757 WW

757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 1 OF 4

Welcome and Getting Started

How your project runs, what you will own, and the three account steps to finish before we build: your Cloudflare account, your domain, and your invitation to us.

1 · Getting Started
Accounts, domain and our invitation

2 · Working Together
Your brief, content, reviews and changes

3 · Pricing
Your site size: package, care and fees

4 · Project Brief
The fill-in questionnaire

(757) 270-6061 · helloworld@757webworks.com · 757webworks.com

Rev 3 · October 2026

PART 1 · WELCOME

Welcome to 757 Web Works

Thank you for choosing us to build your website. This packet explains how your project will run, what you will own, and the few things we need from you. Everything here is summarized again in your signed proposal.

How your project runs

STEP 1	STEP 2	STEP 3 · YOU	STEP 4 · YOU	STEP 5	STEP 6	STEP 7
Call	**Proposal**	**Accounts**	**Brief and content**	**Build and preview**	**Launch**	**Care**
A free conversation about what you need.	A written scope, timeline and price. You sign and pay the deposit.	About 20 minutes, using this guide.	Your goals, logo, photos and words (Parts 2 and 4).	We build; you review a private preview twice.	Final payment, then your site goes live.	A monthly plan or help as needed.

Gold steps are yours. The build clock starts when your accounts are set up and your content is in our hands.

What you will own

Yours from day one

- **Your domain name**, registered in your name and paid by you.
- **Your Cloudflare account**, where the site lives. You are its owner.
- **Your data:** form messages and visitor counts.

Yours when the project is paid in full

- **Your website:** the design, text, photos and the code written for you.
- A plain-English **handover guide** to every account and setting.
- A permanent, free licence to the general tools we reuse across sites.

Why we work inside your accounts

We never hold your website or your domain. We work in your Cloudflare account as an invited member, so you pay providers directly at their own price with no markup from us, your site keeps running whatever happens to us, and you can remove our access at any time with two clicks.

Before you start: have these ready

- About 20 minutes at a computer (a phone works, but a computer is easier).
- A **business email address you will keep**, not one tied to an employee who might leave.
- A credit or debit card for the domain: about $11 a year for a **.com**.
- A password manager or another safe place for passwords and backup codes.

Step 1: Create your Cloudflare account

Cloudflare is the global network that will host and protect your site. A small business site usually runs on Cloudflare's free plan.

1. **Sign up.** Go to **dash.cloudflare.com/sign-up**. Enter your business email and a strong password that you use nowhere else, then select `Create Account`.
2. **Verify your email.** Open the email from Cloudflare and select the verification link. Some steps stay locked until you do.
3. **Turn on two-factor sign-in.** Select your profile icon (top right) › `Profile` › `Authentication` › `Two-Factor Authentication` › `Set up`. An authenticator app (Google or Microsoft Authenticator) or a security key is best; email codes are acceptable. Cloudflare may ask you to do this the first time you sign in.
4. **Save your backup codes** in your password manager, or print them and keep them somewhere safe. They are how you get back in if you lose your phone.
5. **Skip anything else for now.** If Cloudflare offers to add a website or choose a plan, you can leave it; buying the domain in Step 2 sets that up.

> **Never send us your password or sign-in codes**
>
> You will invite us in Step 3 instead, which gives us our own sign-in to your account. We will never ask for your password, your codes or your card number. If anyone claiming to be us or Cloudflare asks, it is a scam: call us at (757) 270-6061.

Step 2: Buy your domain

Choosing a name

- Short, easy to spell and easy to say over the phone.
- **.com** if you can get it; it is what most people type.
- No hyphens, and no spellings people will get wrong.
- Search it first: make sure no nearby business uses the name or a trademark on it.

Already own a domain?

Keep it, and tell us where it is registered (GoDaddy, Squarespace, Wix, Network Solutions and so on). We will either move it to Cloudflare, usually the best choice, or point it there. **Do not change its settings yourself if your email uses it.** We do that together on a short call so your email never stops. A domain bought in the last 60 days cannot be moved yet.

