

Clearline Accounts

Client Engagement Letter — Website & Digital Catalogue Building

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Date: _____

Between: Clearline Accounts ("we", "us") and _____ ("you", "the Client"),
of _____.

This letter sets out the terms on which we will design and build a website or digital catalogue for you.

1. Scope of Services

Based on our working session, we will design and build the following, as agreed with you:

- ☐ A website (approx. _____ pages)
- ☐ A digital product/service catalogue
- ☐ Both a website and a digital catalogue

Specific pages, sections, and features included are agreed separately in writing (e.g. via a proposal or brief) before work begins. Anything outside that agreed scope — additional pages, features, or major design changes — is treated as a change request under Section 4.

2. Project Fee & Payment

This is a fixed-fee project rather than an ongoing monthly service. Our standard payment structure is:

- 50% deposit payable before work begins
- 50% balance payable on completion, before final files are handed over or the site is published

Indicative packages, based on current UK freelance-market rates:

Package	Price	Includes
Digital Catalogue	£450	A simple digital catalogue of your products or services — browsable, mobile-friendly, no full website build
Starter Website	£1,200	Up to 5 pages (home, about, services, contact, etc.), mobile-

		friendly, contact form, basic on-page SEO
Growth Website	£2,200	Up to 10 pages, more custom design, additional features (e.g. booking enquiry form, image galleries)

Final pricing depends on the specific scope agreed in Section 1 — the packages above are starting points, not fixed quotes.

Agreed project fee: £_____, covering: _____

For larger projects, fees may instead be split across agreed milestones — this will be set out in your proposal.

3. Timeline

An estimated delivery timeframe will be agreed at the start of the project. Timelines depend on you providing content, feedback, and approvals promptly — delays on your side may extend the delivery date accordingly.

4. Revisions & Changes

Two rounds of revisions are included once a draft is shared with you. Further revisions, or changes requested after the project has been signed off, are billed separately at £_____/hour or quoted as a fixed additional fee.

5. Your Responsibilities

- Provide content, images, logos, and branding materials needed for the build
- Provide timely feedback and approvals at each stage
- Arrange and pay for your own domain name and hosting, unless separately agreed
- Review and approve the final site or catalogue before it goes live

You are responsible for the accuracy of any content, images, and claims you provide for use on the site or catalogue.

6. Hosting & Domain

Unless otherwise agreed in writing, you are responsible for purchasing and maintaining your own domain name and hosting account. We can advise on suitable options and assist with initial setup, but ongoing hosting management is not included unless covered by a separate maintenance agreement.

7. Post-Launch Support

This engagement covers design, build, and launch only. Ongoing maintenance is available separately as an add-on: £40/month, covering software updates, security checks, backups, and up to 30 minutes of small content changes each month. Cancel anytime with 14 days' notice.

8. Intellectual Property

Once the project fee is paid in full, ownership of the final website or catalogue design transfers to you. We retain the right to reuse general techniques, code snippets, and know-how developed during the project in other work. Any third-party assets (stock images, fonts, plugins) remain subject to their own licence terms.

9. Confidentiality & Data Protection

We will treat all information and materials you provide as confidential, and process any personal data in accordance with UK GDPR and the Data Protection Act 2018.

10. Limitations

- We cannot guarantee specific business outcomes (traffic, enquiries, or sales) resulting from the website or catalogue
- We are not responsible for downtime, security issues, or costs arising from third-party hosting or domain providers
- Our liability in connection with this engagement is limited to the total fees paid by you under this letter

11. Termination

Either party may terminate this engagement by giving [14] days' written notice. Fees for work completed up to the date of termination remain payable, and any deposit paid is non-refundable once work has begun.

12. Agreement

By signing below, both parties agree to the terms set out in this engagement letter.

Signed for Clearline Accounts:	Signed for the Client:
Name: _____	Name: _____
Date: _____	Date: _____