



**AccountantWebSmiths**  
websites by accountants for accountants

# Bespoke Website Order & Design

**Please complete and post to:**

Websmiths Group Ltd, 3 Turpyn Court, Woughton on the Green, Milton Keynes MK6 3BW.  
Alternatively you can scan and email to [support@accountantwebsmiths.co.uk](mailto:support@accountantwebsmiths.co.uk) or fax to 0845 544 0183.

If you need more space please provide additional information separately. The more information you give us the easier it is to provide exactly the kind of site you want but if you are unsure of anything, just leave it empty and we will call you if we feel it is important to discuss further. Your first draft will be uploaded into a preview area. Only when you are happy, will we make it go live.

**Please use our Demo & Co Website at <http://demo1.accountantwebsmiths.co.uk> as a reference when answering questions about what you want changed in the way of content.**

MONTHLY PAYMENT	£
Bespoke Website Package: £95	95.00
Extra offices: No. of offices: _____ @ £10 for each extra office	
<b>Net Total</b>	
VAT @17.5%	
Total	

Please also complete the **direct debit form** which will collect the monthly amount on the 1<sup>st</sup> of every month after we receive it. **Please note we provide a guarantee that the monthly amount will never increase!**

**Where did you find out about Accountant Websmiths:** \_\_\_\_\_

**Practice Details**

**Your website domain name:** \_\_\_\_\_ **Do we need to acquire this for you:** YES / NO

**Contact Name:** \_\_\_\_\_ **Practice Trading Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_ **Postcode:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Main published email address on website:** \_\_\_\_\_ **VAT Number:** \_\_\_\_\_

If you have more than one office, please provide separate details to us.

**If different** to above, please specify the **email address** you would like used for the following:

Contact from us: \_\_\_\_\_

Where forms on the site are sent to (e.g. request a fixed quote form): \_\_\_\_\_

**Institute Memberships and Registration No's of Practice:** \_\_\_\_\_

**If a Company or LLP:**

Company Name: \_\_\_\_\_ Country of registration: \_\_\_\_\_

Company No: \_\_\_\_\_ Reg Office (if different): \_\_\_\_\_

**Are you a SOLE TRADER /PARTNERSHIP (Please indicate).**

If so, please provide names of the partners or the principal:

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# DESIGN & CONTENT

**IF YOU NEED HELP, PLEASE CALL 0845 544 0181 or 0845 544 0182**

## **Present Website**

If you have a website built at present, what is the address: \_\_\_\_\_

## **Web Hosting and Email**

To take advantage of our site and software it needs to be hosted on our server. To advise further on what needs doing to sort this out, we need to know if you wish to use our server for your email as well. Please note, if you already have email set-up with your domain name it is simpler to leave the email where it is as you have to re-set up the email accounts on our server and change some settings in your email programme but you can if you wish to save on any email hosting fees.

**What do you wish to use our server for:** Website Only / Website and Email

## **Login Password**

We need to provide you with a password for various applications. If you would like to choose your own please specify it here.

Password: \_\_\_\_\_

(must be all lowercase, 8 letters/numbers & a mixture of letters & numbers example: a5cdewxz )

## **IMPORTANT - Sites You Like!**

It is really useful to our designers for you to give us an indication of other sites you like the look of. These can be any sites, not just accountants or other sites that we've designed. Please provide their web address. We will not copy any site but it helps to give us a feel for the kind of look you like. If you can tell us why you like them that is also helpful. We usually create fixed width designs as these are the most popular format but if you want a fluid width design please specifically let us know.

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## **Website Image and Feel**

Please indicate for each item below the image/feel you want your website to portray.

Traditional	1	2	3	4	5	6	7	8	9	10	Funky / Wacky
Typical Accountant Site	1	2	3	4	5	6	7	8	9	10	Unusual / Outside the Box
Warm and friendly	1	2	3	4	5	6	7	8	9	10	Corporate
Low fee clients	1	2	3	4	5	6	7	8	9	10	High fee clients
Startups /small business	1	2	3	4	5	6	7	8	9	10	Large business clients
Young fresh practice	1	2	3	4	5	6	7	8	9	10	Long established practice

If you want to expand on any of the above or have other views on the type of look you're after, please let us know:

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## **Images**

Please give us an indication whether you would like any of the following kinds of images used in your site design.