1. **Add a payment method.** In Cloudflare, go to `Manage Account` › `Billing` › `Payment info` and add your card.
2. **Find the domain store.** In the left-hand menu, open `Domains` and choose `Buy a domain`. In some layouts it is `Domain Registration` › `Register Domains`, and the search box at the top of the dashboard finds it too.
3. **Search and choose.** Type the name, pick it from the results, and check the yearly price. Cloudflare sells domains at cost with no markup; one year is fine, and you can register for up to ten.
4. **Enter the owner's details.** Use your business's legal name, address, phone and email. They must be accurate; domain rules require it. Cloudflare keeps them out of public view by default.
5. **Turn on Auto-renew,** then complete the purchase. Domains are not refundable, so check the spelling first.
6. **Confirm the contact email.** Watch for an email asking you to verify the owner's address, and select the link. If it is not confirmed within 15 days, the domain can be suspended.

Step 3: Invite 757 Web Works as an Administrator

This gives us our own sign-in to your account, with every technical permission we need to build and look after your site, and none of the controls over your billing or who has access.

1. **Open Members.** In Cloudflare, go to `Manage Account` › `Members`, or type **Members** in the dashboard search.
2. **Select** `Invite members`.
3. **Enter our address:** `helloworld@757webworks.com`

4. **Set the permission policy.** Under `Add permission policies`, choose the scope **your entire account**. Under roles, search **Administrator** and tick **Administrator**: not *Administrator Read Only*, and not *Super Administrator*. Select `Create policy`.
5. **Send it.** Select `Invite members`, then text or email us that it is on its way.
6. **Done.** Once we accept, our row on the Members page shows **Administrator**. You stay the **Super Administrator**, the owner.

WHAT EACH ROLE CAN DO	ADMINISTRATOR (US)	SUPER ADMINISTRATOR (YOU)
Build and update your site, its address settings, email forwarding and security	Yes	Yes
See or change billing and payment methods	No	Yes
Add or remove people from the account	No	Yes
Remove other owners (Super Administrators)	No	Yes

> **Our promise**
> An Administrator can change paid plans, so here is our rule: **we never buy, upgrade or add anything that costs you money without your written OK.** We do not ask to be a Super Administrator; that role can even remove the owner, and it should stay with you.

Recommended: add a second owner you trust

Invite a business partner or office manager as a second **Super Administrator**, the same way, so someone can always reach the account if you cannot. Cloudflare recommends at least two.

When you want us out

Go to `Members`, select `...` on our row, then `Remove member`. Our access ends at once. Part 3 explains the full, friendly way to part ways.

Step 4: Business email

Setting up email on your domain is **included** in the Business and Growth packages, and an add-on for Launch. Choose one; we do the setup.

Free forwarding

Mail sent to an address like hello@yourbusiness.com arrives in an inbox you already use. We set it up with Cloudflare Email Routing at no charge.

A full business mailbox

Google Workspace or Microsoft 365, about $7 per person a month on a yearly plan, paid to them. We add the settings that keep your mail out of spam folders.

Your checklist

	STEP	WHERE
☐	Cloudflare account created and email verified	Step 1
☐	Two-factor sign-in on, backup codes saved	Step 1
☐	Payment method added	Step 2
☐	Domain bought, Auto-renew on, owner's email confirmed	Step 2
☐	757 Web Works invited as **Administrator**	Step 3
☐	A second Super Administrator added (recommended)	Step 3
☐	Project Brief started	Part 4

Good habits that keep your site safe

- **Keep your card current** in Cloudflare, so your domain renews. An expired domain takes your site and email down with it.
- **Use a password manager** and two-factor sign-in everywhere, especially your email: whoever controls your email can reset everything else.
- **Never share sign-ins,** and ask us before changing settings in Cloudflare: one small change can take a site or email offline.
- **Be wary of "domain renewal" and "SEO listing" letters and emails.** Many are scams, priced to look like an invoice. If one arrives, forward it to us before you pay anything.

> **Stuck? We will do it with you.**
>
> Call or text **(757) 270-6061**, or email **helloworld@757webworks.com**. We can finish all three steps together on a 20-minute screen share, at no charge.

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WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 2 OF 4

Working Together

How to send us your goals, brand, photos and words; how reviews and approvals work; and how to ask for changes after your site is live.

