FirstCall

WE MAKE *Websites* BETTER!

←--Start of Coverage Detail Document--→

Coverage Detail Document

	Covered	Not Covered
Go Live Project	- Project Management - Pre-Onboarding - Account and Billing Setup - Onboarding - Survey/Survey Assistance - Kick Off Meeting - Custom Website Design Mock Up - Website Build - Responsive, Mobile Friendly - Stock Image Sourcing/Licensing - Content Migration Assistance - New Copy Writing - Utilizes 30 hour block (see below) - Social Media/Share Icons - Go Live	- Unlimited Design Iterations - Unlimited Images - Unlimited Content Migration Assistance - Unlimited Copy - Social Media Integration
Better Web Managed Services: New Page Additions	- Adding new pages using existing home page or secondary page structure. - Stock Image Sourcing/Licensing	- New unique page structures. (requiring something different than the original home page or secondary page structure) - Unlimited Images
Better Web Managed Services: New Copy Writing	- Website Copy Writing (30 Hour Block) - New Copy - Copy Editing - SEO Copywriting	Additional Content Writing Services
Better Web Managed Services: New Content Updates and Additions	Customer supplied content (images, copy and video) website postings.	- Unlimited customer supply content website postings. - First Call supplied/developed: - Images - Copy Writing - Video Development

Better Web Managed Services: Quarterly SEO Review	• Pre-Launch SEO Summary Report and Optimization • Quarterly SEO Summary Report and Optimization • Quarterly Traffic Analysis and Ranking Report ○ Google	• No search engine ranking results are promised or guaranteed • Ongoing SEO content additions, changes and resolutions of issues found. • Yahoo, Bing or other search engine traffic analysis and ranking reporting. • Other Local Listing Services and Local Business Directories
Better Web Managed Services: Central Services & Tools	• Use of Content Management System (CMS) • Pre-Launch CMS Training • CMS Maintenance (patches, service packs) • CMS User Account Management • Domain Name Renewals • Website Hosting • Video Hosting • Backups • Firewalls • SSL for HTTPS traffic	• Website compromise repair & recovery • Multi-Year Domain Renewals • More than 2 domain names • 3rd Party Video Hosting Services (high bandwidth demands) • Advanced SSL Certificates • Subdomain SSL Certificates
Better Web Managed Services: Support	• Resolution of Central Services issues during First Call's operating hours. • Website Display Issues on modern Google, Edge and Safari web browsers.	• Website Display issues on non-current or non-mainstream web browsers.

Reactive Support Resources and Hours

Support Team	Description
First Call Web Help (Remote)	Web Help resources ONLY resolve issues remotely. **Hours: 8:00AM - 5:00PM**, Monday – Friday, Mountain Time

Exclusions from All Agreements

Exclusion	Description
Special Functions	Examples: E-Commerce, Payment Gateways, Online Booking Systems, Invoicing/Order Management, Event Ticketing Additional functions estimated and priced separately. 3rd party fees may apply.
After-Hours Support	Support performed outside the stated business hours.

Email Setup, Configuration and Troubleshooting (user, device, settings)	No email accounts or services provided as part of the agreement. First Call strongly recommends establishing email on a professional email platform such as Microsoft's Office 365.

←---End of Coverage Detail Document---→

Service Cancellation (assumes completion of term and payment in full)

Type	Covered	Not Covered
Prior to 24 months.	• Domain Name Account Transfer	• CMS • Database • Theme files • Plugins • First Call Internal Use Documentation
After 24 months	Upon customer request, prior to off boarding/site decommissioning. • Page Copy • Images • Domain Name Account Transfer	• CMS • Database • Theme files • Plugins • First Call Internal Use Documentation

Agreement Add-ons

Add-on	Covered	Not Covered
Google Adwords Pay Per Click (fees) Advertising	• See Separate Documentation	• See Separate Documentation

Reviewed, acknowledged and accepted by:

_____   _____   _____
Printed Name   Signature   Date