

THE WEBSITE KIT

The Local Business Website Kit

Everything you need to build, price, sell and hand off websites for plumbers, tree services, dentists, bakeries and the other businesses on your street.

INTAKE FORM · PRICING WORKSHEET · SCRIPTS · CHECKLISTS

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You may print and use the forms, worksheets and checklists in this kit with your own clients as often as you like. Please don't resell, share or redistribute the file itself.

The prices in this kit are the ranges I use in my own work. They are not a survey of the market, and your area, your experience and each client will move them. Nothing in this kit is legal, tax or financial advice.

Every business, person and town in the examples is made up.

How to Use This Kit

This kit is the paperwork side of building websites for local businesses: the questions to ask, the checklists to build from, the math to quote with, and the words to use when you reach out. It sits on top of the free guide Vol. 11, Local Business Websites. Read that first if you haven't; this kit assumes you know why phone numbers go above the fold and why the Google Business Profile comes first.

The tools are numbered by type, not by the order you'll use them. On a real job, the order looks like this:

1	2	3	4	5	6	7
Reach out Tool 4	**Ask** Tool 1	**Quote** Tool 3	**Agree** Tool 7	**Build** Tools 2 and 5	**Hand off** Tool 6	**Care** Tool 3

A few ground rules

- **Print as many copies as you need.** One intake form, one pricing worksheet and one set of checklists per client. Fill them in by hand on a call or a visit, or type over them in any PDF reader.
- **Ask before you build.** The intake questionnaire does most of the selling for you. Owners can tell when you're actually interested in how their business works, and their answers become your service pages, your FAQ and your quote.
- **Quote from scope, not from a feeling.** The pricing worksheet gets you from "how many pages" to a number you can defend, and it shows you when a job is bigger than it looks.
- **Get it in writing.** Scope, price, payment schedule and who owns what. Tool 7 lists what the agreement has to cover.
- **Leave the client owning everything.** Their domain, their Google profile, their email, their accounts. You stay because you're useful, not because you hold the keys.

About the prices

The dollar figures in Tool 3 are the ranges I use on real jobs. They aren't market data or a promise of what you'll earn. A dentist in a big city and a bakery in a town of two thousand are different jobs, and the worksheet is built so you can swap in your own numbers.

The examples in this kit, including Riverside Plumbing, are made up.

Client Intake Questionnaire

Bring this to the first call or visit. Ask the questions out loud and write down the answers in their words, not yours. It usually takes twenty to thirty minutes.

BUSINESS | DATE | FILLED IN BY

1 Business basics

BUSINESS NAME, EXACTLY AS IT APPEARS ON SIGNS AND ON GOOGLE

OWNER OR MAIN CONTACT

BEST PHONE NUMBER

EMAIL

ADDRESS, OR "SERVICE AREA ONLY, NO STOREFRONT"

YEARS IN BUSINESS

HOURS

TAKE EMERGENCY OR AFTER-HOURS CALLS? WHICH HOURS?

LICENSES, CERTIFICATIONS AND INSURANCE WORTH SHOWING (THE OWNER DECIDES WHAT TO PUBLISH)

2 Services *List the work they do. Star the services they want more of.*

SERVICE	TYPICAL PRICE OR RANGE	HOW OFTEN	WANT MORE? (★)

Client Intake Questionnaire *(continued)*

3 Service area

TOWNS AND NEIGHBORHOODS THEY SERVE (BE SPECIFIC, NOT JUST THE COUNTY)

FARTHEST THEY WILL DRIVE FOR A JOB

TOWNS THEY WANT MORE WORK IN

4 What makes them different

WHY SHOULD SOMEONE CALL YOU INSTEAD OF THE OTHER BUSINESSES IN TOWN?

WHO IS YOUR BEST CUSTOMER? DESCRIBE THE JOB YOU WISH YOU HAD MORE OF.

WHAT QUESTIONS DO CUSTOMERS ASK MOST ON THE PHONE? (THESE BECOME THE FAQ.)