People	Yes / No
Offices	Yes / No
Picturesque Landscapes	Yes / No
Accountancy images (money, calculators, etc)	Yes / No
Amusing/unusual pictures	Yes / No
Concept (non accountancy) images	Yes / No

Feel free to expand further on any image thoughts you have.  
It's not always suitable to include all your image options but it helps point us in the right direction.

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### **Main image**

If there is a particular type of image from above you want us to use as your main image (often used in a banner at the top of a page) let us know or if you have an image for us to use please send it to us. You can also search for a main image on [www.istockphoto.com](http://www.istockphoto.com) and give us the reference number, so we can purchase it. You can give us a selection if not sure. Please just be particularly aware of the shape of them (landscape/portrait) compared to how you expect them to look on your site.

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### **Navigation**

Please specify the type of navigation menu you would like for your site:

Horizontal / Vertical (left side) / Vertical (right side)

### **Your Logo**

Does your practice have a logo you would like us to use: YES / NO

If YES, please send to us by email/disc.

### **Flash Animation**

We can create a flash image within your site, such as revolving pictures or animate your banner. Please advise if you want flash animation and if possible any ideas on what you want: **YES / NO**

### **Colour Scheme**

Should we try to match a scheme to your practice colours on your letterhead/logo: YES / NO

If YES, please send your letterhead/logo to us.

If NO, please give us an idea of what you would like: \_\_\_\_\_

### **Slogan**

Do you have a slogan that you use which you would like incorporated into your site. For example...

"More than just making up the numbers"

"Working for you, not the Taxman"

"Your business is our business"

"Because not all accountants are the same"

"Saving tax & building businesses"

"The friendly accountants"

"The tax saving accountants"

"Not just bean counters"

"You can count on us"

If you would like to use one of the above or your own slogan please specify what you want to use: \_\_\_\_\_

### **Meet the Team**

Please send text and images by email/disc to go on this page. They can be added later if you prefer.

### **webAUDIO**

Do you want webAUDIO on your site: YES / NO

If yes and you want a pre-recorded version, please advise which one you want: \_\_\_\_\_

Choices are on [http://www.accountantwebsmiths.co.uk/bespoke\\_websites/tools/web\\_audio.php](http://www.accountantwebsmiths.co.uk/bespoke_websites/tools/web_audio.php)

By default this only plays if the visitor clicks the play link. If you want play on page load, please ask.

**Amendable Pages**

The following is a list of all the main amendable pages within the site. Apart from the home page which is covered later, the “Why Us” Section is the most important to consider – the more you change these the more individual your site will be. We automatically amend pages for your practice details and remove all links and references from one page to another if you remove that page. **To indicate changes please either print the pages you want amended and handwrite small amendments on them or copy the content into word documents and use “track changes” in word.** For large amounts of new text or new page text please put into a word document.

If you are copying the text from our page into word and then changing it please use word track changes or some other means to indicate to us what has actually been changed so we don’t have to code the whole page again.

<b>Amendable Pages</b>	<b>Please Tick if page <u>NOT</u> wanted</b>	<b>Please Tick if page needs amending</b>
<b>Why Us</b>		
About Us		
Meet the Team		
Our Promises		
Frequently Asked Questions		
What Our Clients Say		
Complete Profit Guide		
How to Choose an Accountant		
Links to Our Clients		
<b>Other Amendable Pages</b>		
Book a Free Consultation		
Get a Fixed Quote		
Make More, Keep More, Work Less		
StartUp Business		
Small Business		
Medium Business		
Large Business		
Vacancies		
Games and Fun – we can change the messages in the Tax Minefield game only.		
Contact Us		
Client Area		
Alliances – HR Plus		
<b>Services</b>		
<b>Please list any of the services pages you don’t want or wish to amend:</b>		

**Other Page Deletions and Amendments**

The remaining pages on the site are made up of the Business Centre, Tax Centre and News.

