



Website Design Contract

This Website Design Agreement (“Agreement”) is being made between **Paula Robison** (“Client”) and **TCG Solutions LLC** (“Web Design Company”) on **October 30, 2025**, to redesign the current website for

Stratify Educational Consulting

<https://stratifieducation.com/>

1. Services

Website Redesign and Maintenance

The services will include the following number of revisions: **1**.

This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

2. Cost and Payment

The Web Designer will charge **\$997** for the website redesign.

The process will include two core phases:

PHASE 1 – Redesign & Content Refresh

Begins when deposit is received.

This phase focuses on creating a clean, professional layout with improved messaging, visuals, and conversion flow.

Included:

- Redesign of existing one-page site structure
- Updated hero section with new imagery, clear CTAs, and brand-aligned content
- Revised content layout for tutoring and parent coaching sections
- Improved navigation and mobile responsiveness
- Integration of consistent brand colors, fonts, and modern visual hierarchy
- One round of revisions to finalize layout and design

PHASE 2 – Functionality, Optimization & Integration

This phase ensures the site functions seamlessly and supports future automation and tracking needs.

Included:

- Integration of Keap (or equivalent) contact form and scheduling link
- Addition of testimonials, FAQ, and trust sections
- Basic on-page SEO (meta titles, alt tags, and structured headings)
- Image compression and optimization for faster loading
- Testing of mobile and desktop responsiveness
- Setup confirmation of analytics tracking *

Premium Website Maintenance Plan – \$129/month

First 3 months free if paid in full (otherwise billed after site completion).

Monthly recurring charge until canceled.

Premium plan includes:

- **Security Updates:** Regular updates to maintain security and protect against vulnerabilities.

- **Performance Optimization:** Ongoing adjustments for fast load times and smooth navigation.
- **Content Updates:** Routine updates (minor text/images) to keep the site current.
- **Backup and Recovery:** Regular backups for site protection.
- **BONUS:** 24/7 monitoring and proactive performance alerts.

Total Project Investment: \$997

3. Schedule, Deliverables, and Estimated Project Timeline

Client Deliverables:

Client will provide the following items to TCG Solutions LLC:

Deliverable	Due Date
Completed website questionnaire	Upon contract signing
Onboarding call scheduled	Within 3 business days of signing
Branding assets (logo, colors, fonts)	Before project start
Content, images, testimonials, and contact info	As determined in onboarding call

Web Designer Deliverables:

Deliverable	Start/Date
Phase 1 – Design & Refresh	Upon receipt of deposit and client materials
Layout and content restructuring	Within 7–10 business days
Hero, Services, and CTA redesign	During Phase 1
Phase 2 – Functionality & Optimization	
Integration of Keap form and links	Within 5–7 business days of Phase 2 start
Basic SEO, analytics, testing	During Phase 2
Final QA and mobile review	At completion

Estimated Project Timeline:

- **Phase 1:** 1–2 weeks (7–10 business days)
- **Phase 2:** 1–2 weeks (5–7 business days)
- **Total Estimated Duration:** 2.5–3.5 weeks (14–18 business days)

Upon each phase completion, the Client will have **5–7 business days** to review and approve the work.

If no feedback is received during that time, the work will be considered approved, and

the Web Designer will continue to the next phase.

4. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of the Client's confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

5. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligations under the Agreement and all payments have been made.

Should either party wish to terminate the agreement before completion, the Client will notify the Web Designer **4 days in advance** and pay for all work completed and hours rendered to date.

6. Limitation of Liability

Neither party will be liable for breach-of-contract damages that are remote, speculative, or that the breaching party could not reasonably have foreseen at the time of this Agreement.

7. Intellectual Property

The Client will own the final website and any visuals created for the project. The Web Designer will turn over all necessary files upon completion.

The Client guarantees that they have legal rights to all text, photos, and media they provide, and will not hold the Web Designer responsible for any third-party claims.

The Web Designer guarantees legal rights to all materials created as part of the project and will not hold the Client responsible for any third-party claims related to their work.

8. Dispute Resolution

If either party accuses the other of being in breach of contract, the accused party will have **30 days** to address the breach before further action is taken.

9. Applicable Law

This Agreement shall be governed by and construed in accordance with the laws of the **State of Nevada**.

The Client	The Web Designer
Name:	Name: Austin Czesky
Title:	Title: Website Designer
Date:	Date: 10/30/2025
Signature:	Signature: 