WEBSITE DEVELOPMENT

DUE DILIGENCE REPORT

PREPARED BY

Kristen Rogers, Web Developer

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EXECUTIVE SUMMARY

This document has been created and is maintained to detail the vendor and supply chain Due Diligence expectations for website development by Kristen's Koncepts.

Kristen's Koncepts offers various services to clients for websites under the umbrella term of "website development". Certain services noted under "Website Maintenance and Updates" are only provided during the website development unless this service is included in a bundled service agreement. Continuation of these services is available as a separate contract, available on request. Development services include, but are not limited to:

- Initial consultation on the client's needs, desires, and budget considerations as related to web development
- Continued consultation on the overall design of the website
- Design of website layout, elements, and graphics
- Installation and setup of certain website software necessary for the initial setup and ongoing updates of the website
- Installation and customization of website theme
- Adding/removing/updating website content as required by the client, utilizing content provided by the client
- Website Maintenance and Updates *during development*
- Website security hardening
- Providing a weekly report to the client

Please see the remaining document for details on these bullet points

This maintenance and updates contract *does not* include:
- Repair of issues arising from core settings on the server.
- Maintenance of the server where the website resides
- Issues with email
- Domain name and DNS
- Resolution of issues for which the server administrator is required

1. Initial Consultation

Kristen's Koncepts will consult with the client about what they expect from their website. We will discuss what the client wants their website to look like, in as much detail as possible. We can also include a discussion about budgetary restraints and modify the contract for web development as needed to fit within the client's restraints, on agreement with the client.

2. Continued Consultation

Throughout the design and development process, Kristen will consult with the client to ensure their acceptance of the proposed site design and overall development. This process may involve re-creating graphics or changing the layout/design of the website until the client is satisfied with the finished product. Kristen will provide expertise in color theory and art design to help the client achieve the most effective final product.

3. Design of Website Layout, Elements, and Graphics

Kristen's Koncepts will create a website design with layout, elements, and custom graphics on a staging site for the client to review and critique.

4. Installation and Setup of Website Software

Kristen's Koncepts will install and set up Content Management Software as the core of your website, preferring WordPress above other CMS systems.

5. Installation and Customization of Website Theme

Kristen's Koncepts will install and customize your website theme and customize it according to the outcome of your initial consultation. This customization process will continue throughout your continued consultation phase and the final launch to live production.

6. Adding/Removing/Updating Content

Kristen's Koncepts will add/remove/update content on the website as directed by the client. Verbiage changes will be made using content provided directly by the client or at the client's direction and guidance.

7. Website Maintenance and Updates

This section contains information on services that are provided as a part of the development process and cease after development except where included as a bundled service or contracted separately. These services are available on an ongoing basis as a separate contract, available on request

- 7.a. Performing Website Software Updates

Kristen's Koncepts will install updates to website software as needed on an ongoing and regular basis. Kristen's Koncepts perform updates as they become available, as notified by a customized script/Wordpress Plugin that will be installed on your site. These updates will be applied daily.

- 7.b. Performing Updates to The Core PHP Version Running on the Server

Kristen's Koncepts will install updates to the core PHP software version running on the server as needed by the website code to run efficiently and securely and where the update will not cause failures of the website code to execute properly.

- 7.c. Performing Security Scans of The Website

Kristen's Koncepts will ensure that daily security scans of the website are performed. Additional security scans will be performed after the installation of any website updates. These website security scans are performed with security software that is specialized to your website software and is separate and in addition to security scans performed by the server administration team. These security scans utilize WordFence, a firewall application specifically designed for your website's particular software package.

- 7.d. Performing Regular Backups of The Website's Files and Databases

Kristen's Koncepts will install the plugin WPVivid Backups, which will allow regular backups of the website's file structure and databases, scheduled to occur at midnight on server time. Additional backups will be performed before the installation of major security updates. If needed, these backups may be utilized to restore the site to a backup point. If the website is completely non-responsive, preventing the utilization of these backups, Kristen will contact the server administration team to ask them to restore the entire website instance to a previous point.

- 7.e. Maintaining an Uptime Record of The Website

Kristen's Koncepts will monitor your website for uptime/downtime. Kristen's Concepts Monitoring site will "ping" your website with small bytes of data on a regular basis and will notify Kristen if the website fails to respond adequately. In the event of website downtime, this uptime record will be updated automatically and included in the weekly report that Kristen's Koncepts provides to the client.