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PART 2 · WORKING TOGETHER

How we work together

Good websites come from clear goals, good material and quick, specific feedback. This part explains exactly what we need from you, the easiest way to send it, and how to ask for changes once your site is live.

1. Your project in writing

Every project runs on a written **scope of work**, part of the proposal you sign. It lists the pages, the features, what is *not* included, the timeline, the price and the payment schedule. It protects you as much as us: you know exactly what you are getting and what it costs.

1. **You tell us** what you need, on a call and in the **Project Brief** (Part 4).
2. **We write the proposal** and walk you through it. Ask anything; we would rather adjust it now than later.
3. **You sign it and pay the deposit,** and we book your start date.
4. **Anything new later is a change.** We send a short change order with its price and its effect on the schedule, and do the work once you approve it. Tiny adjustments, under 15 minutes, we just do.

> **The best briefs answer five questions**
>
> - **Purpose:** the one thing a visitor should do (call, book, buy, register).
> - **People:** who your best customers are, and what they need to know before they act.
> - **Pages:** a simple list, with must-haves at launch and nice-to-haves later.
> - **Proof:** what makes you trustworthy: experience, licences, reviews, photos of real work.
> - **Deadline:** the launch date, and why it matters (a season, an event, a grand opening).

2. Send everything to one place

Please create **one shared folder** in Google Drive, Dropbox or OneDrive, named **"Your business – website"**, and share it with **helloworld@757webworks.com**. Use these five folders inside it:

FOLDER	WHAT GOES IN IT
1 Brand	Your logo files, brand guide, colors and fonts
2 Photos	Original photos and videos, with a short note on who or what is in each

FOLDER	WHAT GOES IN IT
3 Text	One document per page: Home, About, Services and so on
4 Documents	Menus, price lists, forms, policies, licences and certificates to show
5 Inspiration	Screenshots or links of sites, colors and layouts you like (and dislike)

Name files so we can tell what they are, such as `crew-roof-install-2026.jpg` rather than `IMG_4471.jpg`. Please send everything for a page together, in one batch, rather than piece by piece.

Email for decisions

Approvals, changes and anything we must not lose go to **helloworld@757webworks.com**, so there is a record.

Text for quick things

Quick questions and "call me" to **(757) 270-6061**. We confirm decisions back by email.

Calls by appointment

For anything that needs a conversation. We send a written recap after every call.

We reply within one business day, Monday to Friday. Please choose **one person** on your side to collect everyone's feedback and send it as one message.

3. Your brand: logo, colors and fonts

Logo

- **Best:** a vector file: SVG, AI, EPS or PDF. Ask whoever designed your logo; they almost always have one.
- **Next best:** a PNG at least 1,000 pixels wide with a transparent background.
- **Please don't** send a screenshot, a photo of a sign, or a logo copied from social media. They look blurry on modern screens.
- No logo, or an old one you have outgrown? Ask about **Brand basics** in Part 3.

Colors

- If you have a brand guide, send the color codes (for example **#0F2443**).
- If not, tell us one main color and one accent you like, or point to something in your logo, sign or truck. We build a palette from it and show you swatches first.
- We check every text and background pair for **accessibility contrast**, so everyone can read your site. Sometimes that means a slightly deeper shade of your color for text.

Fonts

- Tell us your brand fonts, if any. Some need a separate web licence; we will check.
- Otherwise we recommend fonts that are free for commercial use.

4. Photos and video

Real photos of you, your team and your work do more for trust than anything else on the page. A recent phone is good enough when the light is good.

How to take and send them

- Send the **originals**, straight from the camera or phone: at least 2,000 pixels on the long side. Upload them to the shared folder; text messages and social media shrink them.
- Shoot in daylight or bright, even light. Keep backgrounds tidy.
- For a wide banner, shoot **landscape** with space around the subject. For people, shoot a few in both directions.
- Team photos: same spot, same light and similar framing, so they match on the page.

