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## 1. INTRODUCTION

My name is Ezra Steenkamp and I have over 14 years of experience in the online world. I mostly outsource major coding, but I mostly like to:

- Recover hacked sites to enhance my skills.
- Like to help serious clients enhance their online profile.

We do not advertise our services and mostly go by word of mouth.

## 2. WHAT WE OFFER

Our package is ideal for small companies that need:

- A branded domain name.
- A simple website for their company.
- Basic customized email accounts.
- Get their products and services online.
- That offer the following services and would like to integrate online payments or courier services:
  - Selling physical products online.
  - Selling downloadable items.
  - Selling services offered.

Remember that our package was designed out of the box for start-up companies who want to make their presence online. We might be able to add additional features, depending on the request. Some might be easy to implement and others might come at additional cost. However, our standard package was designed to put any normal online store on the web without spending any additional cost.

## 3. DOMAIN NAME

On the Internet, a domain name is a string that identifies the real name of your website. Domain names are often used to identify services provided through the Internet, such as websites, email services and more.

Example:

[www.mysimplewebsite.co.za](http://www.mysimplewebsite.co.za)

This will then also become your email address, for example: [candy@mysimplewebsite.co.za](mailto:candy@mysimplewebsite.co.za)

You will need a domain, and if you don't have one the registration will be included in the monthly package. These take about 1 hour to register and to start working. Free registration will include .co.za domains. Other domains like .com and similar times will be charged yearly with an additional cost.

What you need to know:

For legal purposes, the domain name must be registered in your name.



It is also possible to register the domain on your own with a service provider to make sure you have ownership of it. All you have to do is ask them to point it to our servers which is a free service any provider offers.

We suggest going with a available name, and not something like:

[www.istockthebest-products-in-the-world-just-ask-me.co.za](http://www.istockthebest-products-in-the-world-just-ask-me.co.za)

or

[www.productsonlinethatyouwilllike.co.za](http://www.productsonlinethatyouwilllike.co.za)

Keep it short and keep it catchy, like:

[www.staywithus.co.za](http://www.staywithus.co.za)

[www.trainit.co.za](http://www.trainit.co.za)

## 4. HOSTING

With hosting we refer to the server (computer) where your website will be hosted on. It is recommended that:

- You host your website on a local server in South Africa, and not in places like the UK or USA which is going to slow down your website loading time.
- Use a server that is hosted in a data centre. (Not running from someone's house.)
- Use the most recommended software to manage your website that is internationally recognized. We only work with CPANEL unfortunately that is by far the most popular and internationally recommended software.

## 5. ADDITIONAL COST

What will cost you additional:

- Any additional changes that are not possible on our standard package that might include additional development. (This might apply to companies with specific requirement, or custom processes. However, no additional development for standard online stores in general should be needed.)
- Exceeding your storage space that includes your website hosting and email accounts. For stores with 50 or fewer products and 5000 emails without huge attachments should easily fit into our entry-level packages. A standard new installation should not exceed 200mb. Most of our standard packages under normal operating procedures should not exceed the standard disk space, unless they make use of exceptional services that are not covered by our packages. Simple deleting of old emails and clearing of trash folders should resolve any disk size issues.
- Requesting admin rights over your website and by accident deleting or crashing either parts or the entire site. Accidents do happen, and that is why we normally do not allow administrative rights to clients.



## 6. OWNERSHIP

Please refer to the domain name, where we already indicated that the name of your website must be registered in your name and not the host or someone else's name for legal purposes. This ensures that someone cannot hijack your website.

The domain name will be yours, media and the information (data) you loaded on the website. However, the website, the software or any other means used to operate the website will be the property of MySimpleWebsite.co.za. You did not purchase the website; you simply rented it on a month-to-month basis. You can also request these at the end of the contract.

## 7. BUSINESS REGISTRATION AND BANK ACCOUNT

Legally you will require a legal business account registered with CIPC and a South Africa bank account.

The reason for this is:

- We require this for legal purposes.
- We require a legal business bank to process online transactions.

