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## **BROCHURE / PRICELIST 2020/21**

On Behalf of UK Website Designers, I would like to thank you for the opportunity for me to introduce my business to you. Our ambitions regarding Internet marketing are realistic; with the correct planning and implementation, they should be realisable. The reason for internet marketing is to increase sales by obtaining qualified business leads from internet search engines. Achieving this goal is possible with almost any business of any size.

Our prices reflect a complete re-write of the website rather than 'fix' the existing site; it would breathe new life into the website presence. Thereafter, include a managed search engine optimisation (SEO) campaign, which is a complex, evolving issue and requires a lot of hard work. Without one, you run the risk of your Company being less noticed; losing sales to competitor's whilst bleeding the value of the brand over time. For extra SEO impact and for more difficult and comprehensive search terms, we have illustrated the different packages that we offer for your consideration.

SEO is not short term however, so we illustrate how a managed, pay –per click programme (PPC) would produce immediate sales leads. To complement the mix, we have also included information about email marketing system.

We trust that we have interpreted your requirements correctly and look forward to your comments and instructions.

Our prices are for the construction of a new website which will incorporate your existing corporate image. We will work with you to get the right feel so that you are happy with the overall theme before we construct the website.

### **Construction.**

Web Development, however, is much more than creating a fresh and appealing design. For a website to be successful as a sales and marketing tool it needs to be intuitive and easy to use for time visitors and repeat visitors. It also needs to be optimised for search engine ranking.



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#### **ADMINISTRATION OFFICE**

NOVEMBER HOUSE, FIRST FLOOR, 66 ROATH COURT ROAD, CARDIFF.CF243SD.UNITED KINGDOM

**T:** 029 21690036 **M:** 07565253529 **E:** [info@ukwebsitedesigners.co.uk](mailto:info@ukwebsitedesigners.co.uk)

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## **SEO Package Overview.**

We propose to enhance the website's visibility by introducing a Search Engine Optimisation (SEO Package). This package comes in two parts:

The initial set up means that we will undertake to:

Analyse competitor's website, market share and search traffic.

Conduct industry analysis and competitor analysis

Conduct comprehensive Keyword analysis

Select the keywords / Key Phrases for optimisation.

Prepare the necessary computer code for input to the website.

Design and prepare a site map and where necessary, make suggestions to increase the text to ensure that search engines will see the site more easily

Set up a comprehensive statistics programme to monitor accurately, the source of visits, keywords relevance etc.

## **Training.**

### **On-going SEO**

Once we have completed the initial set up, we then move onto performing the SEO work to make your site more successful by optimising it for search engines. We will undertake the following as part of the on-going service:

Continually monitor website conversion rates (if applicable) and make improvements if necessary.

We will consistently monitor your website to look for improvements which may include adding more marketing pages, keywords analysis and adding further function to website.

Provide comprehensive reporting including web sites statistic and search engine position reports.

Every Month, we will establish links to your website in line with the contractual amount (see project costs). Note that these are one-way links, so once you have paid for them, they are yours! It is NOT a pay monthly link building exercise that some companies still seem to do.

### **Links will be as relevant as possible**

All links will be static html links, no dynamic or redirected links



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All links will be from unique domains.  
All links will be from unique ip addresses

We build one way, reciprocal and three ways (triangular links) depending on the specific requirements. We would like to emphasise that all links built are on themes (various domains) and we check for the neighbourhoods and SE cache for link page indexing. The links are a mixture of PR 1-5

Extra link building hours can be purchased on request.

Reporting

Traffic statistics

Using state of the art technology, provided as part of the package, you will be able to track the number of visitors to your website. You can also download the statistics in a .xls file for management reporting.

This reporting will allow us to accurately pinpoint the areas needing improvement on your website. The statistics package reports the following data, and more:

Daily visitors over the last month

Daily page views over the last month

Daily search referrals over the last month

Monthly visitors over the last year

Monthly search referrals over the last year

Daily traffic from Google, Yahoo and MSN over the last month (results displayed separately)

Monthly traffic from Google, Yahoo and MSN over the last year (results displayed separately)

Top ten entry pages to your website with the list of search phrases used to find each page.

