

## Website Development Agreement

### Exhibit A: Statement of Work

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#### Preamble

This Statement of Work accompanies an Agreement that has been executed by the parties. All statements of fact contained in this Statement of Work are subject to the terms and conditions set forth in such Agreement. The terms and conditions set forth in the Agreement control in the event of any inconsistency between such terms and conditions and the matters set forth in this Statement of Work.

#### 1.0 Project Background

Developer agrees to design, develop, and publish for Client a public website which will serve to assist Client in the marketing of their products and/or services. The range and limits of this Project are to include Developer’s completion of the products and services listed below, as described.

#### 2.0 Content to be Provided by Client

- All content (data, information, text, media, etc.) that is marked with a dagger (†) must be provided by Client during the development process.
- Developer will proof-read and edit the content as necessary. This service is provided on a “best-effort” basis with no guarantee of accuracy or perfection. Client is solely responsible for proof-reading all content before the Project is published.
- Developer is not responsible for delays during the development process due to Client’s delay in providing this content.

#### 3.0 Internet Domain Name Registration

Client will register all domain names that are to be associated with this Project. Client is responsible for all fees associated with this process. This includes the following domain name(s):

##### 3.1 SomeSite.com

## 4.0 Website Design

- 4.1** Developer will produce up to three (3) website design concepts for Client's review. Client must choose one (1) design concept which Developer will use to create a custom design template for the **Public Website (Frontend)** (item #6.0). Requests for additional design concepts must be authorized and billed separately.
- 4.2** Client may request reasonable revisions to the chosen design. Up to Ten (10) hours will be available for revisions to the chosen website design concept. Additional revisions must be authorized and billed separately.
- 4.3** Developer will produce a custom website design template including styles for the website elements listed below:
  - 4.3.1** Navigation (primary/secondary navigation, text links, buttons).
  - 4.3.2** Text elements (headings, subheadings, paragraphs, lists).
  - 4.3.3** Form elements (labels, hints, inputs, buttons).
  - 4.3.4** Media (photos, slideshows, Google Maps, iframes).
  - 4.3.5** AJAX-style popup windows

## 5.0 "Coming Soon" Web Billboard

Developer will design a basic "Coming Soon" web page based on Client's chosen website design concept and publish this page on Client's public web server to serve as a placeholder until the project is complete. This page will contain Client's logo (†), a brief description of Client's services (†), and basic contact information for Client (†).

## 6.0 Public Website (Frontend)

The following website content will be made available to the public via the Client's domain name(s).

### 6.1 Site-Wide Design Features

The following features will be available throughout the Project as described below:

#### 6.1.1 Search Engine Optimization

Developer will provide "on-page" search engine optimization (SEO) in an effort to increase the likelihood of achieving favorable "organic" search engine placement. On-page optimization includes:

- Basic research of popular keywords.
- Basic analysis of competing websites.
- Optimization of the following HTML tags:
  - <meta>
  - <title>
  - <img>
  - Headings (<h1> – <h6>)
- Development of sitemap document for search robots using the "Sitemap protocol".
- Development of a set of indexing instructions for search robots using The Robots Exclusion Protocol.
- Use of dynamic URL-rewriting in order to utilize keyword-rich web page addresses.

- Compliance to W3C Standards (see item #6.1.2 for more information).

Client understands that SEO services are provided on a best-effort basis with no guarantee of effectiveness or favorable search engine placement.

#### 6.1.2 Compliance to W3C Standards

All public source code will comply with the appropriate standards set forth by the World Wide Web Consortium (W3C) in an effort to increase the Project's performance, search engine rankings, and compatibility across the widest range of Web browsers, operating systems, and mobile devices. Client understands that this service is provided on a best-effort basis with no guarantee of 100% compliance.

#### 6.1.3 General Features:

- Client's logo (†), business name, slogan/tagline (†), and primary phone number (†) will be displayed in the master header of every page within the **Public Website (Frontend)** (item #6.0).
- Links to Client's web-based social networking pages (ie: Facebook, Twitter, LinkedIn, Flickr, etc.) will be displayed on every page within the **Public Website (Frontend)** (item #6.0), where applicable.
- Interactive content will be provided wherever possible at Developer's discretion. This will include the use of AJAX technologies to improve navigation and usability while minimizing page refreshes and load-time to the end-user.
- Client's address (†) and telephone and fax number(s) will be displayed in the footer of every page.