Any individual pages on the site can be deleted if you do not want them at all. However, the content of most of these pages is fed in from a central resource and are the same on all our sites. If you wish to amend any of these please talk to us as it may be possible for some, although the link with the central resource would be broken and so they would no longer be updated automatically when needed. We strongly recommend you leave these pages as they are so that they are automatically updated as needed.



### **Tax Newsletter Sign Up**

To sign up to receive the tax newsletter a visitor can register to access all the site resources, which also adds them to the list of people to receive your newsletter (that we write!). The standard registration page collects various items of information and so needs it's own page. If you would prefer someone to be able to register just to receive your newsletter by entering minimal information such as just first name and email address we can add this sign up to be available directly on all your pages without having to visit another page to sign up.

Do you want an option for newsletter sign up with just first name and email address: YES / NO

### **Home Page Written Content**

We recommend you supply some of your own content for the home page to help ensure a bespoke feel. Alternatively we supply the text shown below as standard which you can alter...

Standard paragraph which we would display in a way to match your design is...

Welcome to [Practice Name], accountants in [town], providing a personalised service to local business owners and individuals. For help with any of your accountancy and tax needs, please give us a call. All initial consultations are free of charge."

Would you like...

Fixed competitive fees;  
Unlimited phone support;  
Unlimited free meetings;  
A free tax review;  
Work on time, every time;  
All work 100% guaranteed;  
To make more profit;  
To pay less tax;  
Someone to sort all your paperwork;  
An accountant who speaks plain English.

You would? Then let's talk.

Please choose from...

Content supplied by email or disc / Use standard paragraph (or as altered) above

You can always have this updated at any time.

### **Re-name Navigation / Pages**

You can have most pages in the navigation menu renamed to something else if you prefer. If so, please just specify what you want them called:

### **Additional Pages, Links, Forms, Images, etc**

Are there any additional pages, links, forms, images etc you would like?

If so, please send to us by email/disc the text you want, any images you want, etc and where you want them in your site. Your site will look great just from the general design without additional images on particular pages but if you want to add some to other pages, please feel free to select up to 10 images from [www.istockphoto.com](http://www.istockphoto.com) and we will purchase these on your behalf. Please just provide us with the image reference numbers.

Please specify if there is anything else you would like done to your site:

## **PayPal – Pay Your Fee Online**

If you wish to sign up with PayPal to accept online payments, we will integrate it into your site for you. There are no setup fees or monthly charges and you just pay a transaction charge on any transactions to PayPal - starting at 3.4% and falling for high volumes! This allows you to accept online payments from anyone by credit card, whether they have a PayPal account or not, without having setup and rental charges. It allows you to accept up to £1000 per transaction whether they have a PayPal account or not and over £1000 from anyone who has a verified PayPal account.

If you wish to sign up, go to [www.paypal.co.uk](http://www.paypal.co.uk), click on the SIGN UP link. Click "Get Started" on the BUSINESS account link. Then on the dropdown choose WEBSITE PAYMENTS STANDARD to sign up for a business account and go through the sign up process. Of course, please satisfy yourself with PayPal's terms and conditions. Once signed up, log into your account and follow these instructions:

1. Click "Merchant Services" tab.
2. Click "Sell single items" – in the left hand column. Leave all fields exactly as they are except for those in the following points.
3. Step 1 – enter 1.00 in the price field
4. Click on "Step 2: Track Inventory" and untick "save button at paypal".
5. Click "Create Button"
6. Click "remove code protection" – link is just above the code.
7. Click "Select Code" and copy & paste the code into notepad or a text only email and email it to us.

Are you signing up for a PayPal Account: YES / NO

## **Search Engine Optimisation**

Search engines do not like duplicate content! We therefore prohibit search engines from visiting a lot of the content on the site which is duplicated on all our other sites.

