CHIROPRACTIC MASTERS INTERNATIONAL

<u>Cyber-Chiro: Websites That Work Application Form</u>

In order for us to properly prepare for you, a real website that actually works, you must first fill this out this application in detail and with clarity. Please review our templates and know exactly what you would like your website to look like and what it's purpose is. Once completed, scan and email to the address below. We will contact you with more details!

Step 1: Website Order Form (Please Print)

Clinic Name _____Contact Name _____

Billing Address _____

City _____ State/Prov. _____ Zip/Postal _____

Phone _____ FAX _____

E-mail address(es) _____

Email Passwords: _____

Present WWW URL (if any): _____

Username _____ Password _____

If you do not have a website currently, what are your top 3 choices for domain names?

_____

Top color choices are:_____

Initial Website Set Up Requirements:

Here is a list of everything to prepare for the web designers to make this process quick, simple and easy! The sooner this data is compiled and sent to our designers, the sooner your website will be up and running!

1. How many pages of content will you need? List the title of each page.
2. Prepare content for each page
3. Send your logo to our designer
4. Create a digital file (.png) of all pictures that will be on your site (for pages, don't forget to include images of your health passes etc.)
5. Opt-in forms: what information do you need to collect first name and email from your prospects? Will your prospects receive a "thank-you email" or will they be sent to a page on your site when they input their name and email. (Prepare a "thank-you" page text as well as the "gift" you're offering, in exchange for their opt-in")
6. List your social media pages that you want to link with your site. (FB, TW, LI, G+, YT, P, IG)
7. Create all downloadable documents (pdf)
8. Welcome video (MP4, 2 to 2.5 minutes long)
9. Testimonials (text & video, pictures)
10. Create a list of search words (key words that prospects would use when searching for YOU online. These include as examples: your name, chiropractic, chiropractor, city, state or province, sports, pediatrics, massage, orthotics, nutrition, specialties, etc.)

Standard Web Site Package:

New Domain Registration: *The Developer will secure one domain name for the Client at our hosting site HostGator for $15 per year and a monthly hosting fee for your domain which averages about $11.95 per month. All charges for additional domain names will be billed to the Client as an addition to the base price contemplated by this agreement. These are internal fees, and are not a source of income for the Developer.*

Existing Domain Name Registration: *If the Client already has a domain name, the Developer will coordinate redirecting the address to the new host. Should the Client desire a specific domain name, which is already owned by another party, negotiations for said domain name must be undertaken by the Client.*

Text: *Copy for website must be supplied by the Client in a .doc format via email attachment.*

Photos: *Photos and other miscellaneous graphic images must be supplied by Client. Client must have the permission and authority to use all said images. The Developer takes no responsibility or liability for any images on the site.*

Installation: Finished site will be uploaded to Developers hosting platform, **HostGator**

E-mail response link: *on each web page to any e-mail address the Client designates.*

Optin Box: *All designated emails that are gathered from lead magnets or optins are collected by **MailChimp** and stored in a database.*

Cross Browser Compatibility: *Our agreement contemplates the creation of a web site viewable by all internet browsers. Compatibility is defined herein as all critical elements of each page being viewable in all browsers. Client is aware that some advanced techniques on the Internet, however, may require a more recent browser version and brand or plug-in.* **NOTE**: *we use Optimize Press for our web design and plug-ins.*

Work Schedule and Completion Date: Developer to submit a First Mockup Draft of web site no later than fourteen (14) business days after Developer receives signed agreement, along with down payment and initial direction from the Client. Client to provide Developer with all the data needed to complete web site, including text, company logo, and photos. Upon completion of this stage, the Client will be asked to confirm acceptance for the basic site design via e-mail or by signing a printed copy of the design and faxing to Developer. Once this acceptance is received from the Client, the work necessary to complete the project will continue. Upon completion of the web site, an e-mail or letter and invoice will be sent to the Client advising the Client that the work has been completed. Client will supply written approval by printing, initialing and faxing back each page in web site. After contract has been paid in full, site will then be made live to the internet.