#### 6.1.4 Website Security

Upon submission of a web form the form's contents will be validated for accuracy and security purposes. Upon successful validation the form contents will be forwarded to an e-mail address specified by Client and a confirmation will be displayed to the end-user. Any error(s) or security issue(s) with the end-user's input will be highlighted and the end-user will be instructed to correct the error(s) before the data will be processed.

#### 6.1.5 Developer Credit

- Credit for the design and development of the Project will be given to Developer on the footer of every page. This credit will remain in place for as long as the Project is published.
- Credit for the maintenance and hosting of the Project will be given to Developer on the footer of every page. This credit will remain in place for as long as Developer is responsible for the web hosting, monitoring, and/or maintenance of the Project.

## 6.2 Repeating Content

### 6.2.1 "Get a Free Estimate"

A Web-based form will contain the following form input fields:

- Name
- Company
- Address
- City, state, zip
- Phone
- E-mail address

**Comment [BGS1]:** This Web form will load in an AJAX-style popup window. Upon successful submission the form will be replaced by a "thank you" / confirmation message in the same window.

- How did you find us?

- Google
- Yahoo!
- Bing
- Phone book
- Other

- Industry: Sub-Industries
- Service level (ie: complete interior, partial interior, partial exterior, etc.)
- Description / Details

**Comment [BS2]:** Selection creates an optional text <INPUT>.

**Comment [BGS3]:** <SELECT> box; <OPTGROUP>s for the industry; <OPTION>s for the sub-industries; this list will be automatically populated from the SPECIALIZED INDUSTRIES section of the CMS.

**Comment [BGS4]:** Hyperlink to the CONTACT US page.

**Comment [BGS5]:** Slideshow player may appear on-page, or be loaded into an AJAX popup window. See comments below for more information.

### 6.2.2 "Ask about our maintenance programs"

This graphic will appear on certain "service pages" throughout the website, as specified by Client.

### 6.2.3 Interactive Photo Gallery

- This feature will be compatible with both Flash and non-Flash (HTML5) devices
- Each slideshow will represent a completed project
- Each photo within the slideshow can be assigned a title (†) and description (†)
- Standard playback controls will allow the visitor to navigate the slideshow:
  - Thumbnail navigation between photos
  - Play/pause
  - Previous/next
  - Full-screen mode
  - Exit

### 6.2.4 Certifications

Client's certifications will be displayed horizontally near the bottom of the website. Each certification can include a logo/graphic (†), title (†), and description (†). The following certifications will be showcased at the time of development:

- Caltrans
- Small Business
- Disadvantage Business Enterprise
- EPA
- Painting & Decorating (PDCA)

**Comment [BS6]:** In the event that Client's certifications will not fit in the horizontal space, a slider with manual left/right controls will be used. Slider will move at a slow pace.

**Comment [BS7]:** Above the footer and secondary navigation system.

**Comment [BS8]:** Mouse-over will cause slider movement to halt (if applicable). Clicking the logo/graphic will open a tool-tip style popup which will display the title and description of the certification.

**Comment [BGS9]:** Navigation to this page will be provided via the Client's logo (located in the header and footer), breadcrumb navigation, and the website's secondary navigation (located above the footer).

## 6.3 Home

### • Welcome Statement

A photo of Client's staff (†) will be displayed above a brief welcome statement (†) and introduction of Client's company (†).

- **Featured Project: *Project Title***

- Primary photo
- Industry: Sub-Industry
- Service(s)
- Description
- "View Slideshow" button
- "View our Portfolio" button

**Comment [BGS10]:** Auto retrieved from the OUR PORTFOLIO section of the CMS.

**Comment [BGS11]:** Links to the OUR PORTFOLIO section.

- **Featured Service: *Service Title***

- Graphic representing the service (†)
- Brief introduction of the service (†)
- "More Info" button

**Comment [BGS12]:** Auto retrieved from the OUR SERVICES section of the CMS.

**Comment [BGS13]:** Hyperlink to the associated OUR SERVICES sub-page.

- **Specialized Industries**

Four tiles will be displayed which represent the four main industries that Client services. Below each tile, the list of sub-industries will be displayed for each industry.