5 Photos and proof

- [ ] Job photos, before and after
- [ ] Storefront or sign
- [ ] Photos of equipment or tools
- [ ] Photos of the team, truck or shop
- [ ] Logo file (ask for the original, not a screenshot)
- [ ] No usable photos yet: plan a photo day

WHERE THEY HAVE REVIEWS

GOOGLE REVIEW COUNT AND RATING

CUSTOMER QUOTES WE CAN USE ON THE SITE (WITH EACH CUSTOMER'S PERMISSION)

6 Competitors *Search their main service and town on a phone, the way a customer would.*

COMPETITOR	WEBSITE	WHAT THEY DO WELL	WHAT THEY MISS

Client Intake Questionnaire *(continued)*

7 Goals

WHAT SHOULD THE WEBSITE DO FIRST? CHECK UP TO TWO.

- ☐ More phone calls
- ☐ More quote requests
- ☐ Online booking
- ☐ Show menu, hours, location
- ☐ Look established
- ☐ Help with hiring

HOW DO NEW CUSTOMERS FIND THEM TODAY?

NEW LEADS PER WEEK RIGHT NOW

AVERAGE JOB OR ORDER VALUE

HOW MANY MORE JOBS A MONTH COULD THEY HANDLE?

8 Budget, timeline and who decides

BUDGET RANGE THEY HAVE IN MIND

- ☐ Under $1,500
- ☐ $1,500 to $3,000
- ☐ $3,000 to $5,000
- ☐ Over $5,000
- ☐ Not sure yet

DEADLINE, AND WHAT IS DRIVING IT

WHO APPROVES THE DESIGN AND THE WORDING?

9 What they already have

Write down who holds each login. Never collect passwords on this form.

ACCOUNT	HAVE IT?	WHO HOLDS THE LOGIN	NOTES
Domain name (which registrar)			
Current website and hosting			
Google Business Profile			
Business email			
Facebook or other social pages			
Other listings (Yelp, Angi, Nextdoor)			

ANYTHING ELSE THEY WANT YOU TO KNOW

NEXT STEP WE AGREED ON

QUOTE DUE BY (DATE)

Page-by-Page Site Checklist

Use one copy per site. Not every business needs every page: a bakery has no emergency page, and a small shop may fold the FAQ into the home page. Check off what you build, and cross out what you decided to skip.

Home page

- [ ] Business name, what they do, and where, all on the first screen
- [ ] Phone number in the header, tap-to-call on phones
- [ ] One main button: call, book, or request a quote
- [ ] Short list of services, each linking to its own page
- [ ] Trust strip: years in business, licensed and insured, review rating
- [ ] Towns served, named in plain text
- [ ] Real photos of their work, no stock photos of people

About

- [ ] Owner's name and photo, how long, and why they started
- [ ] Licenses, certifications and insurance
- [ ] Team, truck or shop photo
- [ ] Local ties: associations, sponsorships, where they're from

Reviews

- [ ] Real reviews with first name and town, used with permission
- [ ] Link to the Google profile to read more or leave one
- [ ] Never write, edit or invent a review

Each service page

- [ ] One service per page, with an H1 that names the service and the main town
- [ ] What it is, who needs it, and what happens on the visit
- [ ] Common problems and signs you need it, in customers' words
- [ ] What affects the price, if the owner is comfortable saying
- [ ] Photos of this exact kind of job
- [ ] Call button and a short form at the bottom
- [ ] Links to related services

Service area

- [ ] Every town named in plain text, not only inside a map
- [ ] Map of the area they cover
- [ ] Real details per main town if they exist (no copy-paste town pages with only the name swapped)

Gallery

- [ ] Before and after pairs where possible
- [ ] Captions that name the service and the town
- [ ] Alt text describing each image
- [ ] Images compressed (WebP, under 200 KB each)

