SCOTT APPLICATIONS

Info Packet & Readiness Guide

Everything you need to know about our fully managed website templates — pricing, software add-ons, processes, what's included, content readiness, your rights, and ours.

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$99/mo	Self-Editing + Revisions	24-Hour Build	2.3% Commission
Starting monthly plan	On every page, every plan	From content to live	Verified $1K+ website leads

One monthly price · Self-editing · Unlimited revisions · Optional SEO & Ads

SECTION 01

About the Program

What Is a Scott Applications Website Template?

Scott Applications offers a curated catalog of professionally built website templates for trades and service businesses. Each template is a complete, production-ready website: professionally designed and SEO-optimized from day one, hosted and maintained entirely by our team so you never have to worry about hosting, updates, or security. Your monthly plan covers the build, the hosting, self-editing of all website content after launch, and unlimited revision requests — ongoing marketing management is available with the Website + SEO or Website + SEO + Ads plan.

One price, everything handled. Your plan covers the build, hosting, SSL, security, self-editing of all website content after launch, and unlimited revision requests for as long as it is active. There are no market restrictions — any business can take any template, and you can run as many as you need. Because this is a subscription rather than a purchase, the site is provided as part of the service: your domain and your own content remain yours, and the site comes down if the plan ends.

What You Get

Included	Details
Professionally Built Website	Professional multi-page website customized with your branding, logo, photos, and content. We handle every technical detail.
Self-Editing	Included on every plan. After launch we enable editing of every page so you can update copy, photos, and details yourself anytime. We turn this on as part of setup.
Unlimited Revisions	Included on every plan, base plan included. Send as many change requests as you like — we work one at a time and typically turn each around within 2 business days. Covers edits to your existing pages: copy, photos, colours, sections and contact details. Brand-new custom features are quoted separately.
Local SEO Foundation	Schema markup, geo-targeted page structure, and technical SEO foundations built into your site at launch. Ongoing SEO management and optimization is available with the Website + SEO package — see Section 02.
Lead Tracking Dashboard	Your own admin dashboard tracking leads, traffic, events, and conversions. Software add-ons integrate here.
Hosting, SSL & Security	Your site lives on our infrastructure. SSL, uptime monitoring, software updates, and security patches all included for as long as your plan is active.
Onboarding Call	You will receive a phone call from us to complete onboarding after you start gathering materials. Phone hours are 10:00 AM - 5:00 PM; after hours, we're reachable by email.
Domain	Bring your own domain and we connect it at no extra charge. Don't have one? We set one up for you - domains are registered and billed yearly through a provider like GoDaddy, with the price depending on the specific domain name. Either way, you own your domain.
99.9% Uptime SLA	We guarantee 99.9% uptime. If we fall short, we'll credit your account for the downtime period.

SECTION 02

Pricing & Package Tiers

Monthly Plan Pricing

Every template is sold on the same monthly plans, starting at **$99/mo**. There is no one-time build fee and no setup charge. That plan covers your complete website build and setup, hosting, SSL, security, self-editing of all website content after launch, and unlimited revision requests for as long as it is active. What it does not include is ongoing marketing management; see the plans below for local SEO, monthly content and managed Google Ads.

Browse live pricing anytime at **scottapplications.com/templates**.

Package Tiers

Every client starts on the Website plan. Each price below is the whole monthly cost — the website is included in all three, and the marketing plans are not charged on top of the base plan. You can start on Website and move up at any time.

Plan	Monthly Price	Minimum Term	What's Included
Website	$99/mo	None	Your site, professionally built and launched with your content. Hosting, SSL, security & uptime included, plus self-editing of all website content after launch and unlimited revision requests on existing pages.
Website + SEO	$299/mo	6 months	Everything in Website, plus ongoing local SEO management, two written blog posts per month, Google Business Profile management, and monthly performance reporting.
Website + SEO + Ads	$599/mo	6 months	Everything in Website + SEO, plus Google Ads campaign management for up to $3,000/mo in ad spend (management fee only — you fund your own ad spend directly to Google) and priority support.

The plans apply the same way to every template in the catalog — there is no per-template pricing.