### **Page Ranking for Home page.**

**We will provide expert advice and will use the data in these reports to ensure that your SEO is kept intact and on track. We will also be able to identify new keyword targets that stem from the initial assessment list. By gradually expanding the keyword targets over time, our SEO is following a more organic process, which works very well with Google search engine**



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### **BASIC STARTER PACKAGE**

#### **Includes:**

**(Domains are subject to Valuation Fees and are added to the hosting, unless provider by user for development. Domains bought from our marketplace are NOT included in the price of the web hosting).**

UK Support  
10 Email Addresses  
£75 Worth of Google Ads when you spend £25 on Google Ads  
Search Engine Submissions  
Meta tags  
Robot Txt  
Sitemap Submissions  
Google Analytics / Reporting  
Management Hours 2 Per Month

**# Purchases of EXTRA domains are subject to valuation on our marketplace and website hosting charges.**

**If your desired Domain is not available, we also offer an acquisition service. Please refer to our Pricing Structure on page 19.**



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**LOCAL TAILOR MADE WEBSITE/APP SEO PACKAGE**

LOCAL	BRONZE	SILVER	GOLD	PLATINUM
<b>Web Design</b>	£99.99	£150.00	£199.99	£249.99
<b>Monthly</b>	£15.00	£20.00	£25.00	£30.00
Initial Number of Keywords	2	4	6	8
Keyword Analysis				
Competitor Analysis				
Onsite Optimisation (max pages)	5	10-20	20-30	30-40
HTML Sitemap				
Code Structure Survey				
Validation				
<b>Internet Marketing Activity (hours / month)</b>	2	3	5	7



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Google Maps				
Creation of Google map				
Citations				
Google reviews				
Local directory submissions				
Off Site Optimisation				
One way backlinks				
Creation of unique articles				
Submission of unique articles				
Unique blog articles				
Blog comments	2	4	6	8



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<b>Management (hours / month) Reporting</b>	1	2	3	4
Google Analytics				
Ranking Report				
Web Fingerprints				
<b>Monthly Hosting Fee</b>	£49.99	£49.99	£49.99	£49.99
<b>Set Up Fee</b>	£10.00	£15.00	£20.00	£25.00
<b>Contract Months</b>	12 Months	12 Months	12 Months	12 Months



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**NATIONAL TAILOR MADE WEBSITE/APP SEO PACKAGE**

NATIONAL	BRONZE	SILVER	GOLD	PLATINUM
<b>Web Design</b>	£299.99	£349.99	£399.99	£449.00
<b>Monthly</b>	£35.00	£40.00	£45.00	£50.00
Initial Number of Keywords	6	10	14	20
Keyword Analysis	✓	✓	✓	✓
Competitor Analysis	✓	✓	✓	✓
Onsite Optimisation (max pages)	5 -10	10-20	20-30	30-30
HTML Sitemap	✓	✓	✓	✓
Code Structure Survey	✓	✓	✓	✓
Validation	✓	✓	✓	✓
<b>Internet Marketing Activity (hrs / month)</b>	8	12	20	24



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Google Maps				
Creation of Google map account				
Citations				
Google reviews	5	10	20	30
Local directory submissions	5	10	15	20
Off Site Optimisation				
One way backlinks	5	10	15	20
Creation of unique articles	2	4	6	8
Submission of unique articles	2	4	6	8
Unique blog articles P/M	1	2	3	4
Blog comments	2	4	6	8
Social bookmarks				
Social Media Profiles				



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Management (hours per month)	4	5	6	8
Reporting				
Google Analytics				
Ranking Report				
Web Fingerprints				
<b>Monthly Hosting Fee</b>	£49.99	£49.99	£49.99	£49.99
<b>Set Up Fee</b>	£30.00	£35.00	£40.00	£45.00
<b>Contracts</b>	12 Months	12 Months	12 Months	12 Months