Page-by-Page Site Checklist *(continued)*

Contact

- [ ] Phone, email, hours and service area
- [ ] Short form: name, phone, email, message
- [ ] Map of the location, or of the area for a service area business
- [ ] What happens next ("We call back within one business day"), only if it's true

FAQ

- [ ] Six to ten questions customers actually ask (from the intake form, section 4)
- [ ] Plain answers in the owner's voice
- [ ] Links to the matching service pages

Emergency or after-hours (trades only)

- [ ] Build it only if the owner really answers at night
- [ ] Which hours and which towns are covered
- [ ] How to reach the on-call person, in big type
- [ ] What counts as an emergency, and what to do while waiting
- [ ] After-hours pricing explained, if it's different

Every page

- [ ] Phone number visible without scrolling
- [ ] Same header, footer and contact details
- [ ] Footer has name, phone, towns served and hours
- [ ] Reads well on a phone held in one hand

Technical SEO and launch checks

On every page

- [ ] Unique title: Service + Town | Business Name, around 60 characters
- [ ] Unique meta description, under 160 characters
- [ ] One H1 that includes the main service
- [ ] Name, address and phone match the Google Business Profile exactly

Site-wide

- [ ] LocalBusiness schema (or a more specific type, like Plumber or Dentist), checked in a schema validator
- [ ] sitemap.xml and robots.txt in place
- [ ] HTTPS works, and www and non-www go to one address
- [ ] Every image has alt text
- [ ] No broken links, and a 404 page that shows the phone number

Mobile and speed

- [ ] Checked on a real phone, not only a resized browser
- [ ] Text readable without zooming, buttons easy to tap
- [ ] PageSpeed Insights run on mobile; biggest images fixed first

Contact form actually delivers

- [ ] Real test sent from a phone and from a computer
- [ ] Arrives in the owner's inbox, not spam
- [ ] Replying goes straight to the customer
- [ ] Customer gets a confirmation that it went through

Page-by-Page Site Checklist *(continued)*

Title and meta planner

One row per page. Write the search phrase first, then build the title and description around it.

PAGE	SEARCH PHRASE (SERVICE + TOWN)	TITLE TAG (ABOUT 60 CHARACTERS)	META DESCRIPTION (UNDER 160 CHARACTERS)
Drain cleaning	*drain cleaning Riverside*	*Drain Cleaning in Riverside | Riverside Plumbing*	*Clogged drain in Riverside, Oak Hill or Millbrook? Same-day drain cleaning from a local, licensed plumber. Call (406) 555-0142.*

The first row is an example for the made-up Riverside Plumbing.

Pricing Worksheet

Steps 1 to 3 get you to a number. Steps 4 and 5 help you explain it and write it down. A worked example follows the blank pages.

STEP 1 Find the range

These are the ranges I use. Circle the one that fits.

TYPE OF JOB	RANGE I USE	○
Full multi-page build: service pages, SEO basics (schema, meta descriptions), contact form wired to the owner's inbox, gallery, conversion design	**$2,800 to $3,500**	
Doctor or dentist	**$3,500 to $7,000+**	
Plumber, electrician, welder, mechanic or tree service	**$1,800 to $3,500**	
Bakery, small retail or restaurant	**$1,500 to $3,000**	

STEP 2 Scope it in hours

Estimate your own hours for each line. Leave a line at 0 if it's not in the job.

LINE ITEM	QTY	HOURS
Intake call and research (Tool 1, competitor search)		
Home page		
Service pages (how many?)		
About, contact, gallery, FAQ		
Service area, reviews, emergency pages		
Writing the words (or editing what the owner sends)		
Photos: sorting, cropping, compressing, or a photo day		
SEO basics: titles, meta, schema, sitemap		
Contact form wiring and testing		
Google Business Profile setup (Tool 5)		
Two rounds of revisions		
Launch, Search Console and handoff call (Tool 6)		
Other		
Total hours		

STEP 3 Compare the two

RANGE LOW	RANGE HIGH	FLOOR: TOTAL HOURS × YOUR RATE

Floor below the range? Quote inside the range anyway: the site is worth what it brings in, not the hours it took. **Floor above it?** Cut scope, or show the client exactly what makes this job bigger.

