

# Dental Solutions: Dr. Elias Pimentel – Website Proposal, Quotation and Agreement

Oscar Salvatierra | [owebdesigns.com](http://owebdesigns.com) | [oscar@owebdesigns.com](mailto:oscar@owebdesigns.com)

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## 1. Introduction

Update eliaspimenteldentalsolutions.com to a more modern, user-friendly, fully responsive, and attractive site that is easy, intuitive, and promotes and communicates your selected dental practice and services using clean, crisp icons, and existing images (or new stock purchased or provided images), and existing text content.

## 2. Quote: \$4,360.5

### Itemized Breakdown

#### Base Pricing: \$1,999.00

- 5 Pages:
  - Home, About, Services: Dental Veneers, Invisalign, Dental Implants
- 1 Unique Contact Form

#### Additions

- \$200 per additional page:
  - \$200 x 6:
    - ◻ Pediatric Dentistry, Sedation, Dental Insurance, Gallery, Contact Us, & Appointment Page.
  - Total:
    - ◻ **\$1,200**
- Basic SEO (Search Engine Optimization) tool, Site Speed Enhancer + Google Analytics config:
  - SEO Configuration work for 'SEO plugin' on all site pages and a site speed enhancement tool called Jetpack Boost to increase site speed performance.
  - Configure Google Webmaster Tools & create a Google My Business profile if you don't already have:  
Google Webmaster Tools is a free service from Google that helps you monitor and improve your website's search engine ranking results to help your rankings to be more relevant in those search results.
  - Configure Google Analytics: *May need to use one of your official site emails to configure.*
  - Total:
    - **\$450** (labor and configuration)
- Configuration of the new WordPress theme/site on a staging environment + live deployment when ready.
  - Staging is an exact copy, of the database, files, themes, plugins, and everything else on the same hosting environment that your production website is running on but in a secondary location.
  - This will allow the development of the new site on a Draft URL (or staging environment) without interfering with the live version, and when ready, will be configured to replace your existing site, once you approve.
  - Total:
    - **\$542.50** = \$500 (for labor) + \$42.50 for WP Staging Plugin Tool to facilitate this process
- Create user accounts as needed for WordPress access and a 1-hour training in the use of the WordPress Content Management System:
  - Total:
    - **\$100**

- New WordPress Theme purchased separately, which I will customize to fit your business needs:
  - Total:
    - **\$69.00**

Base Pricing + Additions:

**\$4,360.5 = \$1,999 + \$1,200 + \$450 + \$542.50 + \$100 + \$69**

**Deposit:** If you decide to move forward, I ask for a **1/3** deposit to get started and the remaining upon completion; at once or in installments.

## Key Design and Technical Features

### Design Features

- Back-end Content Management Systems (CMS) that will permit you to update your website. (Uses the WordPress platform, the most widely used and extensively developed CMS available.)
- Setting up and configuring the WordPress engine in your Hosting environment and setting up credentials for your user profile for access.
- Responsive design: website adjusts automatically to different screen widths, and is compatible with tablets and mobile devices.
- Attractive, landing (home) page with easy, intuitive navigation menus and a large image linking to the selected services.
- Range of modern features including, as required: integrated Google location maps; contact and/or appointment forms.

### Technical Features and Advantages

- Search Engine Optimization (SEO) module to ensure site is SEO compliant. Please note that I do not guarantee search page rankings, which is determined based on dozens of external & internal factors. Website also automatically submits self-generated site-map to Google and other main search engines on a scheduled basis.
- Automated website backup module for added security.
- Compatibility with all major web browsers. Page optimization for rapid browser load.
- Fully modular for easy expansion of functionality in the future.
- Theme-based design permits rapid redesign of each website in the future if required.
- Security and performance advantages, as theme and code modules can be updated, to account for new threats or web browser updates.

## 3. Website Specifics

- **I will suggest several example design themes for you to choose from. One will be identified by you to be most suitable to your needs:**
  - I'll prepare some demos for you to choose from.
  - (identified theme TBD)
- Website pages will include:
  - Home Page;
  - About, Services: (Dental Veneers, Invisalign, Dental Implants), & 6 additional pages including Pediatric Dentistry, Sedation, Dental Insurance, Gallery, Contact Us, & Appointment Page.
  - Other pages as required and are not included in this initial estimate.
  - Blogging Feature (The theme will come with an optional Blog feature):
    - You do not need to use this feature but it is a bonus that will over time help provide your visitors additional context & meaning.
    - Blogging/creating new articles is a very easy process, and training for it can be provided beyond the initial WordPress training.

