



Website Proposal & Agreement

Prepared for (practice) _____ Date _____

Owner / authorized representative _____ Email _____

Project: practice website — design, build & launch

THE PACKAGE

Website Build

\$ _____

- Custom mobile-first site, up to eight pages, all copy written by IntakeStudio
- Online booking integration with your scheduling system
- Search-friendly setup, synced with your Google Business listing
- Two rounds of revisions included
- Photo sourcing
- First month of the Care Plan included

Payment: \$500 to hold the build slot, non-refundable • balance at launch • bank transfer, card, or check

Care Plan (optional)

\$ _____ / month

- Content changes, about an hour a month, 48-hour turnaround
- Monthly Google Business Profile post and a quarterly refresh
- Hosting, security updates, and backups
- First month included • cancel anytime

HOW IT WORKS

- 1 Sign & deposit
- 2 Build (7–10 days)
- 3 Review on staging
- 4 Final payment & launch

WHAT WE NEED FROM YOU

- Thirty minutes to walk through your services, hours, and what makes your practice different.
- Any photos of your office and team you'd like used, or we'll arrange tasteful stock.
- A quick review at each step. We handle everything technical.
- Requests and feedback are welcome by email or on a quick video call, whichever is easier for you.

This proposal is valid for 30 days from the date above. Questions before signing? info@intakestudio.co



TERMS

1 Project & payment

- The \$500 deposit holds the client's build slot and is non-refundable; it is applied toward the project fee. The balance is due at launch. The build fee is payable by bank transfer, card, or check made payable to the name shown on the invoice; the build slot is reserved once the deposit is received. The Care Plan is billed to a card.
- The 7–10 day build timeline is an estimate and assumes timely delivery of requested content, approvals, account access, and feedback. Client delays may extend the launch date.
- Launch is scheduled no later than 14 days after the client first reviews the staging link, provided feedback is received; changes requested after launch are handled under the Care Plan or quoted separately.
- The site is built and reviewed on an IntakeStudio staging link; it launches on the client's domain after final payment is received.
- Invoices are payable within 7 days. Work, launch, support, and hosted services may be paused while a balance is overdue.
- Projects inactive for more than 30 days because requested client materials, approvals, access, or responses have not been provided may be paused and rescheduled based on current availability.
- Either party may cancel before launch. If the client cancels after work begins, the deposit remains non-refundable and is applied to work completed; if completed work exceeds the deposit, the remaining balance is due. If IntakeStudio cancels without a client breach, any unearned portion of the deposit will be refunded.

2 Ownership & client materials

- Full ownership of the finished website and client-supplied content transfers to the client after final payment. Third-party software, services, fonts, stock assets, and licenses remain subject to their own terms. IntakeStudio retains the right to reuse general tools, code, templates, and design patterns that are not unique to the client's brand.
- After final payment the client owns the site's design, content, code, and domain permanently. If the Care Plan is cancelled, IntakeStudio exports the site files and provides DNS instructions once at no charge; hosting under IntakeStudio's account continues for 30 days after cancellation, after which hosting is the client's responsibility. IntakeStudio never withholds a site or a domain.
- The client provides or approves all practice information, photos, and text used on the site, confirms that it has the right to use those materials, and is responsible for any claim arising from materials the client supplies or approves.

3 Scope & revisions

- Two revision rounds are included. Revisions are changes to text, photos, colors, and layout within the agreed pages; the client sends each round's feedback in one batch. New pages, new features, or a different design direction are new work, quoted in writing before it begins.
- The build includes up to eight pages. Pages beyond eight are \$150 each. New features, a different design direction, or photography are quoted separately.
- Domain registration, booking software, email services, premium plugins, paid stock assets, and other third-party subscriptions or fees are not included unless specifically listed in this proposal.

TERMS, CONTINUED

4 Care Plan

- The Care Plan is billed monthly to a card, with the first month included. Either party may cancel at any time; the plan ends at the close of the current billing month and the handover terms in section 2 apply.
- The Care Plan covers about one hour of content changes per month (text, images, hours, staff, service details, contact information), turned around within 48 hours, plus a monthly Google Business Profile post and a quarterly refresh. Unused time does not carry over. Redesigns, new pages, new features, or substantial content work are quoted separately.

5 Privacy, third parties & results

- Unless otherwise agreed in writing, the website is not designed to directly store or process protected health information (PHI), and IntakeStudio does not act as a HIPAA business associate under this agreement. Appointment booking and patient information should be handled through the client's approved scheduling or practice-management system.
- The client is responsible for the accuracy and legality of the site's content, including compliance with the advertising, testimonial, and scope-of-practice rules that apply to the client's profession.
- The site is built with reasonable accessibility practices in mind, but IntakeStudio does not warrant compliance with the ADA, WCAG, the Unruh Act, or similar accessibility standards; ongoing compliance, and any formal audit or remediation, are the client's responsibility and can be quoted separately.
- IntakeStudio is not responsible for outages, service interruptions, security incidents, policy changes, or changes in functionality caused by third-party platforms or providers outside IntakeStudio's reasonable control.
- IntakeStudio does not guarantee Google rankings, search traffic, leads, appointment volume, revenue, or any other business result.
- IntakeStudio may display the finished site in its portfolio and marketing materials unless the client opts out in writing.

6 General

- To the fullest extent permitted by law, IntakeStudio's total liability under this agreement is limited to the amounts the client has paid for the services giving rise to the claim, and neither party is liable for indirect, incidental, or consequential damages.
- This agreement is governed by California law, and any dispute will be resolved in the state or federal courts located in Los Angeles County, California.
- This document is the entire agreement between the parties regarding the project and may be amended only in writing signed by both parties.

This agreement describes the parties' business terms and is not a substitute for legal advice.



AGREED

Acceptance of Proposal & Terms

By signing below, the client confirms that they have read, understood, and agree to the Proposal and Terms in this agreement, and each signer represents that they are authorized to enter into it on behalf of the party shown. Please return a signed copy to info@intakestudio.co — a countersigned copy will be provided for your records.

Practice name

CLIENT / AUTHORIZED REPRESENTATIVE

Signature

Print name & title

Date

INTAKESTUDIO

Signature

Alex Serobian, IntakeStudio

Print name & title

Date

Thank you for choosing IntakeStudio.

