Purchase Policy – Website Design, Build & Marketing Services

Effective Date: 1 October 2026

Service Provider: KiwVia Web&Design
Platform: Wix (www.wix.com)

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1. Service Overview

I provide professional, Wix-based website design and build services tailored to your business needs. My goal is to deliver a clean, modern online presence without the high costs of a traditional agency. Whether you are launching a new brand or refreshing an existing Wix site, I will build your site from scratch or revamp your current design.

This policy applies to all website design, build, and ongoing care projects delivered on the Wix platform, as well as associated social media and email marketing services.

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2. Pricing & Payment Terms

- **Currency:** All project fees are quoted in **NZD**.
- **GST:** The services fees are not including GST, it is not GST-registered, unless further notifications.
- **Payment Schedule:** Payment terms are as outlined in your individual quote or proposal. Unless otherwise agreed in writing, payment is due **immediately** upon invoicing.
- **Late Payments:** Work may be paused if payments are not received by the due date.

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3. Wix Subscription Plans & Fees

My service fees **do not include** Wix subscription costs. You will pay Wix directly for your chosen plan.

- **Plan Selection:** Current Wix plans and pricing can be viewed at wix.com/plans. Prices shown on Wix are indicative, subject to change by Wix at any time, and are displayed in USD.
- **Recommendations:**
    - **Core or Business Plans:** Strongly recommended for small businesses. These allow you to accept online payments, connect a custom domain (often free for the first year on annual plans), and remove Wix branding.
    - If you don`t choose a plan, your site will display Wix branding/ads and use a non-professional subdomain (e.g., username.wixsite.com). This is suitable only if you communicate primarily via direct links and do not require a professional domain appearance.
- **Billing:** Wix subscriptions are billed monthly or yearly directly by Wix. Promotional discounts (e.g., 50% off) are subject to Wix's terms.

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4. Domain Name

- **Custom Domain:** A custom domain (e.g., yourbusiness.com) is strongly recommended for a professional appearance.
- **Costs:** On annual Core or Business plans, Wix typically includes a free domain for the first year; renewal fees apply thereafter (usually NZD 15–25/year, depending on the extension).
- **Management:** Domain registration and renewal fees are your responsibility. I am happy to assist with setup and management upon request, but ownership must remain with you.

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5. E-Commerce & Payment Processing

- **Capabilities:** With e-commerce settings enabled, your site can accept various payment methods.
- **Processing Fees:**
    - **Wix Payments:** Typically charges ~2.9% + USD 0.30 per online card transaction (excluding American Express, which is higher).
    - **Third-Party Gateways (e.g., Stripe):** Their fees apply instead (typically similar ranges).
- **Responsibility:** These fees are charged by the payment provider, not by me, and are your sole responsibility.

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6. Project Scope, Process & Revisions

6.1 Included in My Fee

- Discovery and planning.
- Site structure and design on Wix.
- Content integration (text and images you provide).
- Basic on-page SEO setup.
- E-commerce configuration (if included in your quote).
- Handover training (online session and/or documentation).

6.2 Design Brief & Timeline

- **Questionnaire:** After purchasing the plan, you will receive a design questionnaire to capture your preferences for layout, colour scheme, and style.
- **Delivery:** I will complete the website design and build within **three weeks** of receiving your completed questionnaire.

6.3 Revisions

- The quote includes one round of revisions.
- Additional revisions or major scope changes (e.g., adding new pages or features not in the original brief) may incur extra charges, which must be agreed upon in advance.

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7. Content & Assets

- **Client Responsibility:** You are responsible for providing all text, images, logos, and brand assets unless otherwise agreed in writing.
- **Additional Services:** If you do not have these ready, you may engage my additional services for logo design, photo editing, or copywriting, which will be quoted and billed separately.
- **Stock Assets:** If I source stock images, icons, or other assets on your behalf, any associated costs will be discussed and approved before purchase.

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8. Site Handover & Ongoing Management

- **Handover:** Upon completion, I will hand over the site ready for you to manage in your own Wix account.
- **Ongoing Updates:** I can provide ongoing updates and maintenance (content changes, small tweaks, etc.) under a separate **Website Care** arrangement (see Section 12).

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9. Cancellations & Refunds

- **Project Cancellation:**
    - If you cancel the project **within 2 weeks** of the order date, **40%** of the project fee is refundable.
    - If you cancel **after 2 weeks**, the fee is **non-refundable**.
- **Wix Fees:** Wix subscription fees paid directly to Wix are subject to Wix's own refund and cancellation policy.