Permission matters

- Send only photos **you own or are licensed to use**. Images found on Google are almost never free to use, and copyright claims run from $750 to $30,000 an image.
- Get **written consent** from anyone recognizable, and from a **parent or guardian** for anyone under 18. We never name children on a site without it.
- Need more images? We can license **stock photos** in your name, or recommend a local photographer.
- We do not use AI-generated images to show real people, real places or your real work. Illustrations are fine, labelled when it matters.

5. Your words

- Write **one document per page** in Google Docs or Word, in plain text, with headings where you want them. No need to design it.
- Write the way you talk to customers. Short paragraphs and lists read best on a phone.
- Your package includes **light editing** for clarity, consistency and search. If you would rather not write, our **copywriting** add-on turns a 20-minute interview into finished pages.
- Tell us about **required wording:** licence numbers, disclaimers, accreditation statements, insurance or regulatory notices.
- We write a plain **privacy page** that matches what your site actually does. If you collect sensitive information (health, finances, children's details), have your attorney review it.
- **Reviews and testimonials** need the customer's permission. Use their first name and town, or initials, unless they agree to more.

6. Do’s and don’ts

Please do

- Name one person to collect feedback and approve work.
- Send content in one batch, by page, in the shared folder.
- Tell us about deadlines and big dates early.
- Review each preview within 5 business days.
- Test the preview on your own phone, and ask a customer to try it.
- Keep your Cloudflare sign-in, two-factor codes and card current.
- Tell us about rules in your industry: licences, disclaimers, privacy.
- Ask questions. There are no silly ones.

Please don’t

- Share passwords or sign-in codes with anyone, including us.
- Send images you found online or do not have rights to.
- Change domain, address (DNS) or email settings without checking with us.
- Have someone else edit the live site's code; ask us, so nothing breaks.
- Send changes by social-media message or voicemail only; we may miss them.
- Approve a preview you have not read all the way through.
- Pay for "SEO packages", listings or plug-ins from cold callers before asking us.
- Wait until launch week to tell us about a must-have.

7. Reviews and approvals

1. **A private preview.** We send a link to your site in progress. It is hidden from search engines and the public.
2. **Notes in one place.** With the preview comes a review page: leave each note against the page and section it is about. One person sends the whole round.
3. **Two rounds included.** Your package includes 2 rounds of review. Each extra round has a fixed price (from $75, by site size), and we tell you before one starts.
4. **Approval in writing.** When it is right, reply "**Approved for launch**". That is your sign-off, and it starts the launch.

Feedback that gets you the best result

- **Be specific:** which page, which section, what to change and why. "Make the button say *Book a visit*" beats "the button feels off".
- **Sort it:** mark each note **must fix**, **should change** or **nice to have**.
- **Send the new words** with a text change, and the new file with a photo change.
- **Mind the clock:** if a review takes longer than 5 business days, the launch date moves by the same amount. Projects with no response for 60 days are paused (Part 3).

8. Launch day

- We run our final checks: links, forms, speed, accessibility, security settings and every page on a phone.
- The final invoice is due on your written approval, before the site goes live.
- We switch your domain to the new site, test it live, and tell search engines it exists.
- You receive your **handover guide**: your accounts, settings, and how to reach us.
- The **30-day launch warranty** begins: anything we built that does not work as agreed, we fix at no charge.

9. After launch: asking for changes

Your site will need updates: new hours, a new service, a photo from last weekend's job. Here is how to get them done quickly.

How to ask

1. **Email helloworld@757webworks.com** with the subject **"Change request: your site – short title"**, for example "*Change request: Smith Plumbing – new holiday hours*". One request per email keeps things from getting lost.
2. **Include three things:** the page's address (copy it from your browser), exactly what to change, with the new words or photos attached, and when you need it by.
3. **We confirm within one business day:** either "covered by your care plan, done by [date]" or a short quote for you to approve before we start.
4. **Anything bigger than a text or photo change** goes to the private preview first, so you can see it before your customers do.

