

Optimized360 Product Definitions

During years of working with great clients like you, we have not had to refer to these terms more than a handful of times. But, we realize no one likes misunderstandings or confusions. So, we decided to clarify a few things. Questions or concerns? Please ask.

Payment Schedule

The first payment of the initial fee is charged on the day the order is placed. The remaining balance will be charged in 30 days. On the same day, the automatic monthly billing will also start. All monthly fees are due in advance of each billing period. The monthly fees are charged in 30 days because by that time design drafts are on our servers and use all the resources that a live website uses.

Cancellation Policy

All monthly programs renew automatically, but can be cancelled by written notice given at least 5 days before the renewal date. Client must receive a cancellation confirmation (verbal cancellation without a confirmation receipt are not valid). No refund is issued for the work that has been started.

Custom Design from Scratch

Includes up to 3 concepts and 3 revision rounds to the selected concept. The final layout is applied to all pages. Design also includes up to 6 variations of header images and one slideshow. A separate into page, additional animations, custom pages, programming, revisions after the concept approval or new concepts are available as add-ons.

Logo Design

Includes up to 3 concepts and 3 revision rounds to the selected concept. Additional concepts or revisions are available as add-ons.

Content

Creating the site includes for practice-related pages (up to 5 pages) and specialty-related patient education content (up to 5 pages). Client will be able to add his/her own content and pages. Custom copy writing is available as an add-on.

Patient Education Videos

Includes third party videos (see samples on our website). The number of videos and the content are controlled by the third party provider. The videos can only be used on one registered domain. The monthly fee paid for the videos could change by the third party provider.

Social Media

We set up custom business pages on the selected social networks. Using our content management system, or by direct access, clients can post updates or modify information on

these pages. Free support is part of this feature. Automated posting and updating is available as an add-on.

Mobile Website

Our websites are designed to be mobile responsive. In other words, the content will stack differently for different screen sizes. Creating a separate mobile theme is an option as an add-on.

Content Updating

Client will have 24/7 access to our online editor that allows content changes, adding pages, posting blogs or uploading images. We offer free support and training for use of the content management system. Updating website, is the responsibility of the client. Additional graphic work, text and image modification, programming, advanced plug-ins and slideshows are available as add-ons.

SEO

On-site optimization includes custom meta-tags, title review and other improvements to the site structure. It also includes submission of the site to the major search engines and creation of Google Sitemap. Premium search engine optimization, including ongoing off-site work, is available as an add-on.

Custom Emails

Domain based email forwards can be created for staff and doctors of the practice. These email addresses can be forwarded to any email address (for example: xys@gmail.com). Many of our clients choose this option as it is included in all our packages and very easy to use. If you choose to create your own email box it can be done based on a per mailbox fee. They will be compatible with email clients like Outlook, iPhone Mail, Etc. Written instructions and information are available for setup of email clients. Technical support and troubleshooting of such programs are the responsibility of the client. 2GB of space is included with each email account.

Advanced Technology

We use advanced, reliable infrastructure, software and hardware. Many of these services depend on the performance of third party technology, data centers, power lines, networks and other involved entities. While rare, interruption of these services are always a possibility. By ordering our products you release us from any liability or claim that is originated from disruption of service, loss of data or backup files, related to your website, domain, email, marketing program or other services you have ordered.

Exclusivity

If custom design from scratch and exclusivity are part of your package, the design of your website will be exclusive to your area. In other words, we will not use your design for another client located in the area surrounding your practice. National exclusivity is available as an add-on.

Ownership

Includes ownership of one copy of the design of the website to be used for the registered domain. It also includes the ownership of the domain name. Duplication of content, and/or design, transfer of ownership, and use of the content on other domains are available as add-ons. If you decide to move the website to another host, you are fully responsible for all the steps involved and understand that you need full understanding of Wordpress, Databases and other plugins involved with hosting a website. We will provide the files you need, but the implementation is the responsibility of the client.

Patient Forms

The addition of your PDF forms to the website is included. Patients will be able to download or print these forms. Design and creation of the PDF forms, fillable forms and/or creation of HIPAA compliant electronic versions are available as add-ons.

Legal Notices

It is the responsibility of the client to provide appropriate legal notices and policies for their website. Also, if you use a form and/or an email account for transferring patient information, it is the responsibility of the client to make sure these forms are HIPAA compliant. You can order those service through us at any time.

Clients are also responsible to make sure their website, its content and imagery, comply with all federal, state and local laws and regulations. We are here to assist you. This includes laws like ADA (American with Disability Act). Optimized360 offers solutions for these situations like plugins, but, these services need to be ordered separately and are not automatically part of the design process.

Add-Ons

Add-on projects are charged at an hourly rate of \$99/hr with a minimum of one hour increment.

Enjoy your new website!

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