor like WordPress (or any other Internet based application), you must **not** copy & paste directly. The other software may place hidden and potentially destructive code into the final destination. This hidden code will then cause display issues when your published content is viewed by your visitors. To avoid this potential problem, either use the clipboard with the T icon on the Visual Editor toolbar (or similar tool to strip out non-compatible code) or write your content directly within the WordPress (or other) Visual Editor. When using a current version of WordPress, it has an auto draft mode, to help secure no loss of content, should there be a disturbance in your Internet connection.

**Regarding SEO:** Please keep in mind, it is UniqueThink's belief that you should focus on the visitors' experience, as much as search engine optimization (because, though you want the search engine's to scan and index the site, the visitors are who you want to keep on the site). Our goal with SEO is to provide steps to help you potentially achieve good search engine rankings, pertaining to your specific business. UniqueThink does not offer any guarantee of ranking status, however UniqueThink has been successful in obtaining quality search engine exposure, based on following current SEO best practices. For a partial or full SEO campaign, UniqueThink can provide a quote or recommend an SEO specialist.



UniqueThink can offer guidance on current proven results oriented tactics, such as title tags, header and content placement of keywords, page titles, image and alt tags.

Should you require it, UniqueThink can provide a quote for a limited or extensive keyword research campaign. If you choose to do the research yourself, below are keyword research gathering tools, which can be used for evaluation of appropriate keywords:

- <https://adwords.google.com/select/KeywordToolExternal>
- <http://tools.seobook.com/keyword-tools/seobook/>
- <http://freekeywords.wordtracker.com>

Please contact UniqueThink, should you have any questions or concerns about any of the above-mentioned terms. These terms may be adjusted in the future, without notice. A current version will always be available on UniqueThink's website: <http://uniquethink.com/terms>

All projects come with a positive attitude and a great work ethic at no additional fee.

UniqueThink looks forward to working with you on this, and future projects. I know that you will be happy with the final product.

Please print, sign and return this document to me so we can immediately proceed with our campaign.

Feel free to call me if you have any questions. I can be reached at (303) 442-3948 or by cell at (720) 771-3271. By email, please use [bethany@uniquethink.com](mailto:bethany@uniquethink.com)

Focusing on the possibilities...

Bethany Siegler



UniqueThink  
c/o Bethany Siegler  
3258 Sentinel Drive  
Boulder, CO 80301  
303.442.3948  
Bethany@UniqueThink.com

P.S. Please make all payments to UniqueThink and provide a 1099, at years end.

**Please provide the following information upon approval:**

Please print, sign and return this document to UniqueThink, with initial payment, so we can immediately proceed with our campaign.

Client Name  
(Signature): \_\_\_\_\_

Client Name  
(Printed): \_\_\_\_\_

Client's Company  
Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_