KIND OF CHANGE	EXAMPLES	HOW IT IS HANDLED
Small edit	Hours, prices, a photo swap, a staff change, fixing a typo	One small change request: part of your care plan's allowance, or from $40 without a plan (by site size); on a care plan, done within three business days or sooner

KIND OF CHANGE	EXAMPLES	HOW IT IS HANDLED
New content	A new page, a new service, a seasonal section, an event	From your care plan's allowance, or a fixed price from the change menu in Part 3
New feature	Booking, payments, a new form, a portal, a second language	A written quote and change order, then scheduled
Redesign	A new look or a new structure	A new proposal

Without a care plan

Every change has a **fixed price** from the change menu in your pricing brochure (Part 3), so you know the cost before you ask. Small change requests start at **$40**; the price depends on your site's size. There is no hourly billing. Ask for rush, and we finish within 2 business days of your request, for 35% more.

Urgent problems

If your site is down, a form has stopped working, or something wrong could cost you (a wrong phone number or price), **call or text (757) 270-6061** and start with **"URGENT"**. We respond as fast as we can, and the same business day on the Priority plan. If we caused it, the fix is free.

Keep in touch

757 Web Works · (757) 270-6061 (call or text) · helloworld@757webworks.com · 757webworks.com
We reply within one business day, Monday to Friday.

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WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 3 OF 4

Pricing: Business sites

Sites of up to 12 pages with email, scheduling and advertising: the package, add-ons, care plans and change fees, billing, and how to pause, cancel or move on.

1 · Getting Started
Accounts, domain and our invitation

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PART 3 · PRICING FOR BUSINESS SITES

Clear prices, no surprises

This brochure is for **Business sites**: up to 12 pages. Fixed prices for the build and for every change, optional monthly care, and no hosting markups: you pay providers like Cloudflare directly, at their price. Your proposal confirms the exact price for your project.

Three sizes of website

We price by size, because a larger site takes more work to build, change and look after. This brochure covers the highlighted size; ask us for either of the others.

	LAUNCH	BUSINESS	GROWTH
Price	$625	**$1,600**	$2,900 Systems from $3,500
Pages	1 page	**Up to 12 pages**	Up to 12 pages
Contact or quote form	Add-on	**Included**	Included
Business email setup	Add-on	**Included**	Included
Online scheduling	Add-on	**Included**	Included
Advertising starter	Add-on	**Included**	Included
Payments for your customers	Add-on	**Add-on**	Included
One more feature	–	**–**	Included
Portals, stores, registration	–	**–**	Systems modules
Care plans	from $25 a month	**from $40 a month**	from $60 a month
Small change request	$40	**$50**	$60
Typical timeline	1 to 2 weeks	**4 to 6 weeks**	5 to 8 weeks

Every site includes

- **Custom code**, with no page builder and no platform fees
- **Built for phones first**, and tested on real devices

- **Fast:** we aim for Google Lighthouse scores of 90 to 100
- **Accessible:** designed and tested to WCAG 2.2 level AA
- **Secure:** strict security settings, and spam protection on every form
- **Search basics:** titles, descriptions, a sitemap and business details search engines read
- **Visitor counts without cookies**, and a plain privacy page
- **Your accounts,** your domain, and a handover guide
- **A private preview** with a review page for your notes
- **A 30-day launch warranty** on everything we build

Your package

Business

The complete small-business site: pages, email, scheduling and a strong start in advertising.

$1,600 one time

4 TO 6 WEEKS

- Up to 12 pages, with a contact or quote form
- Business email on your domain, set up so it reaches inboxes
- Online scheduling: your booking calendar, connected and styled
- Advertising starter: Google Business Profile, launch graphics for Facebook, Instagram and LinkedIn, and pages ready for ads
- Light editing, search basics, two rounds of review

Times run from the day we have your accounts and content. Email, scheduling, payment and advertising services charge their own fees, paid by you to them (see Costs you pay directly). Want to take payments or add a feature later? Move up to Growth at any time by paying the difference between the two packages.

Add-ons for Business sites

Add any of these to your package, now or later.