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**SUPER NATIONAL AND GLOBAL TAILORMADE WEBSITE/APP SEO PACKAGES**

SUPER GLOBAL	BRONZE	SILVER	GOLD	PLATINUM
<b>Web Design</b>	£499.99	£549.99	£599.99	£649.99
<b>Monthly</b>	£55.00	£60.00	£65.00	£70.00
<b>Initial Number of Keywords</b>	6	10	14	20
Keyword Analysis				
Competitor Analysis				
<b>Onsite optimisation (max pages)</b>	5	10	20	30
HTML Sitemap				
Code Structure Survey				
Validation				
<b>Internet Marketing Activity (hrs / month)</b>	48	64	100	136



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Google Maps				
Creation of Google map account				
Citations				
Google reviews	10	15	20	25
Local directory submissions	10	15	20	25
Off Site Optimisation				
One way backlinks	10	15	20	25
Creation of unique articles	5	10	15	20
Submission of unique articles	5	10	15	20
Unique blog articles	10	15	20	25
Blog comments	10	15	20	25
Social bookmarks				
Management (hours per month)	6	8	10	12



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Reporting	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓
Ranking Report	✓	✓	✓	✓
Web Fingerprints	✓	✓	✓	✓
<b>Monthly Hosting Fee</b>	£49.99	£49.99	£49.99	£49.99
<b>Set Up Fee</b>	£50.00	£55.00	£100.00	£150.00
<b>Contract Months</b>	12 Months	12 Months	12 Months	12 Months

### Please Note

When setting up a website for the first time there is a set up charge which is non-refundable followed by a Web Design Fee. Once everything is approved you will be invoiced 30 days in arrears for the duration of the contract a hosting fee. You are bound by the contract terms and conditions without negotiation. Once a website is commissioned for us to design you need to pay all fees up front. A website will not be designed if fees are not paid. We can offer monthly payment plans if the cost of Web Design is unaffordable, the price of a monthly plan will usually cost more than paying for the plan outright.



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**EXTRA ADD ONS**

<b>NO</b>	<b>Monthly Marketing Includes:</b>	<b>Individual Pricing</b>
1	Creating a Newsletter to send to prospective clients	£100 Design
2	Creating a Brochure to send to prospective clients	£100 Design
3	Blog Posts Per Post	£75.00 Per Post
4	Send Emails to subscribers	See Table
5	Send Newsletters to subscribers	See Table
6	Send Brochure to subscribers	See Table
7	Phone Prospective Clients	£1.25 Per Minute Per Client
8	Classified Ads	£50 per 20 Ads
9	Press Releases ( 2 x Per month)	£50 Per 2 Per Month
10	List Business in Business Directories (B2B)	£50 Per 20 Directories
11	Paid Advertising (Google Ads) (Excluding Budget)	£50 Management Fee
12	Paid Advertising (Bing Ads) (Excluding Budget)	£50 Management Fee
13	Social Media Page Design	£50 Per Page
14	Social Media Posts ( 4 posts p/m per network)	£50 Per 4 Post Package
15	Product Photography	£100 Per Hour
16	Editing Images	£10.00 Per Image
17	Aerial Photography	£300 Per Hour
18	Commercial and Industrial Photography	£300 Per Hour
19	Logo Design (Maximum 10 Logos to choose from)	£75.00 per Logo
20	Stationary Design, (100 Standard Business cards, 50 Letterheads).	£100 inclusive of stationary
21	E-Commerce Store 100 Products	£100 Per Month



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22	E-Commerce Store 2500 Products	£200 Per Month
23	E-Commerce Store Unlimited Products	£300 Per Month
24	Google Adwords Management Per Campaign	£50.00 Per Campaign

### **Pay Per Click Management Package**

When you need instant results from your website, Pay Per Click (PPC) or Paid Search Advertising can produce immediate traffic and instant profitability. We will work with you to create a campaign that is optimised for your best keywords at the lowest price, and work to improve your conversion rates by testing and developing targeted landing pages, so unlike most companies that just offer to manage your campaign, We will work with you over time to continually optimise your campaign to increase your return on investment and to consistently drive traffic to your website that results in loyal customers.

It is an ever-moving science and until the campaign begins, I cannot be certain what keywords will deliver the best and most economical sales leads. As we discover the expensive keywords, we intend to optimise for these rather than pay high charges for leads. As the campaign develops, campaign ratios can be analysed to target the highest number of sales leads for the least amount of money.