## 8. THEMES, PLUGINS AND CUSTOMISATION

We can provide custom themes and plug-in customisations; however, this comes with a cost. The reason for this is, because:

- You pay for the developer to either create or make any changes for you to a new or existing plug-in. (Plug-ins are things that a) make things work, b) make this happen or c) display things where you want it to be.
- When you make changes to a plug-in, and there are new security updates available, we won't be able to just install the update. We will have to implement the changes and coding from the start.

Wordpress continuously get updated to make it one of the most secure website tools in the world. Sometimes wordpress implement major updates that require even the plug-ins to be updated.

## 9. PAYMENT METHODS

In South Africa, we are limited to the method of payment accepted, because of our weak currency. For example, you cannot display the Rand sign on any international payment method. (Simply because of the \$ to R that is so weak.)

The only alternative method to display Rand and process real transactions in South African currency is to register with local merchants, such as Payfast, Snapscan and Zapper to mention some.

These all have different fee structure that is the responsibility of the client to investigate.

It will be the client's responsibility to register for these business accounts that is all free and based on a transactional percentage charged. It will also be the client's responsibility to provide the required information from their dashboards to link with the website.



## 10. SHIPMENT/COURIER

With shipment we mean the method that the parcel will be collected or delivered. At the moment we cater to the following methods:

- Virtual products, that could be service rendered or files downloaded.
- Physical products.
- Parcel calculation based on the size and weight of the parcel.
- Direct back-end linking with The Courier Guy.
- Manual parcel handling, like PUDO.

MySimpleWebsite will be able to link your website with The Courier Guy's back-end, to fully automate the process. However, the product dimensions will be your responsibility. The information is sent to The Courier Guy and the cost is provided by 3<sup>rd</sup> party. Any queries and differences must be taken up with The Courier Guy, as we only provide the link between your website and their services.

## 11. PAYMENTS

The following payment methods can be used:

- Cash payments.
- EFT payments.
- Cost on delivery.
- Snapscan payments. (Need a registered account with Snapscan.)
- Zapper payments. (Need a registered account with Zapper.)
- Payfast card payments. (Need a business bank account and Payfast account.)

## 12. PRODUCTS

It will be the client's responsibility to provide any artwork and loading of any product.

Several options are available with product loading, such as:

- Group products per category.
- Product pictures.
- Product descriptions.
- Size, weight.
- Price, auto-promotion settings.
- Product reviews.
- Inventory. (Stock control.)
- Additional product tabs.
- Shipment limitations.
- Out of stock.
- Wish list.
- Make me an offer.

We suggest a maximum of 50 products for your standard website package. Additional products might require more server speed and storage capacities. These can be provided with an upgrade option.



## 13. CONTENT

MySimpleWebsite is not responsible for providing website content or editing this content. It is the client's responsibility to provide these.

However, we will provide support and guidance on the type of content that should be reflected on your website. We suggest that you do in-depth product and content research before starting with the website. It is not always about the presentation, but the content and available information. For example: The most complaints come from online websites. Users typically want to know:

- Detailed description of the products.
- Dimensions.
- Usage.
- Reviews.
- Return policy.

And the most important part! When will I get my product!

## 14. SUPPORT

MySimpleWebsite will provide basic product training and support during the contract period.

The following support will be provided:

- Additional virtual (Zoom, WhatsApp or email support) will be provided during the first set-up phase of the website for the first 3 months that will not exceed 3 hours a week during the first month and 1 hour a week during months 2 and 3.
- From month 4 the support should not exceed 1 hour a month under normal circumstances.
- Support limitations are limited to normal day-to-day queries.
- MySimpleWebsite will provide the resources to the client to:
  - Load products.
  - Suggestions on page and post creation.
  - Search Engine optimization.
  - Basic social media linking.
  - Meta tags and keywords.

## 15. USER ACCESS

Client access will be limited to key features, such as post and page edits and product maintenance.

All administrator access will be limited for security purposes.

## 16. YOUR PRODUCTS

You will be able to load, edit and delete your products from the back-end.