- 7.f. Performing Various Tasks That May Be Needed To Ensure Website Uptime

Kristen's Koncepts Monitoring site will notify Kristen should your website become unresponsive. Kristen will begin troubleshooting the website to determine the cause of the downtime and will automatically begin remediation steps to restore the website to a fully functional state. The uptime record will be communicated to the client on a weekly basis, as needed. If a website downtime is caused by an issue that will take more than approximately 15 minutes to resolve, Kristen will notify the client via email of the downtime and will update the client when the website uptime has been restored.

- 7.g. Maintaining a Data Connection

Kristen' Koncepts will maintain a data connection with your site from the Kristen's Koncepts Monitoring site which houses customized software that allows Kristen to remotely monitor your website and perform certain regular maintenance tasks.

- 7.h. Performing Maintenance Tasks on The Website

Kristen's Koncepts will be responsible for performing maintenance tasks on the website on a regular and frequent basis. In the absence of software update notifications, Kristen will scan the website for software updates, security issues, and data at a minimum of three times per week. When a software update is available, Kristen's Koncepts will be notified via email from the Monitoring site. This will trigger Kristen to perform a website backup, install software updates, and run a manual security scan as soon as possible after receiving the notification. This can happen as often as several times a day in some instances. Maintenance tasks, updates, and security scans will be included in a weekly report to the client.

- 7.i. Adding/Removing/Updating Website Content

Kristen's Koncepts will add/remove/update website content as required by the client. When content must be updated or added, Kristen will utilize content provided by the client to perform such updates. This includes blog posts (one per week maximum), website page(s) (one per month maximum), Small updates to page content (move a section, update verbiage of a section), and the addition/removal of notification and announcement banners (ex.; holiday closure announcements, special event announcements, etc) are included at no additional charge.

- **7.j. Troubleshooting Website Issues**

Kristen's Koncepts will troubleshoot a variety of website issues and, where appropriate, attempt to repair any identified issues. These issues include website display issues, website responsiveness issues, and website security issues. Upon identification of the particular issue and, if needed, research on possible repairs and problems that may arise through remediation of the identified issues, Kristen will notify the client and, where appropriate, repair the problem(s). Issues that Kristen's Koncepts is unable to take care of include server-specific related issues, though the troubleshooting process may at times identify the cause of an issue to be a server-related issue. In such instances, the troubleshooting information will be conveyed to the server administration team and assistance will be provided to the server administration team where needed to resolve any issues. The client will be notified throughout the process in steps that typically include notification of the initial issue, notification of remediation steps and waiting for permission to continue (if necessary), and resolution of the issue.

8. Website Security Hardening

Kristen's Koncepts will provide initial and ongoing website security hardening for the client. This will include updating website meta-tags, file structure, .htaccess, and any other necessary website areas identified in our initial security analysis. If not already installed, Kristen's Koncepts will install a software package Web Application Firewall on your site that will analyze visitor traffic and login attempts to determine the viability of each visitor "hit", determine bot traffic, block website threats as needed, and maintain certain security measures. Additional software may be installed as needed to maintain or update security hardening measures. These hardening measures are intended to further secure your website against hackers and other forms of attack.

9. Providing a Weekly Report

Kristen's Koncepts utilizes customized software on Kristen's Koncepts Monitoring Site that monitors your website for connectivity, updates and changes to software, performance of security scans, and performance of manual website and database backups. This information is compiled into a PDF file and emailed to the client every Thursday night, to arrive at the client's inbox on Friday each and every week. Please note that these reports do not include automatic backups that are performed on a regular basis. The client is free to download and save these reports as desired, and are encouraged to share samples of these reports to audit officers.

10. Kristen's Koncepts Limits of Service

Kristen's Koncepts can perform limited server-related services. Our scope of service is entirely related to website content and software, While Kristen does maintain her knowledge of server systems and her relationship with the server administration team, the scope of work for web development is limited strictly to website code, images, verbiage, and database work. In the event that the server administration team is required to repair an issue, Kristen will freely contact the team to notify them of the issue and assist in the repair where necessary. The server administration team will be responsible for obtaining permission to spend time and manpower to repair issues.

When an issue or multiple issues will require more than the allotted time for a standard maintenance and updates contract (300 monthly minutes). Kristen will inform the client of the estimated overage and issue an invoice at the completion of the work or resolution of the issue.