Pricing Worksheet *(continued)*

STEP 4 The value check

Use this on the call so the price is in the owner's terms, not yours.

YOUR QUOTE (A)	AVERAGE JOB OR ORDER VALUE (B)	A ÷ B = JOBS THE SITE NEEDS TO BRING IN

If the site has to bring in six extra jobs over a year or two to pay for itself, say that. It isn't a promise the site will bring those jobs. It's a way to talk about price that makes sense to someone who thinks in jobs, not web pages.

STEP 5 Write the quote

FINAL PRICE	DEPOSIT TO START	DUE AT LAUNCH

WHAT'S INCLUDED (PAGES, FEATURES, GBP SETUP, REVISION ROUNDS)

WHAT'S NOT INCLUDED (EXTRA PAGES, LOGO DESIGN, PHOTOGRAPHY, ONGOING EDITS)

TIMELINE, AND WHAT YOU NEED FROM THE CLIENT BY WHEN	QUOTE GOOD UNTIL

Care plan tiers

What I put in a $50, $100 and $150 a month plan. Adjust to fit your work.

INCLUDED	$50 / MO	$100 / MO	$150 / MO
Hosting, domain renewal and uptime watched	✓	✓	✓
Monthly backup and security check	✓	✓	✓
Small edits: hours, phone, prices, a photo	Up to 30 min	Up to 1 hour	Up to 2 hours
New job photos added to the gallery		Monthly	Monthly
Search Console and speed check, with a short note		Quarterly	Monthly
Google Business Profile post and photo upload			Monthly
New page or FAQ answer from a real customer question			One a month
Check-in call			Quarterly

Redesigns, new features and big new sections are quoted separately. Unused time doesn't roll over. Put the plan in writing (Tool 7), with how either side can cancel.

Pricing Worksheet *(continued)*

WORKED EXAMPLE · RIVERSIDE PLUMBING (A MADE-UP BUSINESS)

A two-truck plumbing company in the fictional town of Riverside, serving Riverside, Oak Hill, Millbrook and Fairview. The owner, Dana, has a one-page site from years ago with no service pages, a Google profile with 14 reviews, and plenty of job photos on her phone. She takes emergency calls until 10 at night.

STEP 1 Range

Plumber: **$1,800 to $3,500.** With five service pages, an emergency page and SEO basics, this is also a full multi-page build ($2,800 to $3,500), so the quote belongs in the upper half.

STEP 2 Scope

LINE ITEM	QTY	HOURS
Intake call and research	1	2
Home page	1	5
Service pages: drain cleaning, water heaters, leak repair, sewer lines, fixtures	5	8
About, contact, gallery, FAQ	4	5
Service area, reviews, emergency pages	3	4
Writing the words		5
Photos: sorting and compressing what the owner sent		2
SEO basics, contact form, testing		3
Google Business Profile cleanup		2
Two rounds of revisions, launch and handoff call		4
Total hours		**40**

STEP 3 Compare

40 hours at an example rate of $60 an hour (use your own) is a **$2,400 floor**. That's inside the plumber range, so the quote can sit higher in it: **$3,000.**

STEP 4 Value check

Dana says an average job is about $400. $3,000 ÷ $400 is **7.5 jobs**, so the site pays for itself if it brings in eight jobs she wouldn't have gotten otherwise, over its whole life. Said out loud on the call, that's fewer than one extra job a month for a year.

STEP 5 The quote

$3,000: $1,500 to start and $1,500 at launch. Included: 12 pages, contact form, schema and meta on every page, Google profile cleanup, two revision rounds, handoff call. Not included: logo design, new photography. Dana sends photos and service details within one week. Care plan offered at **$100 a month**, and she chose it so new job photos go up monthly.