We will make use of all the main UK based search engines to ensure you get maximum exposure for your campaign.

### **PPC Pricing**

A setup fee is payable, which depends on the complexity of the campaign and the number of ads that need composing. Thereafter, a charge 20% of the monthly spend as a management fee. The savings gained from utilising experienced PPC campaigners much outweighs this cost. We reserve the right to charge a minimum fee of £100.00 per calendar month for any month that ads are featured.

### **Lead Time**

Work commences within one week following the receipt of a signed.



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## Graphic Design Prices

### LOGO / BRAND DESIGN OR REFRESH

Old Logo Refresh / Redraw JPG into high quality vector £50

New Logo Design (3 to 6 unique logo concepts. Updates made to chosen concept) £75

New Logo Design with Corporate Identity Guidelines Guide £75 - £100

### FLYER DESIGN

Flyer/Leaflet Graphic Design up to A5 size, single sided £50

Flyer/Leaflet Graphic Design up to A5 size, double sided £60

Flyer/Leaflet Graphic Design up to A4 size, single sided £70

Flyer/Leaflet Graphic Design up to A4 size, double sided £80

### GRAPHIC DESIGN

Business Card - single sided Graphic Design £50

Business Card - double sided Graphic Design £70

Poster Graphic Design (text only design) £50

Brochure Graphic Design (one side), any size up to A4 £40

Brochure Graphic Design (double side), any size up to A4 £60

Banner Graphic Design £50

Email Signature Graphic Design £20

Letterhead Graphic Design, any size up to A4 £40



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Invitation Graphic Design (single side) £50

Invitation Graphic Design (double side) £70

Advert Graphic Design (from supplied text & images), any size up to A5 £50

Poster Graphic Design (full colour with images), any size up to A2 £70

Advert Graphic Design (from supplied text & our stock images), any size up to A5 £80

Menu Graphic Design (based on A4 Menu) £100 to £250

#### **MAGAZINES, PERIODICALS & NEWSLETTERS**

A5 12 pages £200

A5 24 pages £200 - £350

A5 48 pages £400 - £650

A4 12 pages £250

A4 24 pages £350 - £450

A4 48 pages £700 - £1000

Regular (contract) publications by quotation. -

#### **VEHICLE DESIGN**

Car or small van, lettering only £100 - £150

Car or small van, mix of colour / lettering / images £100 - 200

Car or small van, complete digital design £300 - £500

#### **BOOK DESIGN**



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**Pages**

The quotes below are for typical books with 200 pages (some including 100 images). If your book has more or less than 200 pages and 100 images, then the time needed for typesetting, corrections, and placement of image will be more or less, and so will the cost of your mockup. But everything else will stay the same.

**Includes** All pages at the page size of your choice (black ink only) A trimmed and bound mock-up for your final approval All files in high-resolution digital format Digital files uploaded to your printer DVD shipped to you for your records and safekeeping

**Services** 2 – 3-page designs to start design process Finalizing page design and creating template Layout and typesetting of all pages

**You provide** All text in digital format Name and contact information of your printer (to obtain specs)

**Note** This quote is based on 200 pages. Cost of typesetting, corrections, and mock-up will vary with the number of pages.

**Please note:** This is an estimate only (+/- 10%). Prices are in UK GBP Pound Sterling. Billing will reflect the actual costs incurred. This quote is valid for 30 days. Client requested changes during production will be quoted on additionally. The client will be notified of any price changes before they are incurred. If the project is cancelled at any time, the client will be billed for fees and expenses incurred up to that time.