**Comment [BS14]:** Hyperlinks to the associated INDUSTRY section.

**Comment [BS15]:** Hyperlinks to the associated INDUSTRY sub-page.

- **Our Services**

Client's services will be listed in a tiled layout. Each tile will feature a title, graphic representing the service, and a brief introduction of the service.

**Comment [BGS16]:** Hyperlink to the associated OUR SERVICES sub-page.

- **Preferred Products**

The logos of Client's preferred products will be displayed.

**Comment [BGS17]:** Auto populated from the OUR SERVICES section of the CMS.

**Comment [BS18]:** In the event that Client's preferred products will not fit in the available space, a specific number of products will be selected for display at random on each page load.

## 6.4 Primary Website Content

This is the content that we want to emphasize and will therefore be made available via the website's primary navigation system.

### 6.4.1 Our Services

This "landing page" will showcase a list of Client's services:

- Title (†)
- Graphic representing the service
- Brief introduction of the service (†)
- "More Info" button

**Comment [BS19]:** Section will appear in primary navigation; a drop-down menu will populate a list of the sub-pages (individual services).

**Comment [BGS20]:** Hyperlink to the associated sub-page.

**Comment [BGS21]:** Hyperlink to the associated sub-page.

Development of the website includes creation of the following OUR SERVICES sub-pages. The first sub-page, COMMERCIAL PAINTING, details the content that will be displayed; each subsequent sub-page, or service, will have the same functionality.

#### 6.4.1.1 Commercial Painting

- Photo header representing the service
- Detailed description of Client's qualifications and experience with the specific service, as well as the benefits of the service (sales pitch)

**Comment [BS22]:** Navigation for the list of services will appear in the left-column when inside the OUR SERVICES section.

- MAINTENANCE PROGRAMS
- "Get a Free Estimate" button

- **Industries that we provide *Commercial Painting* services for:**

A list of the industries and sub-industries that Client has associated with the service will be displayed in a bulleted list

- **Latest *Commercial Painting* Project**

The most recently added project associated with this particular service will be showcased here:

- Title (+)
- Primary photo (+)
- "See Photo Gallery" button
- Industry: Sub-Industry (+)
- Service(s) performed (+)
- Description of job (+)
- "See more *commercial painting* projects" button

- 6.4.1.2 **Epoxy & Floor Coatings**
- 6.4.1.3 **Abrasive/Water Blasting**
- 6.4.1.4 **Roof Coatings**
- 6.4.1.5 **Electrostatic Coatings**
- 6.4.1.6 **Special Finishes**
- 6.4.1.7 **Restoration**
- 6.4.1.8 **Concrete**
- 6.4.1.9 **Intumescent Fire-Proofing**
- 6.4.1.10 **Brand Murals & Logos**
- 6.4.1.11 **Decorative/Faux Finishes**
- 6.4.1.12 **Wall Coverings**
- 6.4.1.13 **Tank Coating & Lining**

## 6.4.2 **Specialized Industries**

Four tiles will be displayed which represent the four main industries that Client services. A brief introduction of the industry will be displayed below each tile. Below the introduction, the list of sub-industries will be displayed.

Development of the website includes creation of the following SPECIALIZED INDUSTRIES sub-sections. The first sub-section, GOVERNMENT / PUBLIC WORKS, details the content that will be displayed; each subsequent sub-section, or SPECIALIZED INDUSTRY, will have the same functionality.