- Quotation assumes all content text is supplied by the client.
  - Photography either from the client, O Web Designs, or stock image libraries (see Photography section).
  - Terms and Conditions; Privacy Statement. Please see my Terms of Service on page 4.
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#### **4. Work Specification**

- Setup and configuration of new (or configuration of existing) web hosting account.
  - Installation and configuration of WordPress platform and back-end database. (WordPress is open-source software, and hence does not incur any additional cost. I do not use third-party service providers for my websites – all installations are fully bespoke on your own hosted web space; hence you maintain full ownership and control of your website.
  - Installation and configuration of design theme files and code modules. (The cost of the theme code is included in this quotation in the last bullet item in the Quote section.)
  - Development of website: design; content; page structure; navigation; theme customizations; installation and configuration of design and technical features as detailed in Sections 2 and 3.
  - SEO page optimization for selected keywords for the home page and specific product pages.
  - 1-hour training in the use of the WordPress Content Management System.
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#### **5. Photography**

##### **Your own images**

- For the images used on your website, I will ensure they are web-optimized and color-corrected (I use fully color-calibrated computer monitors for my work); this, providing the images are of sufficient quality to begin with. I will advise as necessary.

##### **Photography by O Web Designs**

- Optional. If you wish to use any of my own photography on your website, a fee will be agreed upon per image for indefinite use, and restricted to your single website use only. (My images may not be reused, redistributed, or resold, and photographic copyright remains with me.)

##### **Stock Images**

- Optional. It may be necessary to purchase some stock images to complete the website. Prices vary but are typically a few dollars per image for web-resolution photographs. I will invoice you for any stock images I need to purchase during my work.
  - I will ask you before making any such purchases.
- I do not charge a commission on purchases of stock photography.

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## 6. Costs

### Website Development

- **As calculated**
- In rare cases, a client may require a significantly increased size or scope of a website from that anticipated when a quotation is made. Whilst I always endeavor to absorb some additional work into my quoted cost, for additional features or ongoing changes/additions above the agreed total scope of work, a separate quotation for additional work may be required; this, is based on my standard rate of \$70 per hour.
- This quotation is based on the amount of time it has previously taken for me to develop similar-sized and specified websites.
- Photography costs additional, as previously outlined.
- Please also note costs for optional/additional services after the site launch as outlined in Section 7.

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## 7. Optional / Additional Services

Optional and additional services you may require, which are not included in this quotation and agreement. You are of course free to maintain your website or engage another developer to do so. Full control and ownership of your website remain with you.

- Website maintenance. After website completion, technical maintenance work is provided as needed at my standard rate of \$70 per hour.
- Further website development. Any future developmental changes to the structure, design, and content of your website, as required.
- Staff training. One-to-one staff training in the use of the WordPress Content Management System (in addition to the 1 hour included). Alternatively, documentation and instructions can be provided.
  - Staff training is provided at an hourly rate of \$70 beyond the included 1-hour training included in this quote.

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## Agreement Terms & Conditions

**Please click on the below link if you have not already done so to read my terms and conditions:**

**[https://owebdesigns.com/wp-content/uploads/2020/09/Terms\\_and\\_Conditions.pdf](https://owebdesigns.com/wp-content/uploads/2020/09/Terms_and_Conditions.pdf)**

# Conditions Quick Summary

This is intended to be a brief overview of my terms and conditions linked in the previous page.

