

Shopify Website Launch

Service provider info:

Company name: eKomBossBabe

Freelancer's Full Name: Kate Neyshabouri

Contact:

Email: ekombossbabe@gmail.com

Telegram ID:

Phone:

Address:

Client info:

Company name: ... [Please provide the company name] ...

Client's Full Name:

Contact:

Email:

Telegram ID / number:

WhatsApp Business:

Address: e.g. Australia ...

Shopify Website Launch Contract:

Dear valued client,

This contract, dated *month, day, year* is for launching a Shopify website for a ... Store. It is made between **eKombossbabe** [represented by **as the service provider / freelancer**] and **you** [....., **as a client**].

This document consists of the breakdown of the works provided by eKomBossBabe for launching the client's shopify website and establishes the agreement between both parties. Any modifications to this contract must be made in writing and agreed upon by both parties.

Breakdown of Services for Shopify Website Launch:

Menus, Pages, Collections, Products, Blog and Legal Information:

1. Creation of header and footer menus
2. Design and setup of the home page
3. Creation of collection pages
4. Development of one custom page as per client's request
5. Implementation of tags and product types
6. Creation of product pages
7. Addition of up to 25 X products to the store
8. Creation of legal pages (Contact Us, Privacy Policy, Terms & Conditions, Shipping & Refund Policy) tailored to the client's company needs and information
9. Creation of a blog page
10. Publishing of one article

Branding & Theme:

1. Installing a theme that aligns with the store's features and branding, based on the client's needs.
2. Setting up colour codes and branding into the theme, ensuring visual consistency and brand recognition.
3. Theme customisation: Customisation of the theme will be performed to meet the client's specific requirements. This includes modifications to layouts, fonts, graphics, and other design elements within the theme framework.

Apps:

Installing & setting up required apps for the store.

Installing & setting up sales channels apps (as per client's needs).

Forms:

Setting up one contact form.

News letter

Upon the client's request, the service provider will set up a newsletter on the site.

Pop up:

Upon the client's request, setting up a promotional pop up such as discount / email sign up pop up. The content and timing of the pop-up can be customized according to the client's preferences.

Revision:

During the website creation process, unlimited revisions will be provided based on the client's requests.

After the completion of the work, any revision requests may be subject to additional charges. The service provider will discuss the scope and cost of revisions on a case-by-case basis.

Support:

After the completion of the website, one month of free support and education will be included if required. The set time for the support and education must be discussed and agreed by / between both parties after project completion.

SEO Works:

Please note that Shopify, by nature, is built to be SEO-friendly compared to other website builders such as WordPress. Merchants launching their websites on Shopify can have confidence that with little or zero initial SEO work, their website can still thrive and grow through marketing efforts, both organic and paid, as well as promotions and listing products on various sales channels.

While this contract is primarily for website launch and does not cover comprehensive SEO services, the service provider will perform the following SEO-related tasks:

Breakdown of SEO-related tasks:

1. **Setting up Google Search Console/Google Analytics:** This will enable the client to monitor website performance, track important metrics, and gather valuable insights.
2. **Setting up Google Shopping:** to list the client's products on Google Shopping. This will help increase product visibility and reach a broader audience.
3. **Setting up Google My Business:** The service provider will add the client's company to Google Maps by setting up Google My Business. This will enhance local search visibility and provide accurate business information to potential customers.

Keywords

In order to optimize the website's SEO, the client must provide the freelancer with the following information:

- A list of important keywords and industry-specific terms related to their products/services.

- A list of similar jewelry stores or competitors.

Based on the provided information, the freelancer will perform an initial keyword research to identify relevant keywords, taking factors like search volume, click-through rate (CTR), and impressions into account. This will facilitate the inclusion of important keywords in the website's copy. The keyword research process may involve collaboration and feedback between both parties.

SEO/User-Friendly Product Description and Copywriting:

The service provider will adhere to the following basic SEO rules for product descriptions and copywriting:

- **SEO-friendly slugs (URL addresses) and meta snippets (meta title and description):** The service provider will include targeted keywords at the beginning of slugs and avoid keyword stuffing. Meta snippets will be written with a focus on human readability and inclusivity, while keeping them concise.
- **Product Description/Copywriting:** The service provider will use heading tags to structure the text and highlight key benefits of the product/service. H1 tags will be used for the product title, H2 tags for main headings, H3 tags for subheadings, H4 tags for sub-subheadings, H5 tags for even smaller headings, and H6 tags for very small headings. Target keywords will be incorporated in the heading tags. The service provider will use clear and concise language, bullet points and lists, as well as images and videos to enhance the product descriptions. Calls to action will be included to guide the target audience on desired actions, such as making a purchase, signing up for an email list, or visiting the website. Long-tail keywords will be utilized, and keyword usage will be varied to ensure natural-sounding copy without keyword stuffing.
- **Optimizing the product title** is crucial, and the service provider will ensure that the title includes target keywords and remains concise.

Notes:

1. The service provider primarily utilizes free Shopify themes / apps for customisation purposes. Custom coding customization is not included in their services. However, if you require such customisation, they can assist you in hiring a Shopify expert specifically for that purpose.
2. If the client requires premium Shopify themes or apps, the service provider is willing to help you search for and identify options that align with your needs.
3. It is important to note that any fees associated with domains, Shopify plans, premium Shopify themes/apps, or hiring Shopify experts for custom features will be your responsibility and must be paid by you.
4. The services included in the contract are flexible, and clients have the option to determine which services they would like to remove or exclude based on their specific needs.

Timeline:

The Freelancer, from eKomBossBabe, will dedicate hours every starting from [Date and time] to work on the site.

During these time windows, she/he will be responsible for timely communication with the clients and addressing their website needs.

The estimated deadline for project completion would be a maximum of 2 months.

Compensation:

The client is required to pay **\$300 USDT Tether** to the service provider. Half of the payment must be made upfront, and the remaining half will be paid upon receiving the finalized project.

Communication:

This contract comes with a phone or verbal (voice/text message) conversation between the two parties to discuss the contract and any related matters.

Data and Resources:

All necessary information, images, descriptions, and other resources required for launching the website must be provided by the client. The client can share these materials through channels such as Google Drive and Telegram.

Confidentiality:

Both parties in this contract agree to maintain the confidentiality of all information obtained in connection with this Agreement. This includes, but is not limited to, the website's design, company info, and content. Both parties will take reasonable measures to protect and prevent the disclosure of confidential information to third parties.

Termination:

Either party has the right to terminate this Agreement at any time and for any reason by providing written notice to the other party. In the event of termination by the Client, the Client will be responsible for paying the Freelance the remaining balance due as per the payment schedule outlined in the agreement. If the Freelancer initiates the termination, they will promptly return any materials, payment or information provided by the Client.

Please review this contract carefully. By signing below, you acknowledge that you have read, understood, and agreed to the terms and conditions outlined in this contract.

[Client's Full Name and Signature]:

[Service Provider's Full Name and Signature]:

Date: