



## Shopify Maintenance & Growth Contracts

BTown Web offers Maintenance & Growth Contracts to help your Shopify store maximize revenue. There are 2 primary ways we can help increase your sales:

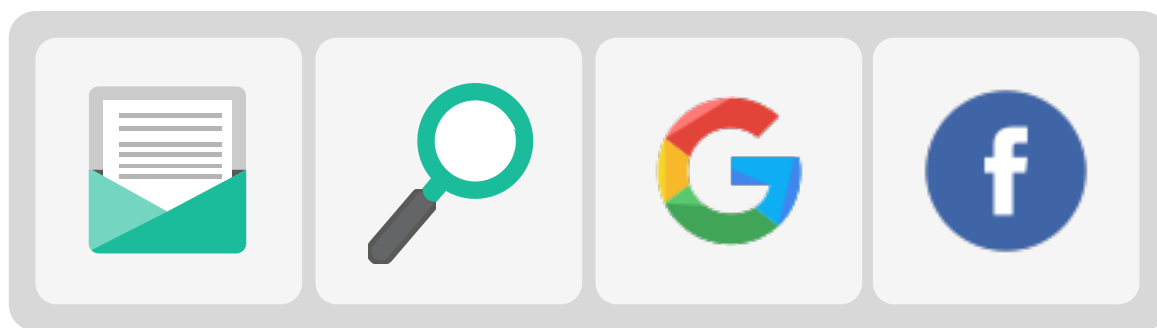
### On Demand Technical Assistance

BTown Web is your on call Seattle based development team (no offshoring guarantee) to help with bug fixes, app installs and small feature requests. Shopify and the apps you install will update their software periodically and it can cause glitches or problems with your site that require programming skills to fix.



### Growth Strategies

For a complete list of ideas on how to increase revenue in your business checkout our free Ecommerce Growth Strategies. Here is a sample list of growth opportunities for your store:



- ▶ Automated Emails (win backs, welcome series, segmented discounts)
- ▶ Loyalty Program (incentivize customers to become brand ambassadors)
- ▶ Recurring Orders (create a sustainable and repeatable revenue source)
- ▶ Wholesale Program (setup a tiered pricing structure for wholesale customers)
- ▶ Conversion Optimization (add trust symbols, related products and much more)
- ▶ Custom Search (promote bestselling products, move excess inventory)
- ▶ Product Reviews (encourage product reviews on site and syndicate to advertising channels)
- ▶ Google Product Listing Ads (connect Shopify inventory to the Google Merchant Center)
- ▶ Facebook Advertising (Kit CRM and other custom implementations)
- ▶ Email Capture (develop landing pages, setup Wheelio, give away free information products)
- ▶ Page Speed Optimization (minimize images and clean up JavaScript on site)

Many of the ideas above can help you dramatically increase the revenue of your store. These suggestions are examples of projects BTown Web can assist with, if you have a custom feature request we can help!

## Why do you Need Programming Assistance?

If you are comfortable editing Shopify Liquid templates or making changes to the Shopify Script Editor, then you may not need technical help for day to day activities. However most of our customers are focused on creating new products, developing strategic partnerships, managing inventory, hiring employees and building a dynamic business. If you don't have time to fix your own site or program new features, BTown Web can be your growth partner.

## How can BTown Web Help?

BTown Web can provide on demand programming services for maintenance, growth or both!

### #1 BTown Web Maintenance Contract

Running your Shopify store, fulfilling orders, marketing your products and dealing with customers is a full time job. BTown Web is your on demand development team to help with bug fixes, app installs and small feature requests.

#### What can BTown do for you?

Let us take site maintenance off your plate:

- ▶ Maintenance support
- ▶ Application Installs
- ▶ Small Feature Requests
- ▶ Shopify Script Editor Updates

#### How does it Work?

Here is how you contact our Seattle based team of programmers:

1. Submit a ticket via email or through our client portal
2. Receive a response from our customer support team that your issue/feature request has been logged
3. Receive an additional email with an estimated time to complete
4. Task is completed and you are notified to review the implementation

Our in-house team of professional programmers are on hand to fix any bugs or issues that pop with your Shopify store. Did you implement a new app and it broke your collections page? Let us help you fix it. What about a new pop over add that you installed, did you make sure to check and see how that looks on a mobile device? If there are issues we can fix them so your traffic keeps converting into customers.

## Maintenance Contract Cost

Maintenance Contracts are billed at \$175 an hour with a 2 hour monthly minimum requirement. Hours (billed in ½ hour increments) are prepaid and billed twice a month on the 1st and 16th. There is an upfront setup fee of one hour and you can cancel your contract at any time.

## #2 BTown Web Growth Contract

Running your Shopify store and staying on top of the latest growth trends is hard work. BTown Web has helped many companies implement many of the growth strategies listed above and in our Ecommerce Growth Group.

### What can BTown do for you?

Let us help you increase revenue in your business:

- ▶ Site Maintenance and everything included in the maintenance contract in Option #1
- ▶ Dedicated Project Manager/Programmer
- ▶ Strategic Growth Meetings
- ▶ Growth Strategy Implementation (many ideas provided above in the “Growth Strategies” section of this document)
- ▶ Revenue Optimization Roadmap
- ▶ Marketing guidance for SEO, Paid Advertising, Social Media as well as other suggestions that have worked for our business and our clients
- ▶ Page Speed improvements, we will tackle page speed improvements on your site
- ▶ Small, Medium and Large Feature Requests
- ▶ Custom Shopify Apps (product customizers, POS Apps, custom wish lists and much more)

### How does it Work?

Here is how our Growth Contracts work:

1. Once you sign up you receive a dedicated Project Manager/Programmer
2. Monthly, Weekly or Quarterly (depending on your plan) Project Manager Meetings
3. All Growth Contract Companies will meet at least once with a Growth Manager
4. Growth Manager Strategy Meetings (Initial, Quarterly or Monthly)
5. Revenue Optimization Roadmaps (Quarterly or Monthly)



**BTownWeb**

[www.BTownWeb.com](http://www.BTownWeb.com)

### Growth Contract Options

There are 3 different Growth Contracts options:

	STANDARD	PREMIUM	MARKET LEADER
Monthly Hours	6-10	10-20	20-80
Dedicated Proj. Mgr./Programmer	Yes	Yes	Yes
Project Manager Meetings	Monthly	Bi-weekly	Daily/Weekly
Growth Mgr. Strategy Meetings	Initial	Quarterly	Monthly
Revenue Optimization Roadmap	N/A	Quarterly	Monthly

At the end of each month if you have remaining unused time, those hours will roll forward into the next month, with a max of 50% of your monthly commitment rolling over.

All Growth Contract customers will receive a dedicated project manager and conduct at least one Growth Strategy session. When you sign up for our Premium or Market Leader Growth Contracts, your Growth Manager will also partner with you to create a revenue optimization roadmap. That plan will include all of the features critical to increasing top line sales in your ecommerce site.

You can also submit ad hoc bug fixes and small feature requests through our client portal at any time when you are enrolled in a Growth Contract.

### Growth Contract Cost

Growth contracts are billed at \$175 an hour with a 6 hour monthly minimum requirement. Hours are billed twice a month on the 1st and 16th in increments of a half hour. There is an upfront setup fee of one hour and you can cancel your contract at any time.

## Ready to Sign Up?

If you have any questions, call us or send a mail

611 SW 153rd Street,  
Seattle WA 98166

206.419.5107  
chad@btownweb.com

## **What is covered in the maintenance support?**

If you are experiencing design issues, broken pages or your customers are having issues with your site in different browsers we can make updates to fix your Shopify store.

Our maintenance contract does not cover major projects. For example if you need to build a private app, or are looking for a complete redesign of your site we can help you with that work it would be done separately outside of your maintenance contract.

## **Can I upgrade from Option #1 to Option #2 at any time?**

Yes! At any time you can upgrade from a Maintenance Contract to a Growth Contract. You can also upgrade from a Standard Growth Contract to a Premium Growth or Market Leader Growth Plan whenever you want.

## **What if I need onsite programming assistance?**

We can provide on-site support with our programming staff at a rate of \$200/hour. We do ask that you give us 3-5 working days advance notice if you want to book onsite assistance.