DESCRIPTION	PRICE
Book Cover Design Only	£200.00
Basic Soft Cover Paperback	£1,000.00
Complex Text Pages	£1,200.00
Complex Image Pages	£1,500.00
Basic Hard cover with Printed Case Wrap	£1,200.00
Complex Text Pages	£1,500.00



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Complex Image Pages	£1,700.00
Basic Softcover with Flaps	£1,500.00
Complex Text Pages	£2,500.00
Complex Image Pages	£5,000.00
Basic Hardcover with plain Casewrap and Dust Jacket	£1,700.00
Complex Text Pages	£2,700.00
Complex Image Pages	£5,500.00
Basic Hardcover with printed Casewrap & Dust jacket	£2,700.00
Complex Text Pages	£5,000.00
Complex Image Pages	£6,500.00
eBook 200 pages / 100 images	£500.00
Full Layout - (books requiring special attention to each 2-page spread, such as corporate histories, technical reference books, manuals, special text and/or image treatments, full colour).	£7,000.00
Research Per Hour	£80.00
Each Page Amendment Individual Pages Per Hour	£25.00

<b>ADVERTISING</b>	Please contact us for a no obligation quote.
<b>VIRTUAL ASSISTANT</b>	<b>Virtual Assistant</b> - £10 per hour. <b>Answering Phone Calls</b> - £1.25 per minute
<b>BUSINESS SOLUTIONS</b>	<b>Business Consultation</b> - £300 Per Hour <b>Travelling Time</b> - £200.00 Per Hour <b>Domain Acquisition Service</b> - £49.99 Per Acquisition and 15% Commission Fee. <b>Dispute Mediation</b> - £25 Per Hour



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**IMPORTANT PLEASE READ.**

**PLEASE NOTE ALL ORDERS PLACED ONLINE OR OVER THE PHONE MUST BE SUBMITTED WITH THE FOLLOWING CONTRACT ATTACHED IN THIS BROCHURE, SENT BY EMAIL OR POSTAL MAIL WHICH CAN BE FOUND AT THE BOTTOM OF THIS DOCUMENT, UNLESS ALREADY AGREED IN PERSON. UK WEBSITE DESIGNERS ASSUME ANY PERSON AGREEING ON THE COMMENCEMENT OF WORK HAS READ THE TERMS & CONDITIONS ON THE WEBSITE AND AGREES TO A MINIMUM 12 MONTH CONTRACT AGREED VERBALLY OR IN WRITING.**

**UK WEBSITE DESIGNERS reserve the right to change the prices in this brochure without notice, please read the terms and conditions on the website [www.ukwebsitedesigners.co.uk](http://www.ukwebsitedesigners.co.uk)**

**UK WEBSITE DESIGNERS assume that the client has read the terms and conditions and brochure pricelist upon commencing an assignment and UK WEBSITE DESIGNERS will not be held responsible for any misunderstandings.**

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**Validity and Payment Terms.**

All set up fees are to be paid in advance whilst all other invoices are to be paid within 30 days of the invoice date. The website is payable by way of 25% deposit or one month's hosting paid upfront with your order and the balance on completion unless paying monthly in which an invoice will be produced on a monthly basis.



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**T:** 029 21690036 **M:** 07565253529 **E:** [info@ukwebsitedesigners.co.uk](mailto:info@ukwebsitedesigners.co.uk)

[www.ukwebsitedesigners.co.uk](http://www.ukwebsitedesigners.co.uk)

# Agreement (Contract for Services)

Arrangements for the Provisions.

Appendix 1:

## Terms of Reference

The Services to be provided by the Contractor under this Agreement are:

### 1. Details of the Parties

This agreement is made between:

**THE COMPANY**

R Barnes t/a UK WEBSITE DESIGNERS

and

enter name and address of the **CLIENT**

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### 2. Commencement and Termination

This Agreement shall be deemed to commence on \_\_\_\_\_ and shall continue until \_\_\_\_\_ OR \_\_\_\_\_.

Either party may terminate this agreement, by giving 10 days written notice to the other party. However, **UK WEBSITE DESIGNERS** reserve the right to terminate the Agreement with immediate effect if the Client breaches the terms and conditions of this Agreement **UK WEBSITE DESIGNERS** reserve the right to charge the remainder of the years hosting in bulk on termination of contract.

### 3. Services

**UK WEBSITE DESIGNERS** engages the Contractor to provide one year's hosting of website/ app, and the Client agrees to provide, original content, own images non copyrighted and any other relevant information, services within the scope of their professional competence and fully in line with the terms and conditions set out in this Agreement. Details of the services to be provided by the Company **UK WEBSITE DESIGNERS** under this Agreement are outlined at Appendix 1.