### 6.4.2.1 **Government / Public Works**

- Photo header representing the industry
- Detailed description of Client's qualifications and experience in the specific industry (sales pitch)

**Comment [BS23]:** If applicable, see notes under OUR SERVICES section of the CMS for details.

**Comment [BGS24]:** Loads the GET A FREE ESTIMATE form.

**Comment [BS25]:** Hyperlink to the associated INDUSTRY section.

**Comment [BGS26]:** Hyperlink to the associated INDUSTRY sub- page.

**Comment [BS27]:** Module will not be displayed if no portfolio projects are associated with the service.

**Comment [BS28]:** Loads INTERACTIVE PHOTO GALLERY in an AJAX window.

**Comment [BS29]:** Loads the INTERACTIVE PHOTO GALLERY in an AJAX popup window and lists slideshows associated with the service.

**Comment [BS30]:** Primary navigation with drop-down menu for industries, second level of drop-down for industry subcategories

**Comment [BS31]:** Hyperlinks to the associated INDUSTRY section.

**Comment [BS32]:** Auto retrieved from the INDUSTRIES section of the CMS.

**Comment [BS33]:** Bulleted list, auto populated from the INDUSTRIES section of the CMS. Hyperlinks to the associated INDUSTRY sub-page.

**Comment [BS34]:** Navigation for the list of industries will appear in the left-column when inside the SPECIALIZED INDUSTRIES section. Accordion system will be used to list all of the subcategories under each industry.

Each of the sub-industries will be listed in a tiled layout. Each tile will contain:

- Title (†)
- Graphic representing the sub-industry
- Brief introduction (†)
- "More Info" button

Development of the website includes creation of the following SPECIALIZED INDUSTRY sub-industries. The first sub-industry, MILITARY BASES, details the content that will be displayed. Each subsequent sub-industry will have the same functionality.

#### 6.4.2.1.1

##### **Military Bases**

- Photo header representing the sub-industry
- Detailed description of Client's qualifications and experience with the specific sub-industry (sales pitch)
- "Get a Free Estimate" button

- **Services that we provide in the *Military Bases* industry:**

A **list of services** and sub-industries that Client has associated with the sub-industry will be displayed in a bulleted list.

- **Latest *Military Bases* Project**

The most recently added project associated with this particular sub-industry will be showcased here:

- Title (†)
- Primary photo (†)
- "See Photo Gallery" button
- Service(s) performed (†)
- Description of job (†)
- "See more *military bases* projects" button

**Comment [BS35]:** Bulleted list, auto-populated by the SERVICES or INDUSTRIES content-type, each hyperlink to the associated OUR SERVICES sub- page.

**Comment [BS36]:** Module will not be displayed if no portfolio projects are associated with the sub-industry.

**Comment [BS37]:** Loads INTERACTIVE PHOTO GALLERY in an AJAX window.

**Comment [BS38]:** Loads the INTERACTIVE PHOTO GALLERY in an AJAX popup window and lists slideshows associated with the sub-industry.

	6.4.2.1.2	<b>Commissaries</b>
	6.4.2.1.3	<b>State, County &amp; City Buildings</b>
	6.4.2.1.4	<b>Municipal Buildings</b>
	6.4.2.1.5	<b>Elementary Schools</b>
	6.4.2.1.6	<b>Junior High Schools / Middle Schools</b>
	6.4.2.1.7	<b>High Schools</b>
	6.4.2.1.8	<b>Parks &amp; Recreation</b>
	6.4.2.1.9	<b>Universities &amp; Colleges</b>
	6.4.2.1.10	<b>Light Poles, Freeway Barricades, etc.</b>
	6.4.2.1.11	<b>Street Stripping</b>
<b>6.4.2.2</b>	<b>Industrial</b>	
	6.4.2.2.1	<b>Water &amp; Fuel Tanks</b>
	6.4.2.2.2	<b>Silos &amp; Water Towers</b>
	6.4.2.2.3	<b>Water Treatment Plants</b>
	6.4.2.2.4	<b>Metal Structures</b>
	6.4.2.2.5	<b>Warehouses</b>
	6.4.2.2.6	<b>Piping</b>



