

Website Development Contract

This Agreement is entered into on this October 15, 2025, by and between:

Kisha Marie Digital Marketing Services, represented by **Ms. Kisha Marie Parubrub**, with principal office at **General Santos City, Philippines**, hereinafter referred to as the “**Agency Owner**”,

– and –

Mr. Michael R. Simbulan and **Ms. Katrina O. Simbulan**, of **MK Lanoch Trading and Development Corp.**, located at **Unit 411-G Asia Enclaves Alabang, West Service Road, Cupang, Muntinlupa**, hereinafter referred to as the “**Client**.”

Collectively referred to as the “**Parties**.”

1. PROJECT OVERVIEW

The Agency Owner agrees to design, develop, and launch a **subscription-based business directory website** for the Client.

This platform will serve as a client listing and membership system with full subscription functionality, automation workflows, email marketing data capture, and visitor/client analytics integration.

The project will be executed by **Mr. Randmc V. Macion**, Developer under **Kisha Marie Digital Marketing Services**, supervised by the Agency Owner.

2. SCOPE OF WORK

The following services are included in the fixed project cost of **₱190,000.00**:

A. Website & Backend Build

- WordPress installation and setup on SiteGround (or equivalent hosting)
- Domain and SSL configuration

- Custom web design for:
 - Homepage
 - About Page
 - Services Page
 - Contact Page
 - Client Directory Page
 - Business Listing Template Page
 - Fully responsive design (desktop, tablet, mobile)
 - Up to 3 rounds of design/UI revisions; functional adjustments and bug fixes remain unlimited during development and until UAT
 - Setup of global styles, color palette, typography, and layouts
 - Development of a secure admin backend
 - Plugin setup and licensing (client to purchase their own)
 - Integration of the following plugins:
 - Elementor Pro
 - RankMath or Yoast SEO
 - Site Kit by Google
 - Advanced Custom Fields
 - Brevo (for email automation)
 - Wordfence or equivalent security plugin
 - Cache Plugin (LiteSpeed or WP Rocket)
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B. Client Management System

- Dedicated **Client Dashboard** (login, manage listings, view payments)
 - **Admin Dashboard** for approving, rejecting, or editing submissions
 - Role-based user permissions (Admin, Client, Sub-Admin)
 - Dynamic, unlimited client listings (auto-generated from a single directory template)
 - Email notifications for submission, approval, and renewal updates
 - No per-page charges for listings — only for new, custom-designed pages outside the main directory structure
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C. Payment Integration & Subscription Flow

- Integration of Xendit as the primary payment gateway. Other local gateways such as PayMongo can also be integrated if needed; Xendit recommended due to existing WP plugin.
 - Configuration of subscription logic (monthly, annual, or custom intervals)
 - Automated renewal and failed payment notifications
 - Setup of invoice and payment confirmation emails
 - Integration of payment logic with directory access control (auto-renew/suspend)
 - Full test transactions for verification
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D. Automations, SEO, and Analytics

- Email automations:
 - Renewal reminders
 - Subscription confirmations
 - Approval/rejection emails
 - Client onboarding
 - Brevo (formerly Sendinblue) integration for automation workflows
 - Visitor data capture (email collection form for email marketing)
 - Basic technical SEO setup:
 - Editable title tags and meta descriptions (via RankMath/Yoast)
 - XML sitemap and robots.txt
 - SEO-friendly URLs
 - Basic analytics setup:
 - **Google Analytics 4**
 - **Google Search Console**
 - Installed via **Google Site Kit**
 - Baseline performance optimization (caching, image compression, CDN-ready)
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E. Admin & Client Training (One-Time)

- 1 Admin training session (via Zoom or recorded video)
 - 1 Client-facing tutorial video showing how clients manage their listings
 - Both sessions included in the project (not part of maintenance hours)
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F. Security, Backup & Post-Launch Support

- SSL setup and verification
- SiteGround daily backups
- Security monitoring (Wordfence)
- Continuous backups enabled beyond maintenance window
- 45 days free post-launch support for:
 - Bug fixes
 - Minor content or layout adjustments
 - Early-stage monitoring

3. TOOLS AND LICENSES

The Client agrees to provide or purchase licenses for third-party tools and platforms as listed below.

All accounts and subscriptions shall remain under the Client's ownership and credentials.

