



1910 E. WARNER AVE. #2E
SANTA ANA, CA 92705

PH. 833-433-8338
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INFO@O360.COM

O360 Product Definitions Effective 1/29/2021

During years of working with great clients like you, we have not had to refer to these terms more than a handful of times. But, we realize no one likes misunderstandings or confusion. So, we decided to clarify a few things. Questions or concerns? Please ask.

Payment Schedule

The first payment of the initial fee is charged on the day the order is placed. The **remaining balance will be charged 30 days after the initial charge regardless of the stage the design process is at.** The **monthly fees are charged after 90 days of ordering.** The website may or may not be live (or in public mode) at that time, but it uses all the resources that a live website uses. This payment schedule is designed to provide the funds needed for the progress of the project while giving our client unlimited time to spend on customizing the site or send us feedback.

Cancellation Policy

All monthly programs renew automatically but can be canceled by written notice given at least 5 days before the renewal date. The client must receive a cancellation confirmation (verbal cancellation confirmation without a confirmation receipt are not valid). No refund is issued for the work that has been started.

Custom Design from Scratch

Included are a custom intro/homepage design, and a matching design that is used for all inner pages. Customization of individual inner pages and the addition of other custom pages, custom animation, custom graphic design sections, videos, programming, custom functions, or other specific needs is available at an additional cost. The design process includes up to three concepts and when the concept is selected, a maximum of three rounds of revisions. Involving all decision-makers at all steps has proven successful during this process. Additional concepts and revisions are available as an add-on.

Logo Design

Includes up to 3 concepts and 3 revision rounds to the selected concept. Additional concepts or revisions are available as add-ons.

Content

Your website includes up to 30 total pages; additional pages are available as an add-on. Included are content available on content.360core.io. If your specialty is not available, custom content is available as an upgrade. Library content is added as-is unless SEO original content is ordered separately. The client is able to make any changes to any content at any time.

Patient Education Videos

Includes third party videos (see samples on our website). The number of videos and the content is controlled by the third-party provider. The videos can only be used on one registered domain. The monthly fee paid for the videos could change by the third-party provider.

Social Media

We set up custom business pages on the selected social networks. Using our content management system, or by direct access, clients can post updates or modify information on these pages. Automated posting and updating are available as an add-on.

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Mobile Website

Our websites are designed to be mobile responsive. In other words, the content will stack differently for different screen sizes. Creating a separate mobile theme is an option as an add-on.

Content Updating

The client will have 24/7 access to our online editor that allows content changes, adding pages, posting blogs or uploading images. On-demand updating of the content is included in our monthly service. We offer free support and training for use of the content management system. Additional graphics work, text and image modification, programming, advanced plug-ins, and slideshows are available as add-ons.

SEO

On-site optimization includes custom, title tags review and other improvements to the site structure. It also includes the submission of the site to the major search engines. Premium search engine optimization, including additional technical SEO, and ongoing off-site work, is available as an add-on.

Custom Emails

Domain-based email forwards can be created for staff and doctors of the practice. These email addresses can be forwarded to any email address (for example xys@gmail.com). Many of our clients choose this option as it is included in all our packages and very easy to use.

If you choose to create your own email box one account is included in the website package and if the agreement is signed with Microsoft, it will be HIPAA compliant. Additional email addresses are available based on a per-mailbox fee.

The email addresses will be compatible with email clients like Outlook, iPhone Mail, Etc. Written instructions and information are available for the setup of email clients. Technical support and troubleshooting of such programs are the responsibility of the client.

Advanced Technology

We use advanced, reliable infrastructure, software, and hardware. Many of these services depend on the performance of third-party technology, data centers, power lines, networks, and other involved entities. While rare, interruption of these services is always a possibility. By ordering our products you release us from any liability or claim that is originated from disruption of service, loss of data or backup files, related to your website, domain, email, marketing program or other services you have ordered. This release applies to human error even if it is of the team at O360.

Exclusivity

If custom design from scratch and exclusivity are part of your package, the design of your website will be exclusive to your area. In other words, we will not use your design for another client located in the area surrounding your practice. National exclusivity is available as an add-on.

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Ownership

Includes ownership of one copy of the design of the website to be used for the registered domain. It also includes the ownership of the domain name. Duplication of content, and/or design, transfer of ownership, and use of the content on other domains are available as add-ons. If you decide to move the website to another host, you are fully responsible for all the steps involved and understand that you need a full understanding of Wordpress, Databases and other plugins involved with hosting a website. We will provide the files you need, but the implementation is the responsibility of the client.

Patient Forms

The addition of your PDF forms to the website is included. Patients will be able to download or print these forms. Design and creation of the PDF forms, fillable forms and/or creation of HIPAA compliant electronic versions are available as add-ons. The regular contact form or appointment requests are NOT automatically HIPAA compliant and are not designed to be used for medical information. If you require HIPAA forms, please talk to us separately.

Legal Notices

It is the responsibility of the client to provide appropriate legal notices and policies for their website. Also, if you use a form and/or an email account for transferring patient information, it is the responsibility of the client to make sure these forms are HIPAA compliant. You can order those services through us at any time.

Clients are also responsible to make sure their website, it's content, and imagery, comply with all federal, state and local laws and regulations. We are here to assist you. This includes laws like ADA (American with Disability Act). Many of the solutions to these requirements may require significant investment and are not included in a standard package offered by Optimized360. Please make sure to discuss your legal needs with our team to ensure legal protection and compliance with laws that apply to you.

Add-Ons

Add-on projects are charged at an hourly rate of \$99/hr with a minimum of one hour increment.

Enjoy your new website!

[Previous Version replaced on 01-29-2021](#)