ADD-ON	PRICE
Extra page Each, beyond your package	$150
Online payments For a Launch or Business site (included in Growth): pay in full and deposits, through Stripe or Square	$175
Events or news page You send the details; we post them	$225
Ad campaign setup One Google or Meta campaign with conversion tracking; ad spend is paid by you to Google or Meta	$300

ADD-ON	PRICE
Copywriting Per page; we write it from a short interview	$125
Second language Per page to build; translation by you or a professional translator, at cost	$75
Site migration Per page, from Squarespace, Wix or WordPress, keeping your look (minimum of 6 pages)	$125
Brand basics Your existing logo redrawn as clean vector files, a color palette, fonts and a share image (not a new logo design)	$250
Business cards and share card Print-ready files in your brand	$75
Rush schedule Of the build price, to launch in about half the usual time	35%

Monthly care plans for Business sites

Optional, month to month, and you can cancel any time. A plan keeps your site secure and current, and gets your changes done quickly. Allowances are counted in **small change requests**: up to three quick edits (text, a photo, hours, prices or a link) on one page, sent together. Unused requests carry over one month, then expire.

Prepay and save: pay for a year upfront and save **15%**, or two years and save **20%**. Prepaid plans are not refundable, with two exceptions: if **we** end your plan or cannot provide it, we refund every unused full month; and if you sell your business, the plan moves to the new owner.

Essential

Keep it safe, current and working.

$40 a month

3 SMALL CHANGE REQUESTS A MONTH

- Uptime and form monitoring
- Monthly checks: links, forms, security settings, renewals
- Updates and security fixes, with full version history
- Changes done within three business days

Prepay a year: **$408** (save 15%)
Prepay two years: **$768** (save 20%)

Standard

MOST CHOSEN

For sites that change with the seasons.

$75 a month

8 SMALL CHANGE REQUESTS, OR 2 NEW SECTIONS, A MONTH

- Everything in Essential
- Seasonal updates: hours, specials, events
- A speed and accessibility check each quarter
- Changes done within two business days

Prepay a year: **$765** (save 15%)
Prepay two years: **$1,440** (save 20%)

Priority

For sites your business runs on.

$150 a month

20 SMALL CHANGE REQUESTS, OR 1 NEW PAGE AND 2 NEW SECTIONS, A MONTH

- Everything in Standard
- Same-business-day response to urgent problems
- A monthly report and a 30-minute call
- First place in the schedule for new work

Prepay a year: **$1,530** (save 15%)
Prepay two years: **$2,880** (save 20%)

Changes without a plan

No plan? Every change has a fixed price, so you know the cost before you ask. There is no hourly billing.

CHANGE	PRICE
Small change request Up to three quick edits (text, a photo, hours, prices or a link) on one page, sent together	$50
New section on a page A new block of text and images on an existing page	$100
New page The same as the Extra page add-on	$150
Extra review round During a build, beyond the two included	$100
Anything bigger A fixed price in writing before we start	Quoted

Need it fast? Ask for rush, and we finish the change within 2 business days of your request, for 35% more. Care-plan clients use their monthly allowance first, and always get first place in the schedule.

Costs you pay directly

These go straight to the provider, on your card, in your name. **We never mark them up or resell them.** For many small businesses the only one is the domain, about $11 a year.

WHAT	TYPICAL COST, PAID BY YOU TO THE PROVIDER
Your domain name (.com) Cloudflare Registrar sells at cost with no markup; renews automatically	About $11 a year
Hosting on Cloudflare The Workers Free plan; $5 a month (Workers Paid) for systems, or if your site outgrows it, only after you approve	$0 for most sites
Business email Google Workspace or Microsoft 365 on a yearly plan; or free forwarding to an inbox you already have	About $7 per person a month
Advertising Paid by you directly to Google or Meta; you set and control the spend	Your budget
Tools you choose Scheduling, newsletter or AI services, many with free plans, billed to you by the provider	Their own price

How billing works

Your quote	Your proposal is good for 30 days. Once signed, your price is locked for the work in it.
Projects under $2,500	**50% deposit** to book your start date; the balance on your written approval, before the site goes live.
Projects of $2,500 or more	**40%** deposit, **30%** when you approve the design on the preview, and **30%** on approval for launch.
Or the payment plan	For projects of $1,000 or more: **25% deposit**, then the rest in equal monthly payments, no interest and no fees (see below).
Invoices	Due within 15 days, by bank transfer (ACH), card or check. The deposit is due on signing.
Care plans	Billed monthly in advance by automatic card or bank payment, or prepaid for one or two years.