## Entire Agreement

- This agreement contains the entire understanding between Oscar Salvatierra and Elias Pimentel. It replaces any prior agreements that may have been made.
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## Payment and Schedule

- An initial deposit of (as agreed) is required in advance along with a signed acceptance of this agreement. Elias Pimentel will be invoiced for the balance of (as quoted) (plus any other monies for optional/additional work) upon completion (website launch). This balance is payable within three weeks of the date of invoice for the remaining full amount or in three-week installment plans.
  - For any **optional** work, additional to that covered in this quotation, my current rate of \$70 per hour is guaranteed until the end of (date as agreed).
  - There is no agreed completion date. However, work will be carried out in a timely manner, prioritizing when required.
  - Elias Pimentel will be provided with password access to the new website, in order to view it as it is being built.
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## Ownership and Responsibilities

- The website will utilize a hosting account (Elias Pimentel will maintain full ownership of this hosting account. Hosting fees are payable by Elias directly.
  - O Web Designs / Oscar Salvatierra is to be provided with full and unrestricted access to the web hosting account, necessary to conduct his work. After completion of work, Elias Pimentel may remove O Web Designs / Oscar Salvatierra's access to the hosting account and website CMS if desired.
  - All domain names and contents of the website are to be the property of Elias Pimentel. (Excludes photographic copyright for any images taken by O Web Designs.)
  - This quotation and agreement does not include a maintenance contract. Elias Pimentel is responsible for monitoring the availability of website code updates via the website content management system, and either making the updates or requesting this work is carried out on their behalf.
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## Limitation of Liability

- O Web Designs will not be liable for any damages or losses, financial or otherwise, to Elias Pimentel, its partners, clients, heirs or any third parties, resulting directly or indirectly from circumstances outside his control, including but not limited to: host server downtime, errors or faults due to web host; failure by Elias Pimentel to renew hosting account; current or future programmatic errors or incompatibilities within the WordPress engine, plugins or themes code; computer viruses, malware, malicious software or hacking attacks; copyright infringement in content supplied by O Web Designs, any other unforeseen circumstances.



- Websites to be checked and verified by O Web Designs as functional and correct before launch. Launch implies this has occurred satisfactorily. O Web Designs will not be liable for any damages or losses, financial or otherwise, to Elias Pimentel, its partners, clients, heirs or any third parties, resulting directly or indirectly from inconsistencies, omissions, errors or copyright infringements within the website discovered or occurring after launch.

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### Termination

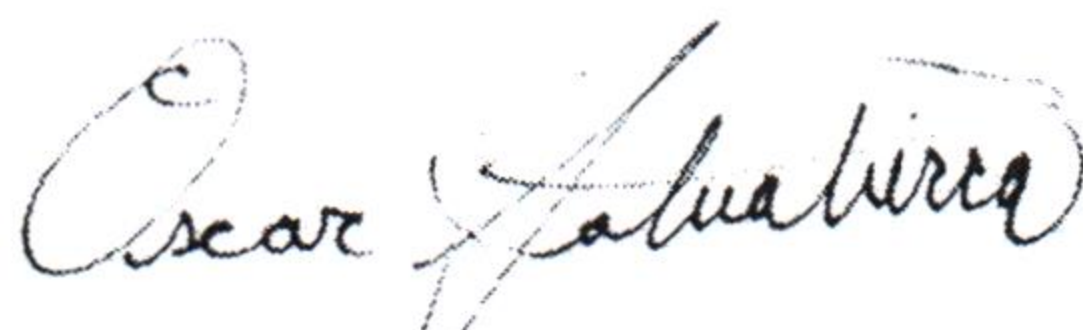
- In the very unlikely event that O Web Designs / Oscar Salvatierra is unable to complete the agreed work for Elias Pimentel for any reason, e.g. ill health or unforeseen technical issues, O Web Designs / Oscar Salvatierra's liability is limited to a refund to Elias Pimentel of the \$(as agreed) deposit paid. In this case, any and all part completed work by O Web Designs remains the property of Elias Pimentel (excluding O Web Designs photographic copyright).
- Should Elias Pimentel wish to terminate this agreement before the completion of work by O Web Designs / Oscar Salvatierra, payment settlement to O Web Designs / Oscar Salvatierra is required according to the proportion of work already completed at the time, with a minimum settlement of the \$(as agreed) deposit. In this case, any and all part completed work by O Web Designs / Oscar Salvatierra remains the property of Elias Pimentel (excluding O Web Designs photographic copyright).