Some standard features that can be enabled are:

- **General**
  - -Normal price



- -Schedule promotional price
- Pictures
- Product description
- **Inventory**
  - -Stock control
  - -In stock
  - -Backorder
  - -Barcodes
- **Enquiry Option**
  - -Customer queries
- **Shipping/Courier**
  - -Weight
  - -Size
  - Needed for courier purposes
- **Linked Products**
  - -Suggesting other products
- **Attributes**
  - -Other variants
  - -Colours, taste, sizes...
- **Make me an offer (Optional)**
- **Custom Tabs**
  - -Additional product info
- **Reviews**
  - -Product reviews
- **Emails**
  - -Transactional emails
  - -Welcome emails
  - -Product review emails
  - -Shipment/Courier emails
- **Search engine linking (Like Google and bing...)**

## 17. EMAIL ACCESS

The client will be allowed 5 email addresses that include a standard non-reply email for online transactions.

The entire website size will be limited to 1Gb of space that includes email access. This does not include the daily backups that are stored separately.

The average website with 30 products under normal circumstances should not exceed 250Mb.

## 18. MAINTENANCE

MySimpleWebsite.co.za will be responsible for daily maintenance and ensure that the website, plugins and theme are always up to date with the latest version. Advanced virus and malware scans will also be provided daily to ensure your website runs smoothly.



## 19. BACKUPS

Daily backups that occur at midnight will be stored on the server, as well as offline copies on a remote server.

The total number of backup copies will be 60 days of data that include file, media and website data.

## 20. SEARCH ENGINE OPTIMIZATION

MySimpleWebsite.co.za will provide the following during the initial setup:

- Listing with Google and Bing search engines.
- Link Google and Bind with the sitemap to ensure products get listed.
- Advice on how to promote your website and products.

Please note the following:

- Search engines only take domains older than 12 months seriously.
- Changes in your website can take up to 21 days from the start to be listed in a search engine.

## 21. MONTHLY FEES

MySimpleWebsite will charge the client monthly. All invoices will be generated and emailed to the client on the 1<sup>st</sup> of the month, which will be payable on the last day of the month. This will allow clients a 30-day payment plan.

MySimpleWebsite has the right to disable any website and email services if the 30-day grace period is exceeded. This will of course negatively affect your search engine rankings.

## 22. TERMINATION

The client will have the right to terminate the contract at any stage, provided a 30-day notice period was given, after the initial setup period of 6 months, as per the contract period.

MySimpleWebsite will be responsible for providing the client with payment for all media that was uploaded and the data of products, pages and posts during termination. However, no software or files will be provided, as this will stay the property of MySimpleWebsite.co.za

It's not only about making a sale, but also being able to showcase to future clients what we are able to provide.

After the termination period, the client will be able to:

- Transfer the domain away to his preferred provider or terminate the services.
- Request an export of his products and uploads. However, the standards installation, plug-ins, themes and customization cannot be transferred.
- Email accounts cannot be transferred and will have to be manually set up once transferred by the new hosting provider.

The contract might be terminated, without any liability or refunds at short notice by MySimpleWebsite.co.za without notice if found that the online services or product orders are misrepresented or not delivered. We value our online client base and will not support any SCAM or FRAUDULENT online store that does not:





- Offer a customer-supporting service within a reliable time frame.
- Does not comply with their product returns and refunds policy.
- Miss-represent services or products offered.
- Unable to resolve customer queries within a reliable time frame including product deliveries that result in a negative rating.

## 23. WHAT I WILL NEED FROM YOU

To start with your website, I will need the following information before we even consider starting the project.

1. Domain name, or a suggestion.
2. Your logo and basic branding.
3. Proof of physical address.
4. Proof of company registration.
5. Banking details.
6. The Courier Guy's paid customer account. (Optional.)
7. Payfast account. (Optional)
8. Snapscan account. (Optional)
9. Zapper account. (Optional)
10. Artwork and description of at least 3 products with dimensions.
11. Your social footprint, like Facebook and Business WhatsApp accounts.
12. Your return policy.
13. Any Google listings, product reviews, or ratings.

You will need a registered CIPC business and a bank business account to take online payments.

