Website Services Agreement

This Agreement is made on _____ between:

- **Provider:** Josh Holladay, doing business as FusionLoop, 230 S. Day St., Oakley, Idaho 83346 ("FusionLoop")
- **Client:** Legal name: _____
  Address: _____ ("Hubbard")

1. The work

FusionLoop will rebuild hubbardswim.com on the Framer platform as described in the proposal dated November 3, 2026, attached as **Exhibit A** (the "Project"). Exhibit A is the complete list of what's included. Anything not listed there is outside the Project and is handled under Section 5.

2. Price and payment

The Project has a fixed price of **$17,000**, paid as follows:

On signing (deposit), 50%	**$8,500**
At the finish, on approval of the staging site and before launch, 50%	**$8,500**

Invoices are due within 5 business days. Work starts once the deposit is received. If a payment is more than 10 days late, FusionLoop may pause work until it's paid, and the timeline moves by the length of the pause. The site will not be moved to the live domain until the launch payment is received.

Hubbard pays third-party costs directly, including its Framer site plan and any paid add-ons from Framer or other services. FusionLoop will not buy anything on Hubbard's behalf without written approval.

3. Timeline and what Hubbard provides

The target is a staging site ready for review about 3 weeks after kickoff, and launch about 4 weeks after kickoff. Kickoff happens once FusionLoop has received:

1. The signed Agreement and the deposit
2. One named contact at Hubbard with authority to approve work
3. Access to, or an export from, the current website's content system
4. Access to the domain settings for hubbardswim.com
5. Access to Google Search Console, Google Analytics and Google Tag Manager
6. A Framer account owned by Hubbard, with FusionLoop invited as an editor
7. Any new content, photos or staff list updates Hubbard wants included

Hubbard will give feedback within 3 business days of each review request. If materials, access or feedback arrive late, the timeline moves by the same number of days. That isn't a breach by either side.

4. Feedback rounds

The Project includes two rounds of feedback, on the live staging site: one on the homepage and design, and one on the full staging site. A round is one consolidated list of changes from Hubbard's named contact. Fixing anything that doesn't match Exhibit A, or doesn't work as described, is always free and doesn't count as a round.

5. Changes outside the Project

Requests outside Exhibit A, or beyond the two feedback rounds, are billed at **$125 per hour**. FusionLoop will send a written estimate first, and no out-of-scope work starts until Hubbard approves it in writing (email is fine). Larger additions, like the Spanish version, are quoted as separate fixed-price add-ons.

6. Approval and launch

When the staging site is ready, FusionLoop will send a review link. Hubbard approves it in writing, or sends a list of items that don't match Exhibit A. If Hubbard sends neither within 5 business days, the staging site counts as approved. After approval and the launch payment, FusionLoop moves the site to hubbardswim.com.

7. After launch

For **14 days** after launch, FusionLoop fixes any bug in its own work at no charge. FusionLoop will also check Google Search Console 30 days after launch and fix crawl errors or missing pages that come from the migration. After those windows, support is available under a separate care plan or at the hourly rate in Section 5.

8. Search rankings

FusionLoop will keep existing page addresses wherever possible, set up permanent redirects for any that change, carry over page titles and descriptions, and submit the new sitemap to Google, all as listed in Exhibit A. Search rankings depend on Google and other factors outside anyone's control, so FusionLoop **does not guarantee** any specific ranking, traffic level or result, and short-term ranking movement after a migration is normal.

9. Third-party services

The site relies on services FusionLoop doesn't control, including Framer, iClassPro, JotForm, Constant Contact, Google and the domain registrar. Hubbard owns those accounts. FusionLoop isn't responsible for their outages, price changes, policy changes or feature changes. If one of them changes in a way that affects the Project, the parties will agree on how to handle it.

10. Ownership

Once Hubbard has paid in full, Hubbard owns the finished website, its design and all content created for it, and the site stays in Hubbard's own Framer account. Hubbard keeps ownership of everything it provides (logos, photos, text, staff bios), and confirms it has the right to use those materials. FusionLoop keeps ownership of its general tools, scripts, templates and know-how, which aren't specific to Hubbard. FusionLoop may show the finished site in its portfolio unless Hubbard opts out in writing.

11. How the work is done

FusionLoop is an independent contractor. It may use AI-assisted tools and trusted assistants to do the work. FusionLoop stays fully responsible for the quality of everything delivered and for keeping Hubbard's information confidential.

12. Confidentiality

Each party keeps the other's non-public business information private and uses it only for this Project. Logins and access FusionLoop receives are used only for the Project and can be revoked by Hubbard after launch.

13. Ending the Agreement

Either party may end this Agreement with 10 days' written notice. If it ends early, Hubbard pays for work completed up to the notice date, measured against the milestones in Section 2, and FusionLoop hands over everything completed to that point. The deposit covers work started and is not refunded once kickoff has happened.

14. Limit of liability

Neither party is liable for indirect or consequential losses, such as lost profits or lost enrollments. Each party's total liability under this Agreement is limited to the amount Hubbard has paid FusionLoop under it.

15. General

This Agreement, with Exhibit A, is the whole agreement and replaces earlier quotes and proposals. Changes must be in writing and accepted by both parties (email is fine). This Agreement is governed by the laws of the State of Idaho. Signatures may be electronic.

FusionLoop

Name: Josh Holladay

Title: Owner

Date:

Hubbard Family Swim School

Name:

Title:

Date:

Exhibit A: Website Migration Proposal for Hubbard Family Swim School, dated November 3, 2026.