### 4. Terms

The Company **UK WEBSITE DESIGNERS** shall maintain in force for the duration of this agreement adequate insurance relating to the provision of Services pursuant to this Agreement. Evidence of such insurance cover must be provided to the Client upon commencement of this Agreement and subsequently on request. In the event that the Company **UK WEBSITE DESIGNERS** cannot perform the Services during any period of this contract for any reason including sickness, the Company **UK WEBSITE DESIGNERS** shall inform the Client by 09.00 am on the first day of non-performance. No fees are payable covering periods of non-performance. The Company **UK WEBSITE DESIGNERS**



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reserves the right to terminate this contract should the period of non-performance last more than 5 working days. The Company **UK WEBSITE DESIGNERS** shall not agree any further work with a competitor to the Client for similar or related work without first receiving the agreement of the Client and shall not solicit further work from a competitor directly for similar or related work. Any requests for goods or services that the Company **UK WEBSITE DESIGNERS** receives while working with a client of **UK WEBSITE DESIGNERS** will be considered the property of the Client, and the information should be provided to them within 24 hours of receiving such a request. By entering into this agreement, you the client must have read and agreed on the terms and conditions as outlined on the website or either request a pdf of the document.

#### **5. Fees**

The Client will pay a setup fee and web design for Services under this Contract on engagement of a one-year contract. If the work has been performed satisfactorily in accordance with the terms of this Agreement, further payments will be made in arrears within 30 days of receipt of an invoice from the Company **UK WEBSITE DESIGNERS**. **UK WEBSITE DESIGNERS** reserves the right to charge for content and editing images.

#### **6. Confidentiality**

In the event of client making available confidential information relating to its business, clients or customers in the course of this Agreement, the Company **UK WEBSITE DESIGNERS** will maintain the confidentiality of such information and will not disclose it to any third parties whatsoever. Furthermore, except in so far as such matters are properly in, or come into the public domain, the Company **UK WEBSITE DESIGNERS** agrees to keep secret and confidential all matters contained in this Agreement.

#### **7. Provision of Workspace, Equipment and Materials**

The Company **UK WEBSITE DESIGNERS** will undertake the Services substantially at their own premises and using their own equipment and materials, the costs of which shall be deemed to have been included within the fee indicated herein.

#### **OR**

The Company **UK WEBSITE DESIGNERS** will undertake the Services substantially at a **third-party's OR the Clients** premises and using Client equipment and materials, the costs of which shall be met by the Client. Any space, equipment or materials provided by the Company **UK WEBSITE DESIGNERS** will be minor in scale and nature relative to this Agreement, and no additional costs will be charged to the Client as a result unless agreed in advance. The Company **UK WEBSITE DESIGNERS** will, upon termination of their engagement, immediately deliver up to the Clients all correspondence, documents, and property belonging to the Client which may be in their possession or under their control.

Any materials whether physical, electronic or intellectual created by the Company **UK WEBSITE DESIGNERS** in the course of carrying out Services under this Agreement will belong to the Client which shall retain the exclusive rights to such material unless agreed otherwise in writing by the Client.

#### **8. Force Majeure**

Neither party shall be deemed in default of its obligations under this agreement nor shall be liable to the other to the extent that it is unable to perform any of its obligations by reason of any event or circumstance beyond its reasonable control.

#### **9. Applicable Law and Jurisdiction**



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This Agreement is made and shall be interpreted in accordance with Wales/England /Scotland United Kingdom Law and subject to the jurisdiction of the Wales/England/Scotland courts sitting in **Wales / England / Scotland**.

**Please Scroll Down to Sign the Contract.**

**10. Signatures**

**SIGNED AGREEMENT**

I the client have read and understood the terms and conditions and privacy policy as outlined on the website [www.ukwebsitedesigners.co.uk](http://www.ukwebsitedesigners.co.uk)

<b>To be signed on behalf of the CLIENT</b>	<b>CLIENT Print Name</b>		<b>Dated:</b>	
	<b>Signed</b>			

<b>To be signed by the Company UK WEBSITE DESIGNERS</b>	<b>UK WEBSITE DESIGNERS Print Name</b>		<b>Dated:</b>	
	<b>Signed</b>			



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