Outreach Scripts

Words to start from, not to read like a robot. Swap in what's true for you and for the business. Anything in brackets is a blank to fill in.

RULES THAT KEEP OUTREACH HONEST

- Point to one real, specific thing you noticed. If you can't find one, don't send the message.
- One email and one follow-up. If they don't answer, that's an answer.
- No fake deadlines, fake discounts, or "your site is hurting your business" scare lines.
- Cold email to a business still has rules. Use your real name and business, include a mailing address, and stop the moment someone asks you to.
- Never show up during their rush. For a restaurant that's lunch and dinner; for a shop, Saturday morning.

1. Cold email

For a business you found by searching their service and town. Send from your own business email, not a bulk tool.

Subject: A quick idea for [Business name]'s website

Hi [first name],

I'm [your name]. I build websites for local [trade] businesses around [town].

I searched "[service] [town]" on my phone this week and found [Business name]. One thing stood out: [one specific thing, like: the phone number isn't tap-to-call / the site doesn't list the towns you serve / there's no website, only a Google listing]. That's usually the moment a customer calls the next result instead.

Here's a sample site I built for a [trade] business, so you can see what I mean: [link to your demo site].

If it's useful, I'm happy to take 15 minutes to show you what I'd change. If not, no problem at all.

[your name]
[phone] · [your business name and mailing address]

P.S. If you'd rather not hear from me, just reply "no thanks" and I won't email again.

2. Follow-up

Five to seven business days later, only if there was no reply. This is the last email.

Subject: Re: A quick idea for [Business name]'s website

Hi [first name],

Following up once on my note about your website. Whether or not we ever work together, here's one thing you can do this week for free: [one real tip, like: add ten recent job photos to your Google Business Profile / make sure your hours on Google match your sign].

If a new site is on your list this year, I'm around. Otherwise I'll leave it here. Thanks for reading.

[your name]
[phone] · [your business name and mailing address]

3. Walk-in or phone call

For a business near you, during a slow hour. You are there to ask, not to pitch.

You: Hi, is [owner's name] around? ... Hi, I'm [your name]. I build websites for local businesses here in [town]. I'm not here to sell you anything today. Can I ask you one quick question?

You: When somebody in [town] needs [service], how do most of your new customers find you?

> *Listen. Let them talk. Most owners know exactly where their calls come from.*

If they mention Google or the website: Can I show you what comes up when I search "[service] [town]" on my phone? *(Show them. Point at one thing, good or bad.)* Would it be worth 20 minutes sometime this week to talk about what would bring in more of those calls?

If they're busy: Totally get it. Can I leave my card and a link to a sample site? When's a slow time for you, so I don't catch you in the middle of things?

If it's a no: Thanks for your time. If anything changes, my number's on the card.

4. When they don't need a website yet

For a small business with few or no reviews, no Google profile, or a word-of-mouth customer base. Telling them the truth is how you earn the job later.

Honestly, I don't think a website is the first thing you need. Here's what I'd do before that: get your Google Business Profile complete, with real photos of your work and your hours right, and start asking every customer for a review when the job's done.

For a lot of businesses your size, a complete Google profile with real reviews brings in more calls than a website does. You can do it yourself with a checklist I'll send you, or I can set it up for [your flat fee].

Once you've got [about 20 reviews / people asking questions before they book], that's when a website starts paying for itself. Mind if I check back in [six months]?

5. When they ask "How much?" on the first call

Give a real range, then explain why you need answers before a real number.

It depends mostly on how many services you want pages for. Sites I build for [trade] businesses usually land between [range low] and [range high]. Before I give you an actual number, I'd want to ask you about 20 minutes of questions, so the quote is for your business and not a guess. When's a good time?

6. When they say "My nephew can do it for $300"

Don't argue and don't knock the nephew. Help them, and leave the door open.

That might be the right call for you. Whoever builds it, make sure you own the domain in your own name, the phone number is tap-to-call, every town you serve is listed, and the contact form actually reaches your inbox. If any of that ends up missing, give me a call.