<b>6.4.2.3</b>	<b>Commercial</b>	
6.4.2.3.1	Office Suites & Complexes	
6.4.2.3.2	Retail Spaces	
6.4.2.3.3	Shopping Centers	
6.4.2.3.4	Shopping Malls	
6.4.2.3.5	Hospitals	
6.4.2.3.6	Medical Offices	
6.4.2.3.7	Dental Offices	
6.4.2.3.8	Nursing Homes	
6.4.2.3.9	Senior Citizen Facilities	
6.4.2.3.10	Resorts	
6.4.2.3.11	Hotels & Motels	
6.4.2.3.12	Restaurants & Clubs	
6.4.2.3.13	Storage Facilities	
6.4.2.3.14	Grocery Stores	
<b>6.4.2.4</b>	<b>Residential / Private</b>	
6.4.2.4.1	Remodels	
6.4.2.4.2	Custom Homes	
6.4.2.4.3	Track Homes	
6.4.2.4.4	Apartments	
6.4.2.4.5	Condos	

### 6.4.3 Our Portfolio

Client's projects will be showcased within this section. Projects will be sorted by date in descending order. The following information will be displayed for each project:

- Title (†)
- Primary photo (†)
- "See Photo Gallery" button
- Industry: Sub-Industry (†)
- Service(s) performed (†)
- Description of job (†)

**Comment [BS39]:** Loads INTERACTIVE PHOTO GALLERY in an AJAX window.

### 6.4.4 Contact Us

- **Simple E-mail Form**
  - Name\*
  - E-mail\*
  - Phone
  - Subject

**Comment [BS40]:** Single page, separate content areas for each item.

- Message\*
- **Office Location**
  - Address (†) (with a link to Google Maps)
  - Office Hours
  - Phone & fax number(s) (†)
- **Request a Free Estimate**

## 6.5 Secondary Website Content

The following content will be made available via the website's secondary navigation system.

### 6.5.1 Contractor Resources

Client will be able to upload PDF documents (†) to this page. Each document can be assigned a category (†), given a title (†) and short description (†). Documents will be listed in a tiled layout. Options will be available to sort the documents by title or category. In "Sort by Title" view, a pagination system will activate when more than 10 documents are displayed on the page. In "Sort by Category" view, an accordion-style system will expand/collapse category to reveal/hide the documents per category.

### 6.5.2 Employee Resources

Client will be able to upload PDF documents (†) to this page. Each document can be assigned a category (†), given a title (†) and short description (†). Documents will be listed in a tiled layout. Options will be available to sort the documents by title or category. In "Sort by Title" view, a pagination system will activate when more than 10 documents are displayed on the page. In "Sort by Category" view, an accordion-style system will expand/collapse category to reveal/hide the documents per category.

### 6.5.3 Sitemap

This page consists of a hierarchic list of every public web page on the **Public Website (Frontend)** (item #6.0). This page not only assists end-users in locating content but also provides search engine robots with a central location for use in indexing the entire website.

### 6.5.4 Privacy Policy

This is a legal notice providing information about the use of your visitor's personal information collected via the website (†).

### 6.5.5 Terms of Use

This is a legal agreement describing the terms that your website visitors must agree to in order to use your website (†).

## 6.6 Custom Error Documents

In the event that the end-user encounters an error while using the website, a custom error document will be displayed providing basic information about the error and suggestions for correcting the problem. The following default HTTP error documents will be replaced with their respective custom versions:

#### 6.6.1 400 (Bad Request)

This error occurs when the end-user's request could not be understood by the server due to malformed syntax. The end-user will be instructed to change their request before trying again.

#### 6.6.2 401 (Unauthorized)

This error occurs when the end-user requests access to a password-protected area of the website without providing proper credentials. The **Sitemap** (item #6.5.3) will be included on this page in an attempt to redirect the end-user to the appropriate page.

#### 6.6.3 403 (Forbidden)

This error occurs when the end-user requests access to an area of the website that is strictly off-limits to any user. The **Sitemap** (item #6.5.3) will be included on this page in an attempt to redirect the end-user to the appropriate page.

#### 6.6.4 404 (File Not Found)

This error occurs when the end-user's request for a page is mistyped or when the requested page has been moved or deleted. The **Sitemap** (item #6.5.3) will be included on this page in an attempt to redirect the end-user to the appropriate page.

