

PICK-A-WOOWOO

PUBLISHING

GROUP

Author Website Terms

This agreement is made between Pickawoowo Publishing Group, ("Pickawoowo") and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

Payment of fees acknowledges Customers understanding of website terms.

1. Website Provided

All content for the pages described in this section must be provided by Customer.

For all website services, Customer recognises that input from Customer is required and will ultimately determine the time frame of the website's completion.

Each website includes the following as defined above:

- Choice of 3-6 Free or Paid wordpress template (dependant on website package)
- Five content pages
- Blog (dependant on website package)

Five Content Pages: Every website comes with 5 (five) content pages:

Please view Addendum A: website content

Page 1: Homepage – Book synopsis/description

Page 2: About the Author – Author bio and/or photo

Page 3: Excerpts – The excerpts can be one sequential portion of Customer's Book specified by Customer, viewable online (excerpts made available as PDFs or plain text, taken directly from Customer's final, approved interior file) OR - the book preview file we supply as part of Customers Marketing Files, taken directly from Customer's final approved interior file can be utilised.

Page 4: Contact Information – A contact form and/or any contact information Customer wishes to make available to the public.

Page 5: Order Page / Redirect. – Customer shall have an order link redirect as set forth below.

- Redirect Options
 - Pickawoowo's Direct-to-Reader sales page (if purchased by the Customer); or
 - Customer's PayPal page (Customer must set up his/her PayPal account); or

- The Customer's Amazon.com or BN.page

WEBSITE SILVER AND GOLD PACKAGES INCLUDE:

Page 6: Blog: Content for Customers first blog - recommended 300-600 words.

ADDITIONAL CONTENT /SERVICES

Additional content OR services beyond the included pages detailed above will be subject to a \$88.00 (eighty-eight dollars) per hour web design charge determined at Pickawoowo's discretion.

Customer acknowledges that the following services are NOT included as part of any website service:

- Web domain
- Website Hosting
- Links to your social media pages
- Google analytics to track your followers
- Creation of custom graphic design elements, such as headers and backgrounds, other than those that can be created using Customer's existing book images or cover image(s) or those supplied to suit template chosen
- Purchase and use of iStock images, other than those supplied by Customer
- Image gallery to enrich the interactive experience with your book
- Add more pages / web tabs.
- Creation or addition of flash animation
- Implementation of eCommerce functionality,
- Creation of online forums or areas for visitor interaction, other than blog
- Mailing list set-up
- Set-up of domain-specific email addresses
- SEO keyword research or writing
- A sales order form page that is conducive to their wordpress/CRM system such as MAILCHIMP etc.
- YouTube video (you tube video must be supplied or go to our Book Trailer service <http://www.pickawoowo.com/marketing/online-book-marketing-tools/book-trailers/>)
- Shopping cart for your own internet sales. We urge you to discuss this with your business coach before making a decision on a shopping cart.

Upon request, Pickawoowo may provide Customer with a custom quote for website services not included as part of any website service.

2. Website Creation Commencement & Timeline

The website creation process ("Process") will begin after the Customer has approved the electronic style proof of his/her print INTERIOR book through Pickawoowo or after Customer has received the style sample chapter of his/her eBook (where ePublishing).

Customer shall choose from website themes provided. Within 20 (twenty) business days of Customer's selection of template and provision of ALL page content, Pickawoowo shall provide a temporary link to the website draft.

The Customer will have 1 (one) round of minor revisions to the website draft (e.g. correcting minor design changes where possible within the ability of template chosen such as colour changes, margin realignment, slight reposition of buttons or links and any Author Alterations such as typos.).

Once revisions are emailed to Pickawoowo then each round of revisions will be completed within 7 (seven) business days from when the revisions are submitted by Customer. If Customer desires any further changes to the original content provided and is outside of the first round, included revision, then the revisions are subject to Pickawoowo's website revision fees. Additional rounds of website revisions or any revisions once the website is live Pickawoowo shall provide a time estimate and cost. Website revisions are charged at \$88.00 (eighty-eight dollars) per hour with a 1 (one) hour minimum.

3. Domain Name

Customer acknowledges that Pickawoowo cannot provide website creation services until a domain is purchased.

The Customer is responsible for purchasing a domain name for his/her website or Pickawoowo can undertake the service for an admin fee of \$88.00 (eighty-eight dollars) per hour - minimum 1 (one) hour. Web domains can be purchased via recommended hosts also at <http://authorswish.com/promotes/#website-hosting>.

Customer is responsible for updating the website domain through his/her chosen domain registrar to ensure that the website is visible online. The Customer will have the option to:

- Work with his/her registrar to change the "A Record" or "name servers" or
- Provide Pickawoowo his/her registrar log in information and Pickawoowo will change the "A Record" or "name servers" - ADMIN FEES involved.

Customer acknowledges that if a domain name is not current or renewed then when going live the Customer's site will not be visible to the public. Therefore, the Customer is responsible for renewing his/her domain name in a timely manner.

4. Website Hosting

Customer is responsible for securing his/her own Website hosting or recommended hosts can be found at <http://authorswish.com/promotes/#website-hosting>. The Customer is responsible for setting up the website files that Pickawoowo provides with the website host. The website host will often provide this service or alternatively an upload fee of \$88.00 (eighty-eight dollars) per hour, can be requested.