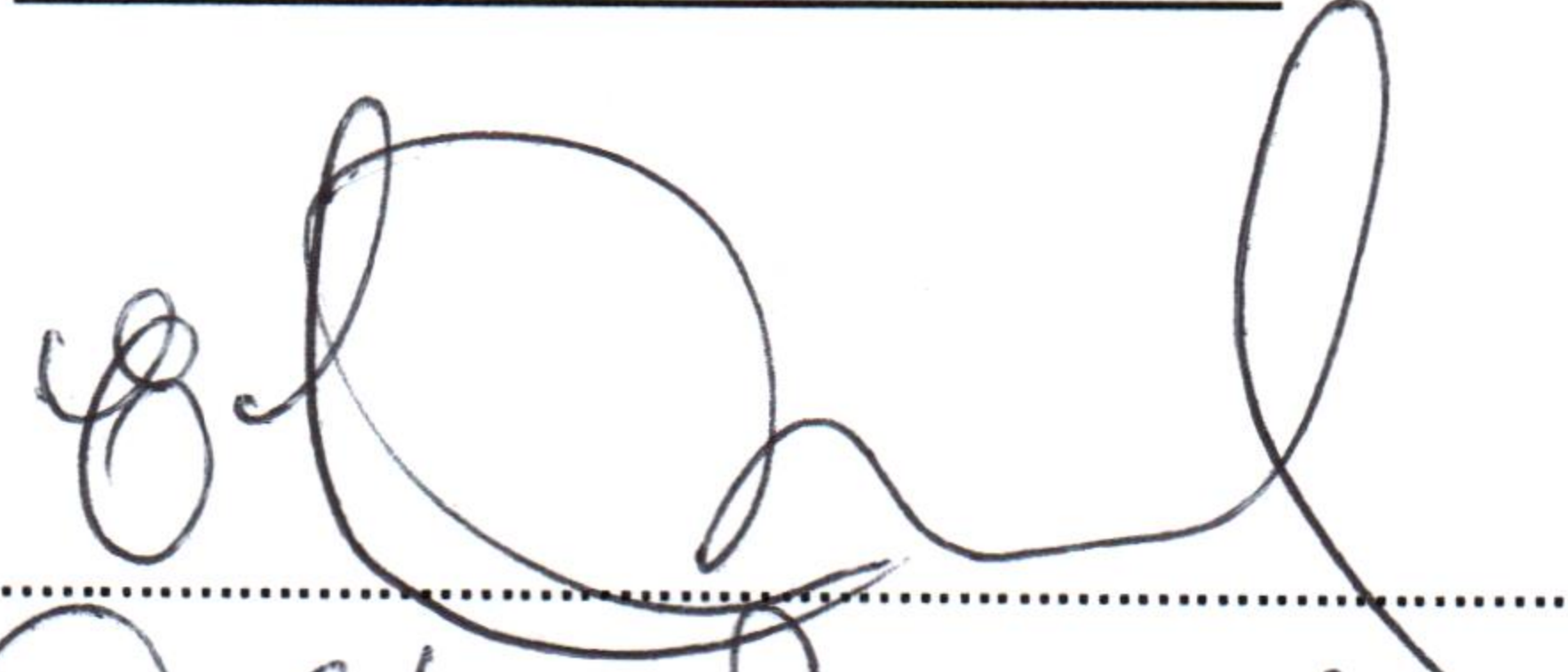
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## Declaration of Signatures

### Declaration

I have read, fully understand and agree to the terms of this proposal, quotation and agreement on pages 1-6.

Signature:  ..... Date: May 2, 2024  
Print Name: Oscar A. Salvatierra

Signature:  ..... Date: May 8 / 2024  
Print Name: Elias Pimentel



## Payment instructions

- I ask for a 1/3 deposit (\$1453.5) to get started and the remaining upon completion:
  - $\$1453.5 = 1/3 * 4360.5$
  - See Payment Options Below.

After site completion, you may pay the remaining amount all at once or in installments.

- Please let me know what you would prefer:

All at once

I will send you an invoice for the remaining total after the site launches to your satisfaction.

In Installments

If you choose installments, the payment timeframe will be every three weeks from the date of the site launch. I will send separate invoices starting on the day after the site launches.



# Deposit Payment Options

I prefer Zelle but if you need another form of payment, I accept Paypal.  
If for some reason QR codes don't work, I'll send you payment requests.

## Zelle

Log into your Bank App, then scan below QR code.

Send Money with Zelle®  
Scan in your banking app to pay



Oscar Alberto Salvatierra  
(\*\*) \*\*\*-9072



## Paypal

Just scan and pay with your preferred card.