Late payments	We send a friendly reminder, then pause new work on accounts more than 15 days overdue. **We never take your site offline** over a bill: it lives in your account, not ours.
Changes to scope	Anything not in your proposal gets a written change order with its fixed price and schedule effect, before we start.

Spread the cost, and let referrals pay it down

The payment plan

- For any project of $1,000 or more.
- **25% deposit** to book your start date.
- The rest in **3 equal monthly payments** after launch, or **6** for projects of $2,500 or more.
- By automatic card or bank payment. **No interest, no fees,** and you can pay it off early at any time.
- The site's code becomes yours with the final payment, as with any project.

Referral credits

- Send us a client who signs a project, and we credit you **10% of their build price**, at least $50.
- Credits pay down **payment-plan installments**, care plans or new work. Refer enough, and your monthly payments can reach $0.
- Credits stack, and never expire while you have a project, plan or payment plan with us. They are not paid out in cash.

Pausing, cancelling and moving on

You should never feel stuck with a web company. Here is exactly how to stop, at any stage.

Pausing a project

Life happens. Tell us, and we pause your project for up to 60 days at no cost. If we hear nothing for 60 days, we close the project and invoice the stage it reached; restarting later is just a new start date.

Cancelling a care plan

Monthly plans: email us any time, and your plan ends at the close of the month you have paid for. No cancellation fee and no notice period. Prepaid plans run to the end of their term (see Monthly care plans).

Cancelling a project before work starts

Within 3 business days of signing, and before your kickoff, we refund your deposit in full. After that it holds your place in our schedule and is not refunded, but we apply it to any project that starts within six months.

Cancelling a project during the build

Tell us in writing. What is due depends on the stage reached: before you approve the design, the deposit covers it; after the design is approved, 60% of the project price; once the full preview is delivered, 85%. Payments already made count toward it, and you receive everything built so far.

Moving on: how we hand over

1. **Tell us by email.** No reason needed.
2. **Final invoice:** only for work done and not yet paid, including any payment-plan balance.
3. **Handover within 10 business days** of that payment: your site's complete source code (a download, or a transfer to your own GitHub account), the list of every service and setting, your files, and an up-to-date handover guide any developer can follow.
4. **Remove our access.** In Cloudflare: `Members` › `...` › `Remove member`, or we remove ourselves. We revoke any keys we created and confirm in writing.
5. **We delete your copies** of files and any visitor data within 30 days, keeping only the business records the law requires, such as invoices.
6. **Our footer credit** ("Website by 757 Web Works") comes off on request, free of charge.

> **What you keep, always**
>
> Your domain, your Cloudflare account, your website, your text and photos, and your data. Your site keeps running the day we part ways, and any developer can take it over.

Ways to save

Community rate

15% off build prices for registered nonprofits, youth sports programs and school groups.

Prepaid care

15% off for a year upfront, **20% off** for two years.

Referral credits

10% of each referred client's build price, toward anything you owe us.

All three combine: a community-rate client can also prepay care and earn referral credits.

Questions clients ask

Do I need a care plan?

No. Every change also has a fixed price. A plan makes sense if your site changes every month, or if you want someone watching it for you.

Can I edit the site myself?

Most clients send changes to us, which keeps the site fast and unbroken. If you would like to post your own news, events or menus, ask about a simple editing setup for those parts.

Who owns the website?

You do, once it is paid in full: the design, the text, the photos and the code written for you. We keep the right to reuse our general tools, and you get a permanent, free licence to them. We may show your site in our portfolio; just tell us if you would rather we didn't.

What happens if 757 Web Works closes?

Nothing breaks. Your site, domain and account are yours, and the handover guide lets any developer pick up where we left off. Any unused prepaid care months are refunded.

Do you run advertising?

Business and Growth sites include an advertising starter: your Google Business Profile, launch graphics for social media, and pages ready for ads. We can also set up a Google or Meta campaign for you (see Add-ons). Your ad budget is paid by you to Google or Meta, and you stay in control of it. We do not manage ongoing ad spend; we are glad to recommend people who do.

Do you offer engineering services?

No. 757 Web Works designs and builds websites only.