Tool	Description	Est. Annual Cost
SiteGround GrowBig	Hosting + SSL + backups	~₱5,000/year
Elementor Pro	Page builder	~₱4,800/year
RankMath / Yoast	SEO plugin	Free / optional Pro
Brevo	Email automation	~₱6,000/year
Advanced Custom Fields	Dynamic content fields	~₱2,700/year

4. PREREQUISITES

Before commencement, the Client must provide:

1. Domain & hosting access
 2. Approved payment gateway account (Xendit preferred)
 3. Branding kit (logo, color palette, tone)
 4. Page content and media (Home, About, Services, Contact, etc.)
 5. Directory structure (categories, listing types, sample data)
 6. Contact and social links for website footer
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5. PROJECT TIMELINE

Phase	Description	Duration
Phase 1	Account Setup & Discovery	3–5 days
Phase 2	Website Design	7–10 days
Phase 3	Backend Development	7–10 days
Phase 4	Directory & Workflow Setup	4–7 days
Phase 5	Payment Gateway Integration	3–5 days
Phase 6	Automations, SEO & Analytics	4–5 days
Phase 7	Testing & UAT	3 days
Phase 8	Launch & 45-Day Support	1 day + 45-day monitoring
Total Estimated Duration		40–55 days

Timeline is dependent on the timely submission of client materials and feedback.

6. PAYMENT TERMS

Total Project Cost: ₱190,000.00

Payment Milestones:

Milestone	Deliverable	Amount
1. Project Kickoff	Approval of design wireframes and sitemap	₱76,000 (40%)
2. Backend, Dashboards & Directory Setup	Backend functional testing completed; ready for content input	₱76,000 (40%)
3. Final Testing & Launch	Project completed, approved, and deployed live	₱38,000 (20%)

Payment Instructions:

All payments shall be deposited to the following account:

Account Name: Kisha Marie Parubrub

Bank Name: LandBank of the Philippines

Account Number: 0177-0399-50

Invoice Schedule:

An invoice will be issued per milestone. Payment is due within **3 business days** from receipt of invoice.

7. MAINTENANCE PLANS (POST 45-DAY SUPPORT)

Plan	Hours	Monthly Rate	Inclusions
Plan A – Basic Care	25 hrs	₱10,000	Plugin updates, backups, security scans, minor content/layout tweaks, monthly health report, same-day response for critical issues

Plan B – Standard Care	50 hrs	₱14,000	All of Plan A + performance optimization (cache, CDN, compression), visitor snapshot report, weekly update checks
Plan C – Premium Care	80 hrs	₱17,000	All of Plan B + bulk content updates, advanced monthly performance reports, priority support response

Support Hour Definition:

One hour = any time spent on content updates, plugin changes, bug fixes, or layout adjustments.

8. REVISIONS

- **Design/UI Revisions:** 3 rounds included during the design phase.
- **Functional Adjustments & Bug Fixes:** Unlimited during development (until UAT).
- Additional revisions beyond the included rounds may incur extra fees, subject to prior approval.

9. GUARANTEE & OWNERSHIP

- The Agency Owner guarantees all deliverables are fully tested and functional before final handover.
- The Client retains **100% ownership** of the website, assets, and data upon full payment.
- All plugins, accounts, and tools are registered under the Client’s credentials.

10. COMMUNICATION CHANNELS

- **Primary Channel:** WhatsApp group for project coordination

- **Availability:** Monday–Friday, 9:00 AM – 7:00 PM
 - **Response Time:** Within 24 hours on weekdays
 - **Weekly Updates:** Every Friday summarizing progress and next steps
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11. CONFIDENTIALITY

Both Parties agree to maintain the confidentiality of all project information, data, and assets.

Mr. Randmc V. Macion, Developer under Kisha Marie Digital Marketing Services, is covered under this confidentiality clause and bound by the consolidated NDA executed with the Client. The NDA will be executed prior to sharing any sensitive client credentials, login information, or project data.

12. TERMINATION

Either party may terminate this Agreement with written notice under the following conditions:

- Breach of contract terms not remedied within 7 business days
- Failure to make payment within agreed terms
- Mutual agreement to terminate

All completed work up to the termination date must be paid in full.

13. ACCEPTANCE AND SIGNATURES

By signing below, the Parties agree to the terms and conditions of this Agreement.

For the Agency Owner:

Kisha Marie Parubrub

Agency Owner, Kisha Marie Digital Marketing Services

Address: General Santos City, Philippines

Signature: _____

Date: _____

For the Developer:

Randmc V. Macion

Website Developer, under Kisha Marie Digital Marketing Services

Signature: _____

Date: _____

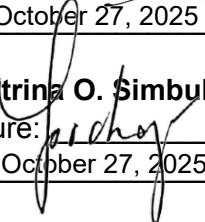
For the Client:

Mr. Michael R. Simbulan

Signature:  _____

Date: October 27, 2025

Ms. Katrina O. Simbulan

Signature:  _____

Date: October 27, 2025