The key page we optimise for the search engines is the Home Page. It has different content on it anyway as it will have unique code tags and keywords specific to you. However, we suggest you also consider changing some of the written content on the home page to make it even more individual to you. This can be done later if you want time to think about what you want.

Please specify the **most important geographical area**

you wish to be found for on your Home Page: \_\_\_\_\_

Please consider that the larger the area (for example London), the harder it will be to get near the top of the search engines and you may be wasting your efforts. This is because there are other key factors that are more important in helping you get to the top of the search engines such as how many links you have from other well ranked and relevant sites to your site.

You will receive more information on what you can do outside of the site design to help yourself maximise your search position.

## **Newsletter**

The monthly newsletter that is sent out has a standard about us paragraph at the bottom that we can edit permanently so that you do not have to change it each month. As standard it reads...

"[Practice Name] Accountants are based in [Town], offering local business owners and individuals a wide range of services. All clients are entitled to fixed fees, work delivered on time and unlimited phone support. Visit our website [web address] for more information."

Please choose from:

Use standard paragraph above / Use text supplied by email or disc

Please note you can also have the "Need Help" and "New Clients Welcome" sections of the newsletter permanently edited for you as well if you wish.

### **clientFILESHARER**

Do you wish to use clientFILESHARER to share files with clients: YES / NO

If yes, please provide the name of the main administrator from your practice that we will set up and their email address.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Please note clientFILESHARER is a standalone separate application. It is not part of your website. Login to the client area on your website does not give a login to clientFILESHARER which will require a separate login.

### **Google Analytics**

We will integrate Google Analytics into your site to allow you to obtain a lot of useful information on how visitors use your site. If you already have any form of account with Google (adwords, email, personalised search, google maps, etc) then please provide your login details and we will add analytics to your account: Email: \_\_\_\_\_ Password \_\_\_\_\_

If you do not already have an account with Google this can be setup later if you want one.

### **CHECKLIST OF ITEMS TO SEND TO US**

1. This form fully completed
2. Your practice letterhead
3. Your logo on disc/email
4. A print out of any pages you want amending with the amendments on
5. Any word documents with changes or additions on a disc or by email
6. Any additional images you want to go on any pages
7. Email PayPal code to us
8. Direct debit form
9. Terms & conditions signed

Finally, please add our email address [support@accountantwebsmiths.co.uk](mailto:support@accountantwebsmiths.co.uk) to your safe email list to ensure you receive emails from us.

# AccountantWebsmiths Terms and Conditions

## 1. Definitions

- 1.1. Accountant Websmiths is a trading name of Websmiths Group Ltd. Where applicable, "Websmiths" refers to Websmiths Group Ltd, a company registered in England (number 6099846) whose registered office is at 3 Turpyn Court, Woughton on the Green, Milton Keynes, MK6 3BW .
- 1.2. Where applicable "Accountant" refers to the company, firm, practice or individual who has placed an order for a service or product provided by Websmiths.
- 1.3. Where applicable "client" means the client of the Accountant.
- 1.4. "product" "products" "service" or "services" refers to all orders the Accountant has placed with Websmiths.

## 2. General

- 2.1. These terms and conditions are the entire agreement between Websmiths and the Accountant in respect of all services provided and unless mutually varied in writing are the whole of the agreement between us. The Accountant agrees that they will not rely on any verbal representation made by Websmiths.
- 2.2. If any provision of this agreement is held by any competent authority to be invalid or unenforceable in whole or in part, the validity of the other provisions shall not be affected.
- 2.3. This agreement shall be governed in accordance with the Laws of England.
- 2.4. The Accountant cannot assign rights under this agreement to a third party without Websmiths written consent.
- 2.5. All systems, software and hardware used in providing the service shall remain the property of Websmiths.

## 3. Payment Terms

- 3.1. Unless otherwise expressly agreed in writing or stated on the Websmiths website, payment for all services are due by monthly direct debit commencing on the first of the month after the order is received. A VAT invoice to cover the monthly payments will be issued at the commencement of each year. Websmiths will not increase the monthly fees for any services ordered.
- 3.2. In the event of failure to make payment on time, Websmiths have the right to immediately withdraw the provision of the service and the Accountant loses the right to continue using any of the products or services.
- 3.3. In the event of late payment, Websmiths reserves the right to charge the Accountant interest at 4% over the base rate of Barclays Bank PLC from the date payment was due, such interest to accrue daily.