Emergency on-site support is available if you need a programmer in the next 12-24 hours, that rate is \$250/hour. We don't provide onsite support at night (any time after 6pm PST)

## **Can I Quit at any Time?**

You can cancel your contracts at any time and you will not be charged for future services in your Maintenance or Growth Contracts.

## **I thought Shopify provided support?**

Shopify does provide you with platform support for when you have a problem with the hosting, administration or the checkout process. BTown Web's support works alongside Shopify's support to give you a best in class website.

## **What if I have more questions and not sure which plan I should sign up for?**

Contact us and we can help! Send us an email or reach out to me directly and I can help you out.

# Sign Up!

## Select Option

☐ **Maintainance program**

### Growth program

- ☐ Standard
- ☐ Premium
- ☐ Market leader

Company:

Contact:

Contact Email:

Contact Phone Number:

Adress:

Signature:

## Credit Card Info

Credit Card Name:

Credit Card Number:

Expiration Date:

CCV:

Billing Contact:

Billing Email:

# TERMS OF SERVICE

## PROGRAM SETUP FEE

The Client shall pay a one-time Support setup fee equal to one hour of work.

## MONTHLY SUPPORT WORK MINIMUM FOR UPKEEP PROGRAM

The Client agrees to pay for a minimum of two hours of support each month as long as they remain enrolled in a BTown Web contract.

## SCOPE OF SUPPORT

For Maintenance and Growth Contract clients, support is billed at a rate of \$175/hour billed in 30 minute increments. The scope of this support may include some of the following

- ▶ Features (small, medium or large)
- ▶ Application Installation
- ▶ Custom Application Development
- ▶ General Consulting - Feature consulting and user instruction
- ▶ Design & User Experience Support - Design assessment, consulting, and light customizations
- ▶ Third-Party App Support - Consulting, installation, configuration, upgrades, and troubleshooting
- ▶ Performance Support - Performance analysis and consulting
- ▶ Scoping Exercises

## RESPONSE TIME & BUSINESS HOURS

BTown Web responds to Support Requests within 3 hours during regular business hours (Monday-Friday 8:00am – 6:00pm PST). The Support Program is closed Memorial Day, July 4, Labor Day, Thanksgiving Day, Christmas Day, and New Year's Day.

## RATES, MINIMUMS & INVOICES

### Maintenance Program

The Client shall be invoiced \$175 for every hour of Support during each billing period, with a 30 minute minimum. If the Client has not reached the 2 hour work minimum during the month, BTown Web will charge the Client for the remaining time. BTown Web invoices for Support Requests on a biweekly basis.

### Growth Program

The Client shall be invoiced \$175 for every hour of Support during each billing period, with a 30 minute minimum. If the Client has not reached the 2 hour work minimum during the month, BTown Web will charge the Client for the remaining time. BTown Web invoices for Support Requests on a biweekly basis.

At the end of each month if you have remaining unused time, those hours will roll forward into the next month, with a max of 50% of your monthly commitment rolling over.

## **LIMITATION OF LIABILITY**

In no event shall BTown Web be liable to the Client for any lost profits, lost savings or incidental, indirect, special or consequential damages, arising from, connected with, or related to this Agreement.

## **LENGTH OF SERVICE AND TERMINATION**

This is a month-to-month Agreement between BTown Web and the Client, and shall remain in effect unless terminated as provided herein. The Client may terminate this Agreement upon written notice. Upon termination, BTown Web will immediately stop any and all ongoing work and invoice the Client for unpaid support through the date of termination. The Client shall not be entitled to any refund of invoices previously paid, recurring monthly support fees, or billable support upon termination.

## **GOVERNING LAW**

This Agreement and the rights and obligations of the parties hereunder shall be governed by, construed in, and enforced in accordance with the laws of the State of Washington, without regard to its conflict of law rules and applicable federal law. The United Nations Convention on Contracts for the International Sale of Goods and Uniform Computer Information Transaction Act are expressly disclaimed.

## **NON-SOLICITATION**

You agree that during the term of this Agreement, you shall not either directly or indirectly solicit any person employed by BTown Web. Any attempt to solicit shall result in the immediate cancellation of this Agreement. Any such action on the part of the Client shall be subject to all available legal actions and BTown Web shall be entitled to any and all associated damages.