This brochure summarizes our standard terms. Your signed proposal and Website Services Agreement govern your project, and they win if anything here differs. Prices are effective October 2026 and may change for new proposals; a signed proposal locks its price. Third-party prices are typical and set by those providers. Advertising results are not guaranteed. Accessibility work is designed and tested to WCAG 2.2 level AA; it is not a guarantee of legal compliance. 757 Web Works, LLC, Newport News, Virginia · (757) 270-6061 · helloworld@757webworks.com · 757webworks.com. Website design and development only; no engineering services are offered.

757 WW

757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 4 OF 4

Project Brief

Your goals, pages, look and content in one place. Fill it in on screen, save it, and email it back, or answer it with us on a call.

1 · Getting Started
Accounts, domain and our invitation

2 · Working Together
Your brief, content, reviews and changes

3 · Pricing
Your site size: package, care and fees

4 · Project Brief
The fill-in questionnaire

(757) 270-6061 · helloworld@757webworks.com · 757webworks.com

Rev 3 · October 2026

PART 4 · PROJECT BRIEF

Your Project Brief

Your answers become the scope of work in your proposal. Short answers are fine, and "not sure" is a good answer: we will work it out together.

To fill it in on screen: open this file in Adobe Acrobat Reader (free), Microsoft Edge, Chrome or Apple Preview, type in the boxes and tick the squares, then save it and email it to **helloworld@757webworks.com**. Prefer to talk? Call **(757) 270-6061** and we will fill it in with you.

1. About you

Business or program name

Your name and role

Email

Phone

Who approves the site? if not you

Who will gather and send content?

Current website, if any

Domain you own or want e.g. yourbusiness.com

2. Goals

What do you do? two or three sentences, the way you would say it to a new customer

Who are your best customers? who they are, where they are, what they need

The one thing a visitor should do first

- ☐ Call us
- ☐ Text us
- ☐ Fill in a form
- ☐ Book online
- ☐ Buy online
- ☐ Register or sign up
- ☐ Visit us
- ☐ Read and learn
- ☐ Other (explain below)

The three questions customers ask you most

What makes you different from your competitors?

A year from now, how will you know the site worked? more calls, fewer repeat questions, more registrations...

3. Pages and features

Pages you want list them: Home, About, Services, Contact...

Features

- [ ] Contact or quote form
- [ ] Business email
- [ ] Online scheduling
- [ ] Advertising help
- [ ] Online payments
- [ ] Events or news
- [ ] Photo gallery
- [ ] Reviews or testimonials
- [ ] Second language
- [ ] Registration with e-signatures
- [ ] Client or member portal
- [ ] Online store
- [ ] Quote calculator
- [ ] AI help desk
- [ ] Something else

Must have at launch

Nice to have, later

4. Look and feel

Three words for how the site should feel e.g. trustworthy, warm, fast

Brand colors hex codes if you have them, e.g. #0F2443

Brand fonts, if any

Your logo

- [ ] Vector file (SVG, AI, EPS or PDF)
- [ ] PNG or JPG only
- [ ] No logo yet

Websites you like, and what you like about each any industry; three is plenty

Styles, words, images or colors to avoid, and why

5. Content

Photos

- [ ] We have our own photos
- [ ] We will hire a photographer
- [ ] Please use licensed stock photos

Text

- [ ] We will write the text
- [ ] Please write it (copywriting)
- [ ] Reuse text from our old site

Wording you are required to show licence numbers, disclaimers, accreditation, legal notices

6. Timing, budget and care

Ideal launch date, and why it matters

Budget for the build

- [ ] Under $1,000
- [ ] $1,000 to $2,000
- [ ] $2,000 to $3,500
- [ ] $3,500 to $6,000
- [ ] Over $6,000
- [ ] Not sure yet

Paying for the build

- [ ] In two or three payments
- [ ] The interest-free payment plan
- [ ] Not sure yet

After launch

- [ ] A care plan, paid monthly
- [ ] A care plan, prepaid for a year or two
- [ ] Changes as needed
- [ ] Not sure yet

Anything else we should know

What happens next

Within one business day of receiving your brief we confirm we have it. Within about a week we send your written proposal: the pages, the features, the timeline, the price and the payment schedule. Nothing is charged until you sign.