#### 6.6.5 500 (Internal Server Error)

This error occurs when there is a problem with the programming of the website. In the event of this error a detailed report will be forwarded to Developer for review. The end-user will be informed that Developer is aware of the issue and will work to correct it as soon as possible. The end-user will then be instructed to try their request again later.

### 6.7 Revisions to the Public Website (Frontend)

Client may request reasonable revisions to the **Public Website (Frontend)** (item #6.0) after Client's first review of the Project. Up to Ten (10) hours will be available for revisions to the Project. Additional revisions must be authorized and billed separately.

## 7.0 Content Management System (CMS)

Client will be granted access to Developer's CMS for the purpose of maintaining the **Public Website (Frontend)** (item #6.0). Client will have control over the following content as described:

### Interactive Photo Gallery

- Full control (add, edit, enable, disable, delete) of slideshows and slideshow photos

### Certifications

- Full control

### Website Text

Client will be able to edit the following text throughout the website:

#### Comment [BS41]:

CMS will be powered by latest stable version of Drupal.

Comments below describe which fields need to be assigned to each content type. Some are automatically assigned by the CMS ("auto"), others are set by the Client. "Associations" refer to which areas of the website are affected by changes to the content type.

#### Comment [BS42]:

Content Type Fields:

- Title
- Logo
- Description
- Date Added (auto)
- Date Modified (auto)

**Comment [BS43]:** Client will be able to edit the text (paragraphs, lists, hyperlinks, etc.). Client will not be able to edit headings and/or images.

- **Home**

- Welcome statement

- **Contact Us**

- Office hours
- Phone & fax number(s)

- **Confirmation / “Thank You” Messages**

Client will be able to edit the confirmation, or “thank you” messages, that appear to visitors after a Web form has been submitted.

- **Privacy Policy**

- **Terms of Use**

### **Preferred Products**

- Full control

### **Services**

- Full control

### **Industries**

- Full control of the sub-industries

### **Portfolio**

- Full control

### **Employee Resources**

- Full control over resource categories
- Full control over resources

### **Contractor Resources**

- Full control over resource categories
- Full control over resources

## **8.0 Testing and Debugging**

Client understands that “bugs” are a normal part of the development process. Testing and debugging is considered a normal part of the work performed under this Statement of Work.

#### **Comment [BS44]:**

Content Type Fields:

- Title
- Logo
- Date added (auto)
- Date modified (auto)

#### **Comment [BS45]:**

Content Type Fields:

- Title
- Tile Graphic
- Header Graphic
- Introduction (simple text)
- Detailed Description (enhanced text)
- Industries/Sub-Industries (checkbox for each sub-industry)
- Featured Service (checkbox, only one service can be flagged at a time)
- Maintenance Program Available? (radio button for “Yes” or “No”)

Associations:

- HOME
  - Tiled list under the OUR SERVICES heading
  - Featured Service (see content type field, above)
- OUR SERVICES

#### **Comment [BS46]:**

Content Type Fields:

- Title
- Tile Graphic
- Header Graphic
- Introduction (simple text)
- Detailed Description (enhanced text)

#### **Comment [BS47]:**

Content Type Fields:

- Title
- Primary photo
- Slideshow (will be able to select from a list of slideshows that have not been assigned to a portfolio project)

#### **Comment [BS48]:**

Content-Type Fields:

- Category (<SELECT>, “New” option for creating a new category, activates text <INPUT>)
- Title
- Description
- File (upload for PDF)

#### **Comment [BS49]:**

(same functionality as EMPLOYEE RESOURCES, above)

9.0 Training

Developer will provide Client with training sessions for the following items:

Item / Description	Reference	Hours Included
9.1 Content Management System (CMS) Client will receive training for each tool on this website. By the end of the training Client should be able to add, edit, or remove all content on the <b>Public Website (Frontend)</b> (item #6.0) that is controlled by the <b>Content Management System (CMS)</b> (item #7.0).	Item #7.0	Four (4) Hours

10.0 Project Deliverables

Subject to timely payment, Developer will upload the Project to a public web server and configure any settings needed for the Project's operation (the "Deliverables") upon completion of the tasks described in this Statement of Work. Preliminary or draft versions of these Deliverables will be made available to Client for review during the course of the Project.