5. Third-Party Services

Customer acknowledges that Pickawoowo is not responsible for the incorporation or integration of third-party services on Customer's website (e.g. installing youtube videos or a email list management tool) unless specifically outlined in these terms and conditions.

6. Changes to Website after Launch

Customer acknowledges that he/she owns the Website and therefore can make changes or employ any professional to make changes without paying additional fees to Pickawoowo.

Once Customer's website is live on the internet, the Customer is responsible for all updates and changes. Pickawoowo cannot be responsible for, and will not technically support, any changes made by Customer once the Website is live. All rights, title, and interest, including any copyrights in Content and the Website, except for the generic template designs, are Customer's.

7. Additional Website Features

Requests for additional features as indicated in point 1 - ADDITIONAL CONTENT / SERVICES - and not specifically set forth in these website terms may be evaluated for implementation feasibility at the time of the request. If the request is able to be implemented into the website templates chosen by Customer then Pickawoowo shall provide a quote for the additional work. Customer will be required to agree in writing to the additional terms. Payment proceeds fulfilment therefore complete payment before any work on the additional feature(s) will be required.

8. Refunds

Once Pickawoowo has commenced working on a website or related service, there are no refunds as Customer acknowledges that Pickawoowo has put in a significant amount of work. "Commenced Working on a Website" includes email discussions on requirements and Customers wish list, expectations for Website.

Pickawoowo will attempt to create a website that fulfils the Customer's vision and expectations, however the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for a refund. Pickawoowo will make its best effort to complete Customer's website from their chosen template and within the number of days indicated in the Website Creation Process / Timeline above.

9. Descriptions

Contact Form: If purchased, a contact form is a form built into a web page that allows site visitors to send messages to the Customers designated email inbox associated with that specific contact form. Contact forms are recommended to have a CAPTCHA - which is a built in spam/security system requiring visitors to type in characters, thus minimising spam emails to Customers.

Content Management Systems (“CMS”): Are systems built so that website owners can update and change content on their websites. Pickawoowo offers two types of CMS systems: Wordpress and FTP. (dependent on package chosen)

Full FTP Access: Provides Customers with the necessary access to make changes to the website files whilst on the web server. Customers will be provided with a File Transfer Protocol (FTP) account. This allows the Customer to download and edit every file from their website. Please note: making changes to a site with full FTP requires significant knowledge of HTML and CSS. Full FTP Access sites are only recommended for Customers with a professional webmaster who can manage, edit and update the sites once they have been built by Pickawoowo. Pickawoowo will provide Customer all HTML files, images, and CSS files upon completion.

Gallery: If purchased, Customer may submit up to ten (10) images and/or videos to be placed in a gallery page on Customer’s website (if template chosen supports a gallery addon). Images supplied must be web optimised (small files) alternatively charges apply for conversions. Gallery videos must be hosted on the web and a link provided (e.g. on YouTube).

Google Analytics: If purchased, Pickawoowo will set up Google analytics for website. Customer will be granted administrator access to the Analytics data if Customer provides a Google email address or an email address that the Customer has previously used for Google Accounts.

Social Media Links: If purchased, Pickawoowo can add links to any Customer social media accounts and will do so in a manner that is consistent and attractive with the overall site design.

Upload File Size: Customer is only allowed to upload or have Pickawoowo upload on Customer’s behalf files that do not exceed 2MB each.

Website Hosting: Pickawoowo recommends the following hosts <http://authorswish.com/promotes/#website-hosting>. Customer can select their own host at any time, but if Customer’s site is built in Wordpress, switching hosting providers will require Customer to reinstall their website and Wordpress within their new hosting account.

Wordpress Powered Content Management: Provides ability to make changes to text and images without the user having an in-depth knowledge of HTML or other coding language. This system is conducive to Customers who plan only to make basic text and image updates. Customer acknowledges that this is a limited-access CMS and therefore means that the Customer will be unable to change layout, design, colour scheme, or install/modify plug-ins with some templates. Customer is responsible for all install and setup relating to the website being hosted unless engaging Pickawoowo to do so.

Website - _____

Template chosen _____

Five Content Pages:

Page 1: Homepage – Book synopsis/description

[Add info here]

Page 2: About the Author – Author bio and/or photo

[Add info here]

Page 3: Excerpts – The excerpts can be one sequential portion of Customer’s Book specified by Customer, viewable online (excerpts made available as PDFs or plain text, taken directly from Customer’s final, approved interior file) OR - the book preview file we supply as part of Customers Marketing Files, taken directly from Customer’s final approved interior file can be utilised.

[Add info here]

Page 4: Contact Information – A contact form and/or any contact information Customer wishes to make available to the public.

[Add info here]

Page 5: Order Page / Redirect. – Customer shall have an order link redirect as set forth below.

[Add info here]

[Or Book order to be linked to Amazon Page once book is finalised and available]

SILVER PACKAGE INCLUDES:

Page 6: Blog:

[Add info here]

Images available

[Please provide any images you wish to use in website layout. Web images are to be optimised for WEB.]

Options:

[Outline any options you would like to add to your Website Service and we will organise a quote]