Outreach log *One line per business. Follow up once, then stop.*

BUSINESS	WHO YOU SPOKE TO	HOW	DATE	FOLLOW-UP	RESULT

Google Business Profile Setup

For a lot of local businesses, this listing brings in more calls than the website does. Do it as part of every job, and do it first. Google changes its screens often, so the button names may move, but the steps hold.

Before you start

- [ ] The profile belongs to the owner's Google account. You get added as a manager. Never create it under your own account.
- [ ] Search Google Maps for the business first. If a listing exists, claim it instead of making a second one.
- [ ] Gather the exact name, phone, website, hours, towns served, a logo and 10 or more real photos.

Set it up

- [ ] Name exactly as on signs and paperwork, with no added keywords or towns. Google's rules forbid it, and it can get the profile suspended.
- [ ] Primary category: the most specific one that's true ("Plumber", not "Contractor"). Add a few true secondary categories.
- [ ] Storefront or service area business. Hide the address if customers never visit.
- [ ] Service areas: list the actual towns.
- [ ] Hours, plus holiday hours.
- [ ] Phone and website match the website exactly.
- [ ] Description: what they do, where, and for how long, in plain words, with no links or sales lines.
- [ ] Each service added, with a short description.
- [ ] Logo, cover photo and at least 10 real photos of the work.

Verify

- [ ] Use whichever method Google offers: postcard, phone, email or video.
- [ ] Video verification usually means filming the sign, the shop or the work vehicle and tools. Plan it with the owner.
- [ ] Avoid editing the name, address or category while verification is pending.

Reviews, after verification

- [ ] Copy the review link from the profile and save it in the owner's phone.
- [ ] Ask every customer when the job is done, by text, while they're still there.
- [ ] No gifts, discounts or contests for reviews, and don't ask only the customers you expect to be happy. Google's rules prohibit both.
- [ ] Reply to every review, good or bad, within a few days. Calm, specific, and no customer details.
- [ ] Never write reviews for a client or post them from your own accounts.

Google Business Profile Setup *(continued)*

Every month (owner, or you on a care plan)

- [ ] Add new job photos
- [ ] Post an update: a recent job, a seasonal tip, an offer
- [ ] Check for edits Google or the public suggested, and fix anything wrong
- [ ] Set holiday hours before each holiday

Every quarter

- [ ] Look at calls, website clicks and direction requests
- [ ] Count new reviews, and make sure every one has a reply
- [ ] Check that the name, phone and hours match the website and other listings

Profile record *Keep this with the client's file. No passwords.*

BUSINESS NAME, EXACTLY AS LISTED

OWNER'S GOOGLE ACCOUNT (EMAIL ONLY)

PRIMARY CATEGORY

SECONDARY CATEGORIES

SERVICE AREA TOWNS

VERIFICATION METHOD AND DATE

MANAGERS ADDED (NAME AND EMAIL)

REVIEW LINK

REVIEW TRACKER

MONTH	TOTAL REVIEWS	RATING	ALL REPLIED TO?	PHOTOS ADDED	NOTES

Launch and Handoff Checklist

A clean handoff leaves the client owning their domain, their accounts and their site, and knowing how to reach you. That's what turns one job into referrals.

Before launch

- [ ] Client approved the design and wording in writing (an email is fine)
- [ ] Site checklist (Tool 2) complete, including technical SEO
- [ ] Every phone and email link tested on a phone
- [ ] Business name, owner's name and towns spelled right everywhere
- [ ] Contact form tested from a phone and a computer: reaches the owner, not spam; reply goes to the customer; customer gets a confirmation

Domain and DNS

- [ ] Domain registered in the client's name, in a registrar account they own, under their email
- [ ] Auto-renew on, with the client's payment method
- [ ] Your access is your own (team or delegate access if the registrar offers it), not the client's password
- [ ] Existing DNS records saved before you change anything, especially email (MX) records
- [ ] After the switch, business email still sends and receives
- [ ] HTTPS active; www and non-www go to one address

