

NYANP Membership Benefits

Web Services by John Marra at Pixel Agility, LLC

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Pixel Agility, LLC is willing to provide discounted web services to any NYANP member.

Pixel Agility, LLC specializes in the WordPress Open Source Content Management System from WordPress.org.

Pixel Agility, LLC will offer a **10% discount** to NYANP members for the following web services:

- New website builds & website redesigns which are essentially from the ground up builds
- Website repairs & services that are billed at an hourly rate or a quoted fixed fee. Services include...
 - o Content creation/editing
 - o SEO related services
 - o Time intensive consulting services
 - o Assistance with obtaining and configuring domains from a domain registrar
 - o Assistance with obtaining and configuring web hosting

Common items not subject to 10% discount:

- Domain purchase; members should always own their domains
- Web Hosting purchase
- Maintenance Subscriptions; monthly time allotment is already discounted at a rate greater than 10%

Items not covered or not applicable:

- Email Services
- WordPress plugin licenses, theme licenses, and any other third-party licenses or subscriptions are the responsibility of the member. **Multi-site licenses owned by Pixel Agility, LLC are included in our Website Maintenance Subscription.*

Pixel Agility, LLC is also willing to offer NYANP members a **Basic Website Package for \$1,800** which already reflects member benefit discount.

Package includes:

- Consultation: After a member has filled out our online web design questionnaire, we'll schedule either a phone or video meeting and go through the questionnaire together to come up with a plan that best suits the member's needs.

- Up to 5 Page Design: Up to 5 pages designed and built within the member's website.
- Privacy Policy, Cookie Policy, Terms & Conditions pages. *Pages only, policies not included. Pixel Agility can assist member with sourcing policies.
- Responsive Website Layout: The website will be viewable across multiple screen sizes such as desktop, laptop, tablet, and Smart phone.
- Full Website Ownership: With a WordPress website the member owns the entirety of the website plus the content. (Unlike Squarespace, Shopify, Wix, etc ...)
- Contact Form: Basic contact form connected to a member's e-mail address where patients and potential patients can easily reach the member through their new website.
- Domain Mapping: We'll point the domain to the member's web host. *Yearly domain costs not included.
- Web Host Setup: We'll configure web host for the member's website, including free SSL from Lets Encrypt. *Yearly hosting costs not included.
- WordPress Training: We'll walk the member through how to create a blog post, how to make minor changes to their websites content, update plugins, theme, WordPress core, and website backup. *Sign up for our Website Maintenance Subscription and leave the backups and updates to us.
- 30 Days of Support: After the site goes live we'll provide 30 days of technical support in the event something crops up or the member has a question concerning their site. *Sign up for our Website Maintenance Subscription and continue to receive monthly technical support.
- Search Engine Submission: Site will be submitted to Google, Bing, and Yahoo once the site goes live.

*All content (text, graphics, and photos) is to be provided by the NYANP member unless the member has contracted Pixel Agility, LLC to provide content at an additional fee. eCommerce, shopping cart, credit card processing, mailing list functionality not included in package price.

There are many things that go into building a website that are not listed in the above package.

- Initial client meeting after the completion and submission of our online website questionnaire.
- During development of the website on our development server, the site will be available for the client to track the progress.
- 2 rounds of revision meetings during initial site development.
- Cross browser testing and tweaking using the latest versions of Google Chrome, Mozilla Firefox, Microsoft Edge on Windows Desktop and Laptop, Safari on Mac OS.
- Mobile device testing tweaking on Android tablets and phones as well as Apple iPad and iPhone.
- Final review meeting before the site gets moved to the member's web host.
- Final testing of the site after its been moved to the members' web host.

*A signed contract between Pixel Agility, LLC and an NYANP member for any web services supersedes this proposal.

Performance and agreement of any web services is strictly between Pixel Agility, LLC and the respective NYANP member requesting web services.

NYANP members are not obligated to use Pixel Agility, LLC for web services if they so choose, the web services are strictly a membership benefit.

Pixel Agility, LLC will always do its best to accommodate reasonable requests from clients and potential clients. Pixel Agility, LLC is not obligated to provide web services to a NYANP member if both parties can't come to a mutual agreement concerning requested web services.