

WEBSITE DESIGN & DEVELOPMENT AGREEMENT

1. INTRODUCTION

This Website Design & Development Agreement governs the design, build, hosting, and delivery of websites by AI Takes Axion Ltd to the client. This Agreement should be read alongside the related policies listed in Section 13.

2. PROJECT SCOPE

The scope of each project is defined in the written brief or onboarding form. Anything not explicitly included in the agreed scope will be quoted separately. The Company reserves the right to decline out-of-scope requests without penalty.

3. PAYMENT & DEPOSIT

Deposit

A non-refundable deposit of 50% of the total project fee is required before work commences.

Final Payment

The remaining 50% is due upon go-live - before the website is connected to the client's domain. The site will not go live until final payment is received.

Non-Payment

If final payment is not received within 14 days of go-live notification, the Company reserves the right to suspend access, withhold files, and remove the site from staging.

4. PROJECT TIMELINE

Timelines are estimates based on timely receipt of content, feedback, and approvals. If the client fails to provide required materials within 14 days of request, the timeline shifts accordingly. The Company bears no responsibility for client-caused delays.

5. CLIENT CONTENT RESPONSIBILITIES

- Logo files in PNG format with transparent background
- Brand colours · hex codes or reference images
- Written copy for all pages · or instruction for the Company to write it
- Photography · or instruction to use stock imagery
- Business information · address, phone, hours, services, pricing
- Access to existing domain, hosting, or Google accounts where required

6. REVISIONS

Included

Two rounds of revisions as standard. A revision round is a single consolidated list of changes submitted in one communication.

Additional

Further revisions are charged at £85/hour, agreed in writing before work proceeds.

Definition

A revision is a change to existing content within scope. A new page or significant design direction change is a new request, scoped and quoted separately.

7. SIGN-OFF & GO-LIVE

Written client sign-off is required before go-live. Once sign-off is received and the site launches, the project is complete. Minor factual corrections within 7 days of go-live will be addressed as a courtesy.

8. HOSTING

All websites are hosted on the Company's GoHighLevel platform. Hosting is included as standard across all packages at no additional monthly charge. The Client is responsible for any domain renewal fees, typically billed annually by the domain registrar.

9. DOMAIN

If the client owns a domain, the Company will connect it at no extra charge. If a domain is purchased on the client's behalf, the cost is passed through at an agreed annual management fee. The domain remains the client's property.

10. OWNERSHIP OF ASSETS

Upon full payment, the client owns all content and design assets created for their project. The Company retains ownership of all proprietary frameworks, templates, and systems.

11. ECOMMERCE

Small product catalogues are supported natively. Complex catalogue or advanced ecommerce requirements may require a third-party platform such as Shopify, costs of which are the client-s responsibility.

12. TERMINATION OF HOSTING

30 days written notice required to terminate hosting. Upon termination, the client may receive a site export or move to a hosting-only arrangement. Platform-specific features may not function after export.

13. PLATFORM ACCESS

Starter Package

Starter clients are not provided with access to the Company-s hosting platform. The website is built, hosted, and managed by the Company. Any changes required after go-live are treated as additional work and charged at £85/hour. This is standard practice and ensures the integrity of the site is maintained.

Growth and Full Service Packages

Growth and Full Service clients may be provided with limited access to their sub-account on the Company-s platform after go-live, at the Company-s discretion. Access is provided at User level only. Clients may not access agency-level settings, billing, team management, or the accounts of other clients. The Company retains full administrative control of the platform at all times.

Liability

The Company is not liable for any damage to the website or its functionality caused by the client-s own actions within the platform.

14. RELATED POLICIES

This Agreement is to be read in conjunction with the following Company documents, all of which form part of the overall agreement between the parties:

- [Terms & Conditions](#)
- [Refund Policy](#)
- [Client Responsibilities Agreement](#)
- [Maintenance & Hosting Agreement](#)

- SEO Disclaimer (applicable to Growth and Full Service clients)

15. GOVERNING LAW

This Agreement is governed by the laws of England and Wales.