## 4. Intellectual Property

- 4.1. The intellectual property rights in all products and services provided belongs to Websmiths and their associates. Use of the intellectual property is granted to the Accountant solely for use within their practice and on the domain name for which they have been ordered in relation to their own accountancy clients and prospects and not for resale or commercial use in any other way. The Accountant cannot grant rights to commercial use of any product to any other person without the written permission of Websmiths.
- 4.2. Websmiths can at any time cancel all rights of the Accountant to use the intellectual property.
- 4.3. The intellectual property rights to any website design created by Websmiths belong to Websmiths unless a separate fee is agreed for the design. All rights to all written content provided by Websmiths will always belong to Websmiths.
- 4.4. Any images supplied by Websmiths remain the copyright of Websmiths and may not be reproduced electronically or in print, without the express written permission of Websmiths. Such images may be used in more than one design and are not totally for exclusive use on the web site of the Accountant.

## 5. Commissions and Payment Processing

- 5.1. Where the Accountant has signed up with any third party provider such as for any affiliate commission income or online fee processing, Websmiths are not responsible in any way for the correct operation of such processes or payment of commissions and fees due. It is the responsibility of the Accountant to check that what they have requested to be implemented by Websmiths is working for them.
- 5.2. Where Websmiths have contracted with a third party to act as Agent for the sale of their products and services, they may allow the Accountant to also market and sell the products in return for commissions on such terms as Websmiths may notify from time to time. Websmiths will hold an indemnity from the third party in respect of defaults by the third party but Websmiths will not be responsible in any way for any defaults of the third party. In relation to such deals, unless specifically authorised otherwise by Websmiths:
  - 5.2.1. the Accountant must take all due care and diligence in marketing the products and services and operate with sound commercial principles.

5.2.2. the Accountant must not hold itself as being authorised to bind or to actually bind the third party or Websmiths.

5.2.3. the Accountant must account for any monies collected on behalf of the third party or Websmiths to them.

5.2.4. the Accountant does not obtain any Intellectual Property rights belonging to such products and services and must keep all information relating to the third party confidential other than for the purposes of marketing the products and services for the benefit of the third party

## **6. Security, Servers and Data Protection**

- 6.1. Both Websmiths and the Accountant are responsible for complying with the data protection legislation in force in relation to the activities undertaken by each in respect of this agreement. Any data stored in an online database is the property of the Accountant for the purposes of responsibilities under the data protection legislation.
- 6.2. Websmiths will undertake all reasonable security, integrity and back up measures in relation to data stored on our servers but shall not be liable for any loss or damage to any data stored on the server or for any unauthorised use.
- 6.3. The Accountant will not under any circumstances store material that is obscene, threatening, malicious or illegal on Websmiths servers or that contains a virus or infringes the intellectual property rights any third party. Websmiths have the right to remove anything they deem inappropriate or potentially damaging in any way from the Web Site of the Accountant without notice
- 6.4. The Accountant will not send bulk email to email addresses that are not double opt-in from the server. Email must also be sent in line with relevant legislation. This applies to both email sent from any Websmiths server or from any other server making reference to a website on a Websmiths server. Bought in email lists cannot be used
- 6.5. The Accountant will not run any software, applications or other processes on the server without the express written permission of Websmiths.
- 6.6. Where we are hosting the website of the Accountant, Websmiths provide as standard web space of up to 50mb, and a bandwidth limit of 1000mb per month but more can be offered in the unlikely event more is needed.
- 6.7. No guarantee is provided for uptime of the servers and Websmiths is not liable in any way for any downtime.