WEBSITE FILES → **WEB HOST (SERVER)** → **INTERNET** ↔ **WEBSITE VISITORS**
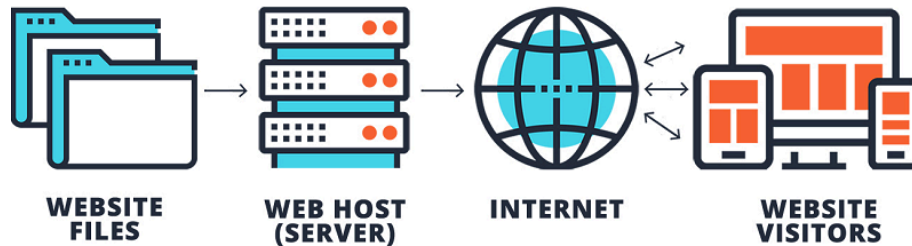
Kristen's Koncepts assumes responsibility for the software updates needed to the Website Files and for the security of these files. Kristen's Koncepts is unable to assume responsibility for the Web Host layer, internet layer, or visitors of the website beyond where those visitors may pose a security threat to the website itself. Services are provided under a retainer-fee schedule. Excessive website content updates, emergency repairs, software updates that trigger problems, and other unforeseen circumstances may require more work and manhours than is covered by the retainer fee. In such circumstances, Kristen will attempt to obtain permission to continue and notify the client of the eventuality of an overage. After overage work, an invoice will be issued according to the billing schedule that follows further in this document in the "Additional Services Available" table.

Kristen's Koncepts Contact Information

Kristen Rogers (d.b.a. Kristen's Koncepts)

Address:
6248 US HWY 21 Business
Jonesville, NC 28642

Email: kristen@kristenskoncepts.com

Business Hours: Mon - Fri 10 am - 6 pm Eastern Time

Primary Contact: Kristen Rogers, 336-793-7574, kristen@kristenskoncepts.com

Secondary Contact: John Rogers, 336-793-7346, lazerath25@gmail.com

Emergency Contact: Jenny Dial, CBAI, 217-553-7590, jennyd@cbai.com

Technical Obstacles

Changing any website that is already live is always a challenge. There may be unforeseen effects of even small updates which will need to be fixed ASAP. These unforeseen effects are usually minor and do not result in any overage charges.

Updating PHP versions can trigger a number of different errors on occasion that require additional work to fix. This can be problematic in regard to unexpected billable work time. Rarely, a PHP version change can trigger unrecoverable errors in a site that was built on a much older previous version, rendering the site unusable. In these instances, I will roll back the version change and discuss a full website update to something that is compatible with new and future stable PHP versions.

Additional Services Available: CBAI Member Rates

ID	Service	Hourly Rate	Regular Rate	Minimum Hours
General Work-Based Payment Schedule				
CPHR	Contractual per-hour rate	$59	$65	As Per Contract
STBK	Stop-Break (fix broken site, emergency, during regular working hours: 9 am - 5 pm Monday through Friday)	$68	$75	30 Minutes
EMER	After-hours & weekend/off-hours emergency	$99	$110	30 Minutes
DESI	Separate graphic designs, regular working hours: 9 am - 5 pm Mon - Fri	$63	$70	30 Minutes
DEVE	Separate/Additional development/coding regular working hours: 9 am - 5 pm Mon - Fri	$63	$70	30 Minutes

Contractual per-hour rates are discounted due to the "package rate" nature of the contract. Additional services will be performed as requested and as possible on a first-come basis. Additional services requested to add to a contract package will be calculated at the above rates. Additional services will be billed via email invoice with payment expected ASAP, not to exceed 10 business days. Failure to pay a billed invoice will result in a refusal to perform further services and, if the bill exceeds $1,000, legal action may result. Convenient online invoice payment options will be made available to expedite your clearance of debt.

Refund & Non-Payment Policy

The final price of your project is subject to change based on the demands of the client's needs. Excessive upgrades, changes, and updates not listed in the initial proposal will be considered "scope creep" and, as such, are subject to increased associated costs. Any increased costs associated with change requests are to be plainly explained to the client via email and shall be approved or rejected by the client via email, to maintain a documented chain of communication. When emergency work is required, I will make every good-faith effort to contact the client but will continue to complete the emergency work regardless of contact with the client unless specifically directed to do otherwise. This will be reflected in the email communications and the final invoice.

Full refunds are not available for maintenance and update contracts because work will begin immediately upon receipt of the initial payment. ***A partial refund*** may be issued if the developer fails to complete the work as per the contract or agreement. ***A pro-rated partial refund*** may be issued on contracts that are paid on a quarterly or annual basis for unused months upon request.

Payments are to be completed within 10 business days of receipt of the invoice.

- Failure to complete the payment will result in no work being completed on your contract until the invoice has been paid in full.