Search and listings

- [ ] Search Console: site verified and the client added as an owner
- [ ] Sitemap submitted (if the box already shows the site address, type just sitemap.xml)
- [ ] Homepage inspected and indexing requested
- [ ] Google Business Profile website link points to the new site
- [ ] Name, address and phone match on Facebook, Yelp, Nextdoor and other listings
- [ ] Analytics set up if the client wants it, with the client given access

Wrap-up

- [ ] Final payment received
- [ ] Care plan agreed in writing, or declined in writing
- [ ] Written permission to show the site in your portfolio
- [ ] Reminder set to check in at 30 days
- [ ] Once the first calls come in, ask for a review or a quote you can use

Launch and Handoff Checklist *(continued)*

Account handover

Hand logins over in person or through a password manager. Never by plain email or text, and never on this page.

ACCOUNT	CLIENT'S LOGIN EMAIL	CLIENT OWNS IT?	YOUR ACCESS	DATE
Domain registrar				
Hosting				
Site code (repository or zip)				
Business email				
Google Business Profile				
Google Search Console				
Analytics				
Social pages				

How the client makes basic changes

Fill in the last column for this client, then walk through it on the handoff call.

CHANGE	WHAT THE CLIENT DOES	WHO
Hours or holiday hours	Updates Google first, then sends you the change for the site	
Phone number	Tells you first; it changes on the site, Google and every listing the same day	
New job photos	Adds them to Google from their phone; sends the best ones to you monthly	
New service or price	Sends a short description; you add the page or section	
Replying to reviews	From the Google Maps app or the profile	
Site down or looks broken	Calls or texts you at the number below	

The handoff call (30 minutes)

- [ ] Walk through the site together on their phone
- [ ] Show where calls and clicks show up in Search Console
- [ ] Reply to a review together
- [ ] How to ask for a change, and how fast you answer
- [ ] Where their logins are kept
- [ ] What the care plan covers, if they chose one

YOUR SUPPORT CONTACT, FOR THE CLIENT

RESPONSE TIME YOU PROMISED

A Note on Contracts

Every job gets a written agreement, signed before you start work and before you take a deposit. A handshake feels friendly until the third round of "small changes", or until the client wants to move the site and nobody knows who owns the domain.

This kit doesn't include a contract template, on purpose. Contract law varies by state, and a template that's wrong for your state is worse than none. What it gives you is the list of things your agreement has to answer.

TOPIC	THE QUESTION IT ANSWERS
Scope	Which pages and features, exactly. What is not included.
Price	The total, and what extra work costs (hourly or per page).
Payment schedule	How much up front, how much at launch, when each is due, and what happens if a payment is late.
Revisions	How many rounds, and the difference between a revision and a new request.
Timeline	Your dates, and the client's: when they send photos, wording and approvals, and what happens to the schedule if they don't.
Ownership	Who owns the site, the code, the wording and the photos once it's paid for, and your right to show it in your portfolio.
Domain and accounts	The domain and every account are in the client's name. Who pays renewals.
Content	The client confirms they have the rights to the photos, logos and text they give you.
Care plan	A separate monthly agreement: what's included, the price, and how either side cancels.
Ending early	What's owed and what the client gets if either of you stops partway.
Support after launch	How long you fix bugs for free, and what counts as a bug.

> **HAVE A LAWYER LOOK AT IT ONCE**
>
> Write your agreement, or start from a template you trust, then pay a lawyer licensed in your state to review it before you use it. It's a one-time cost you reuse on every job. When scope changes mid-project, put the change and its price in writing too, even if it's a short email both of you reply "agreed" to.

This page is general information, not legal advice.

Go build one.

The free guides this kit builds on, including Vol. 11 on local business websites, are at socialmate.studio/guides. More kits and guides are in the shop at shop.gilgameshenterprise.com.

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