Warranties and Liability: Client agrees that any material submitted for publication will not contain anything leading to an abusive or unethical use of the Web Hosting Service, the Host Server or the Developer. Abusive and unethical materials and uses include, but are not limited to, pornography, obscenity, nudity, violations of privacy, computer viruses, harassment, any illegal activity, spamming, advocacy of an illegal activity, and any infringement of privacy.

Client hereby agrees to indemnify and hold harmless the Developer from any claim resulting from the Client's publication of material or use of those materials.

It is also understood that the Developer will not publish information over the Internet which may be used by another party to harm another.

Developer does not warrant the functions of the site will meet Client's expectations of site traffic or resulting business or that the operation of the web pages will be uninterrupted and / or error-free. Developer is not be held responsible for occasional downtime of email or web site due to line interruptions and/or other instances beyond Developers control.

Ownership to Web Pages and Graphics: Copyright to the finished assembled work of web pages and graphics produced by the Developer shall be vested with the Client upon final payment for the project. This ownership is to include, design, photos, graphics, source code, work-up files, text, and any program(s) specifically designed or purchased on behalf of the Client for completion of this project.
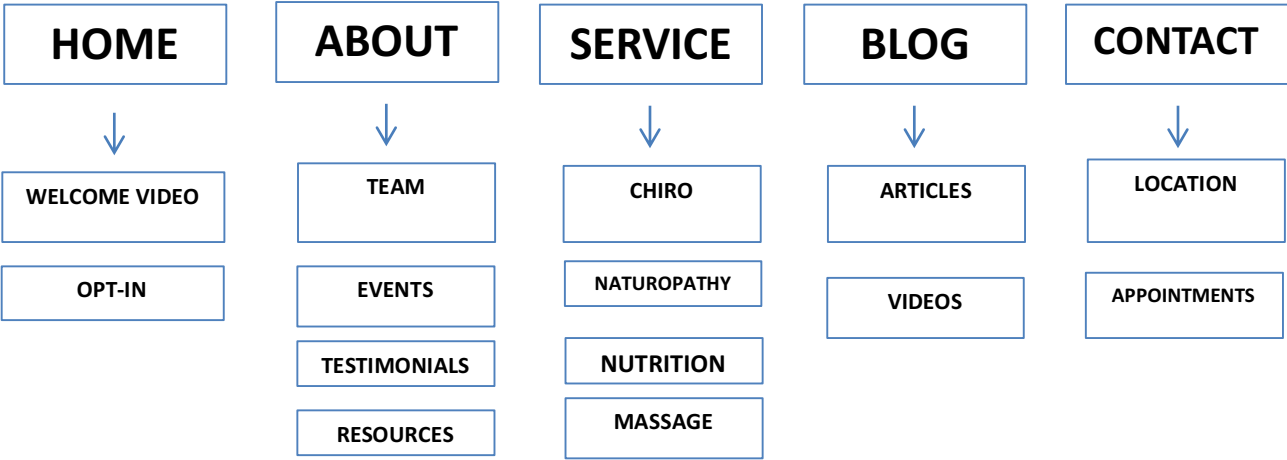
Payment of Fees: A minimum deposit of fifty percent (50%) is required to commence work.

Fees to Developer are due and payable on the following schedule: 50% upon signing of contract and the 50% balance upon page completion, but prior to delivery / uploading. A 3 monthly payment plan is optional upon request.

Developer reserves the right to remove web pages from viewing on the Internet until final payment is made. If a payment delay is anticipated, please contact the Developer immediately for an alternative arrangement. In case collection proves necessary, the Client agrees to pay all fees incurred by that process. This agreement becomes effective only when signed by Developer.

Step 2: Building And Filling Your Tree

Here is an example of what a tree looks like. In the next section, you will need to fill out the boxes as per your tree design.