## **7. Domain Name**

- 7.1. Unless Websmiths has purchased a domain name on behalf of the accountant, Websmiths is not responsible for renewal or any reminders to renew for any domain names belonging to the Accountant. It is the responsibility of the accountant to renew their domain name with the registrar in good time
- 7.2. Websmiths shall not be liable in respect of any dispute between the Accountant and a third party over use of the domain name. It is the Accountant's responsibility to ensure they have the right to use the domain name.
- 7.3. Where Websmiths have purchased a domain name on behalf of the Accountant, they will renew the domain name as necessary. Such domain names will be registered in the name of the Accountant and belong to the Accountant.

## **8. Liability and Disclaimers**

- 8.1. Except in the case of death or personal injury Websmiths entire liability shall never exceed the charges paid by the Accountant in respect of the services subject to the claim in the preceding 6 months. In any event no claim shall be brought unless the Accountant notifies Websmiths within one month of it arising.
- 8.2. In no event will Websmiths be liable for any loss of profits, business, expected savings or any other indirect or consequential loss whatsoever in respect of any services or products provided.
- 8.3. Under no circumstances shall any of the Websmiths officers, agents or anyone else involved in supplying services have any liability to the Accountant.
- 8.4. The Accountant indemnifies Websmiths for any claim brought against Websmiths by any third party as a result of the Accountant breaching these terms and conditions.
- 8.5. The Accountant will not alter the wording of any disclaimers or legal notices provided without Websmiths written consent. Such disclaimers are there for both the protection of the Accountant and Websmiths. The Accountant indemnifies Websmiths in respect of any damages or loss arising as a result of a breach of this clause.
- 8.6. Websmiths is not responsible for checking any of the text content for sites provided by the Accountant and shall make no effort to do so. This is the responsibility of the Accountant.

## **9. Confidentiality**

- 9.1. Without the written agreement of the other party, the Accountant and Websmiths will not disclose any information relating to our dealings or to each others intellectual property rights to any other third party unless required to do so by law. Where required to do so by law, the other party will obtain a written undertaking from the third party to keep the information confidential and only to use it for the purposes for which it was provided.

**10. Guarantee**

10.1. Websmiths provide an appropriate guarantee for products and services supplied as advertised on their website at the time of order which provides for the first months payment to be refunded without question if you are not happy with what is provided and to terminate the service at any time.

**11. Product Specific Terms**

11.1. practiceRESOURCE – the Accountant can only link into the section of our practiceRESOURCE website for which they have bought the rights to do so.

11.2. emailMARKETER – unless the Accountant uses their own mailserver, emailMARKETER must not be used to send unsolicited emails or non accountancy related emails. Emails can only be sent to clients and subscribers who have requested to receive emails from the Accountant. Bought in email lists cannot be used.

**12. Warranty**

12.1. Websmiths warrants that in the provision of all services and products they will not infringe any intellectual property rights, include any defamatory materials or violate any UK law.

**13. Termination**

13.1. Websmiths have the right to terminate this agreement and services provided without prior notice. No reason is required and Websmiths shall be under no liability to the Accountant for any loss or damage as a result of such termination.

13.2. Other than where a minimum payment period is provided for, the Accountant may also terminate without prior notice. Where a free payment period is provided as a result of a tie in contract with another provider, there is a minimum paid period equal to the length of the free period provided.

13.3. Written notice must be provided by the party cancelling. Following termination, no future payments will be due other than any already accrued and unpaid. Any services and products provided will incur liability on a pro-rata basis if part completed or provided.

13.4. One month following termination by Websmiths or immediately following termination by the Accountant, all data relating to the Accountant held on Websmiths servers shall be deleted.

13.5. The Accountant must no longer use any of the services and products supplied by Websmiths in any way whatsoever.

**14. Display of Work and Testimonials**

14.1. Websmiths can display websites, newsletters, resources, etc that they create for the Accountant on the Websmiths website and in their marketing material as examples of their work. In addition, they can use testimonials received from the Accountant. Websmiths will however, remove such items on the request of the Accountant.

We have read and agree to the above terms and conditions:

**Signature of Authorised Person :** \_\_\_\_\_ **Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_ **Practice Name:** \_\_\_\_\_