

DEVELOPER - ZHANG

# PACKAGE: PRO CUSTOM WORDPRESS (ACF)

Package

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# PACKAGE: PRO CUSTOM WORDPRESS (ACF)

**Best for:** Corporate companies, Service businesses, Hotels, or Portfolios that need a unique look and high speed (Core Web Vitals friendly).

**TYPE:** Custom Theme Development (Lightweight & Fast)

**TIMELINE:** 20 - 30 Business Days

## PRICING OPTIONS

### OPTION A: DEVELOPMENT ONLY

- Select this if: You already have a design file (Figma/Adobe XD/Sketch) OR you want me to build based on a standard layout structure.

### OPTION B: FULL DESIGN & DEVELOPMENT

PRICE: (+12,000 THB Design Fee)

- Select this if: You have no design. I will provide UI/UX Design Services, including mood boards and 3 Landing Page Design Concepts for you to choose from before I start coding.

## WHAT IS INCLUDED (SCOPE OF WORK):

### 1. CUSTOM DEVELOPMENT (ACF PRO)

- The Tech Stack: Custom WordPress Theme development using ACF (Advanced Custom Fields).
- Why this is better: Unlike heavy page builders (Elementor/Divi), this site will be lightweight, incredibly fast, and unbreakable.
- Easy Management: I will build a custom backend dashboard. You simply fill in the blanks (Text/Images) to update the site without breaking the design.
- Scope: Development of up to 5 - 7 Pages (e.g., Home, About, Services, Projects/Blog, Contact).

### 2. RESPONSIVE & TECHNICAL

- Mobile Responsive: Fully coded to adapt perfectly to Mobile, Tablet, and Desktop screens.
- Language: Site setup in English (or Thai). Note: Multi-language setup requires an additional fee for plugins (WPML/Polylang).
- Performance: Code optimization for fast loading speeds (Google PageSpeed friendly).

### 3. SECURITY & SETUP

- Hosting & Domain: Assistance in setting up your Hosting Server and Domain DNS (Cloudways, SiteGround, or local Thai hosting).
- Security Hardening: Implementation of Firewalls, Malware Scanning, and Brute Force Protection (Wordfence/iThemes).
- SSL Certificate: Installation of specific SSL "Green Lock" (HTTPS) for security.
- Essential Plugins: Installation of SEO (RankMath/Yoast), Contact Forms, and Caching plugins.

## 4. HANDOVER & TRAINING

- CMS Training: A 1-Hour Zoom call or a PDF Guide teaching you how to edit text and images using the custom ACF fields.
- Warranty: 30-Day Bug Fix Warranty (for technical errors only).

## CLIENT RESPONSIBILITIES (MUST READ)

To ensure the project finishes on time, the client agrees to:

1. Content: Provide all final website content (Text, Logos, Images, Videos) before development begins.
2. Access: Provide full access to the Domain Registrar and Hosting Control Panel.
3. Approvals: Review and approve design drafts/milestones within 3 days of receipt to avoid delays.
4. Licenses: Purchase any premium plugin licenses if specific extra features are requested (e.g., WPML for multi-language).

## COST BREAKDOWN (TRANSPARENCY)

### PART A: PAID TO FREELANCER

- Development Fee: XX,XXX THB
- (Optional) Design Add-on: +12,000 THB

### PART B: CLIENT PAYS TO PROVIDERS (Direct Cost)

- Hosting: ~ 1,500 - 3,000 THB / Year.
- Domain Name: ~ 500 - 1,000 THB / Year.

# TERMS & CONDITIONS OF SERVICE

## 1. PAYMENTS & FEES

- **Deposit:** A 50% non-refundable deposit is required to secure your slot in my schedule and begin work.
- **Final Balance:** The remaining 50% is due upon completion of the project, before the transfer of website ownership (Admin credentials) or domain launch.
- **Payment Methods:** Payments accepted via Bank Transfer or PromptPay.
- **Late Payment:** If the final payment is delayed by more than 7 days after the project completion notice, a 5% late fee may apply.
- **Third-Party Fees:** Client is responsible for paying all third-party costs directly (Hosting, Domain, Shopify Plans, Paid Plugins/Themes). These are not included in my development fee.

## 2. TIMELINE & CONTENT

- **Start Date:** The project timeline begins only after the **Deposit** is paid AND all required content (text/images/logos) is received.
- **Content Delays:** If the Client fails to provide content within 10 days of the project start, I reserve the right to populate the site with "Lorem Ipsum" (placeholder text) and generic stock images to finish the build. The project will be considered complete, and the final payment will be due.
- **Project Pause:** If the client delays feedback or approvals for more than 14 days, the project will be placed on hold and rescheduled based on my future availability.

### 3. REVISIONS & SCOPE

- **Revisions:** The package includes 2 Rounds of Revisions (Feedback loops) during the design/development phase.
- **Out of Scope:** Any requests outside the agreed package (e.g., adding extra pages, complex custom coding, new features not originally discussed) will be charged at an hourly rate of 1,500 THB/hour.
- **Design Approval:** Once a design milestone is approved by the Client, any subsequent "change of mind" regarding the layout or structure will be charged as additional work.

### 4. TECHNICAL SUPPORT & WARRANTY

- **30-Day Warranty:** I provide a 30-day warranty period after launch to fix any bugs or errors caused by my code.
- **Client Errors:** I am not responsible for issues caused by the Client deleting files, modifying code, or installing incompatible plugins after the handover.
- **Updates:** (For WordPress) I am not responsible for future issues caused by WordPress core updates or third-party plugin updates that occur after the project is finished.

### 5. COPYRIGHT & OWNERSHIP

- **Ownership:** The Client gains full ownership of the website design and code only after full payment is received.
- **Portfolio:** I reserve the right to display the finished website in my personal portfolio to demonstrate my work.
- **Footer Credit:** A small "Designed by [ZHANG]" link may be placed in the footer (Optional - can be removed upon request).