HOME	ABOUT	SERVICE	BLOG	CONTACT
↓	↓	↓	↓	↓
WELCOME VIDEO	TEAM	CHIRO	ARTICLES	LOCATION
OPT-IN	EVENTS	NATUROPATHY	VIDEOS	APPOINTMENTS
	TESTIMONIALS	NUTRITION		
	RESOURCES	MASSAGE		

Fill In your Tree Here:

（空白のツリー図：5列×複数行の枠と下向き矢印）

Additional Pages:

（空白のツリー図：5列×複数行の枠と下向き矢印）

Color Examples

A	D	G	J	M
B	E	H	K	N
C	F	I	L	O

Step 3: Choose Your Design

Please check the design that you like. You may visit the associated website

A

B

C

WELLS Chiropractic and Acupuncture

Home   New Patient Center ▾   Meet The Doctor   Services ▾   Symptoms ▾   Testimonials   Contact Us

SwervePay Health Services

Cash Flow

Decreased Accounts Receivables

Profits

Costs

Flexible Payment Plans

0:17 / 2:09

CC   ⚙   HD   YouTube

Grab My 10 Keys To Increase Energy And Weight Loss.

Complete the form below...

Enter your Email Address...

Enter your First Name...

Get Started Here Today

🔒 Your information is 100% secure with us and will never be shared

Step 4: INITIAL WEBSITE DESIGN & SET UP:

Here is what is included in your initial website design and install:

- Install,
- Setup
- Configuration Of Site Details
- Photos To Photo gallery
- Setup Of Up To 2 Forms With Up To 10 Fields Each
- 10 Pages up to 35 pages Of Content. The prices of pages you choose or upgrade too will reflect your investment.
- Customization Of Color Scheme & Branding
- Email Set Up

Website Fee: (50% charged to your credit card upon completion of this form. 50% upon completion of your website)

Standard 10-15 Pages	Professional 16-25 Pages	Enterprise 26-35 Pages
$3997	**$4997**	**$5997**

Step 6: Choose Your Monthly Hosting and Maintenance Package

The development investment in your website is kept cost effective by including your monthly maintenance package, which has a minimum one year commitment. There is no cost to change your subscribed package. You may do this at any time you would like, but you must to be subscribed to at least the **minimum package for a 12-month period**.

Your **HOSTING FEE** is set at **$15.00 USD** per month, which includes automated daily back-ups, supercharged speed: up to 2.5x faster, advanced security, seamless scalability (you can upgrade), and superior support with website downtime.

NOTES:

1. By checking one of the boxes below, you agree to subscribe to the hosting and maintenance package for one year.
2. Your template will be chosen after initial set up requirements are met.

Please Choose A Monthly Package (Check One Box)

☐

Monthly Maintenance Package 1: $70/hour

- ✓ Unlimited content updates
- ✓ Website/Email Hosting & Annual domain name registration
- ✓ Unlimited email addresses

☐

Monthly Maintenance Package 2: $175/mo

- ✓ 4 content updates (blog, event change, adding new pages/posts)
- ✓ Website/Email Hosting & Annual domain name registration
- ✓ Unlimited email addresses
- ✓ MailChimp CRM
- ✓ Banners for promotions/advertising/optins

☐

Monthly Maintenance Package 3: $350/mo

- ✓ 4 content updates (blog, event change, adding new pages/posts)
- ✓ Website/Email Hosting & Annual domain name registration
- ✓ Unlimited email addresses
- ✓ MailChimp CRM
- ✓ Banners for promotions/advertising/optins
- ✓ MailChimp Funnel Campaigns /week

Step 7: Credit Card Information

Credit Card _____Exp._____

CVV CODE_____ Zip/Postal _____

Name as it appears on the card: _____

I Authorize My Card For The Website Design Fee To Be Charged As Indicated In This Agreement. Only 50% of the agreed upon website fee will be charged during development. The remainder 50% will be charged upon completion.

On behalf of the Client (authorized signature):

Name (PRINT) _____

Signature _____ Date _____

On behalf of Developer (authorized signature)

Name (PRINT)_____

Signature _____ Date _____

Step 8: Email Your Application

Once this application is completed, please email to drmike@chiropractic-masters.com

Step 9: Team Appointment

Call for your 30 minute "Development Team Appointment" to review your website layout and any additional requirements @ 1-800-781-8127