Subscribed Services (e.g., Monthly Care Plans, Marketing Packages)

- Subscribed services operate on a month-to-month basis.
- Either party may cancel subscribed services with **one month's written notice**.
- Fees are billed monthly in advance; no refunds are provided for partial months once service has commenced.

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10. Social Media & Email Marketing Services

This section outlines the terms for ongoing marketing packages.

10.1 Strategy & Planning

- **Onboarding:** Includes an initial discovery call and brand audit (positioning, audience, goals, competitors).
- **Roadmap:** A short or long-term content & campaign roadmap aligned to your business objectives.
- **Review:** Monthly strategy review email to refine focus based on performance.

10.2 Content Creation

- **Social Media (Facebook, Instagram, LinkedIn, etc.):**
    - Up to **2 feed posts per platform per week** (or adjusted per your needs).
    - Mix of formats: static graphics, carousels, short-form video/reels concepts (filming by client), and LinkedIn articles/posts.
    - Professional copywriting (headlines, captions, CTAs, hashtags).
    - Basic graphic design using your brand guidelines.
    - *Optional:* 2–4 short-form video concepts per month (scripts + shot list; filming by client).
- **Blog Writing:**
    - **1 long-form blog post per week** (800–1,200 words), SEO-oriented and aligned with your services/products.
    - Includes keyword research and on-page SEO (title, meta description, headings, internal links).
    - Blog formatted and ready to publish on your website.
- **Email Marketing:**
    - Up to **2 email campaigns per week** (e.g., newsletter + promo).
    - Full copywriting: subject lines, preheader, body, CTAs, and basic layout guidance.
    - Audience segmentation recommendations.

10.3 Publishing & Distribution

- Scheduling and publishing of all social posts to agreed platforms.
- Cross-posting of blog links to social channels with tailored captions.
- Setup and scheduling of up to 2 email campaigns per week in your ESP (Wix plan available for surcharge or your own email account).

10.4 Community & Performance Management

- **Monitoring:** Weekly monitoring of comments and messages on managed platforms (response within 1 business day; escalations flagged to you).
- **Reporting:** Monthly performance report covering:
    - Reach, engagement, follower growth (social).
    - Open rate, click rate, conversions (email).
    - Blog traffic, time on page, top posts.
    - Insights and recommendations for the next month.

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11. Ongoing Website Care & Prepaid Update Options

After your website is launched, you can choose an ongoing care plan to keep your site updated, secure, and performing well, or use prepaid update packs for flexible, as-needed support. *Note: Wix itself provides core hosting, security, and backups; these plans focus on content updates, monitoring, and subscriber/automation management*.

11.1 Monthly Care Plans

Monthly care is available in two tiers: **Basic Care Plan** and **Growth Care Plan**. Full details are provided in the separate "Web Hosting Services" section.

Billing & Terms:

- Fees are quoted in NZD and billed **monthly in advance**.
- Plans operate on a **month-to-month** basis unless otherwise agreed.
- Unused time or minutes **do not carry over** to the next month.
- Either party may cancel with **30 days' written notice**.

11.2 Prepaid Update Packs

For clients who prefer flexible, as-needed support, prepaid update packs are available.

How It Works:

- You purchase a pack of care in advance (e.g., **Small** or **Advanced** package).
- Hours can be used for content updates, design tweaks, subscriber/automation work, and integrations.
- **Upload Package:** Covers only pre-defined tasks selected at the time of purchase. These tasks must be specified in the form provided after purchase. Any changes or additional tasks requested after submission may incur an extra surcharge.
- A brief description of work performed and remaining balance is provided with each update.

Terms for Prepaid Packs:

- Prepaid hours are valid for **7 days** from the date of purchase unless otherwise agreed.

- Additional work beyond the purchased pack will be quoted and approved before commencement.

12. Ownership & Assets

Upon full payment of all project fees, the completed website will be your sole asset. You will have full ownership and control of:

- The Wix site and all pages built as part of the project,
- Any custom design elements created specifically for your site, and
- All content you have provided (text, images, logos, etc.).

I will transfer the site to your Wix account (or confirm your ownership if built directly in your account) and provide any necessary handover documentation or training.

Exclusions:

- I retain the right to display images of the completed website in my portfolio and marketing materials unless otherwise agreed in writing.
- Any third-party assets (e.g., stock images, fonts, plugins) remain subject to their respective licences and terms.

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13. Acceptance

By purchasing a website project or service package, you acknowledge that you have read, understood, and agree to this Purchase Policy, along with any project-specific quote or proposal.