What Counts as a Revision

Unlimited revision requests are included on every plan, so there is no hourly rate to plan around. We work one request at a time and typically turn each around within 2 business days. A revision is any edit to your existing pages — copy, photos, colours, section order, service lists, contact details, hours. Building something that does not exist yet, such as a new interactive tool or a custom integration, is scoped and quoted separately so it can be planned properly.

Term & Cancellation

Website has no minimum term — cancel anytime with 30 days' notice. **Website + SEO** and **Website + SEO + Ads** require a 6-month minimum term. Canceling a marketing plan before the end of its minimum term incurs an early termination fee equal to 50% of the remaining balance on that term. The Website plan has no early-termination fee. After the minimum term (and on the Website plan at any time), you may cancel with 30 days written notice at no additional fee. When a plan ends, the website is taken offline — your domain stays yours, and we provide a copy of your own content on request within 30 days.

Upgrading & Downgrading

You can move up to Website + SEO or Website + SEO + Ads at any time after your site launches, and you are never charged twice for the build. Moving back down to the Website plan stops ongoing marketing management going forward but keeps your site and your unlimited revisions, and is subject to the minimum term on whichever plan you are leaving.

SECTION 03

Optional Software Add-Ons

Supercharge Your Website

Every template includes a powerful foundation. Software add-ons are included free with an active website plan — select them at checkout or add them any time after launch, on any plan. There is no extra monthly charge and no minimum term on add-ons. You can add or remove modules at the start of any billing cycle (changes take effect within 48 business hours). List prices below are the usual module rates; they are included at no charge with your plan.

Full catalog below — **26 modules** available, all included free. List prices match the live marketplace at scottapplications.com/templates.

Add-On	Price	What It Does
Financing Widget	**Free**	Embed financing pre-qual and monthly-payment CTAs on high-ticket service pages. Converts shoppers who need payment plans.
Load / Project Estimator	**Free**	Interactive calculator for load size, material volume, or project scope with instant rough pricing — captures high-intent leads.
Review Outreach Automation [Popular]	**Free**	Automated post-job SMS and email sequences that ask happy customers for Google reviews. Grows stars without manual follow-up.
AI Chat Widget	**Free**	On-site AI chat that answers FAQs, captures lead info, and routes serious buyers to booking or estimate forms — 24/7 with zero staff time. Includes 1,000 conversations per month.
Estimate Builder [Popular]	**Free**	Interactive estimate forms that capture job details, photos, square footage, and preferences — qualified leads, not bare contact forms.
Job Photo System	**Free**	Before/after capture, job folders, and client share links. Perfect for proof of work, insurance, and marketing galleries.
SMS Job Updates	**Free**	Automated text updates when a tech is en route, on site, or job complete. Customers stay informed; your phone stays free for new leads. Includes 1,000 messages per month.
Warranty Tracker	**Free**	Register warranties, track claim windows, and auto-remind customers before coverage expires — builds trust and return revenue.
Storm Alert Campaigns [New]	**Free**	Weather-triggered outreach and landing pages when storms hit your service area. Be first in the inbox after hail or wind.
AI Lead Prioritizer [New]	**Free**	Scores every form and call lead by urgency, budget signals, and service type so your team works the hottest opportunities first.
Advanced Monthly Reporting	**Free**	A detailed monthly report on traffic sources, top pages, lead conversions, keyword rankings, and growth recommendations — delivered to your inbox.
E-Sign Proposals & Contracts	**Free**	Send estimates and service agreements with legally binding e-signature. Close jobs from the truck before the competition shows up.
Field Time Clock	**Free**	GPS-aware clock-in for techs, tied to jobs for labor costing. Know what every job actually costs to deliver.
Online Booking & Calendar [Popular]	**Free**	Let customers book appointments, service calls, or estimates on your site. Syncs with Google Calendar. Cuts phone tag and no-shows.

Add-On	Price	What It Does
Maintenance Plan Engine	**Free**	Seasonal service plans, auto-renewals, and plan comparison pages. Turns one-off jobs into recurring revenue.
Membership & Club Billing	**Free**	Sell recurring memberships (priority service, discounts, seasonal tune-ups) with automated billing and member portals.
Payments & Invoicing	**Free**	Accept cards, Apple Pay, Google Pay, Cash App Pay, and ACH. Send professional invoices, track payments, and automate reminders from your dashboard.
Compliance Logbook	**Free**	Digital inspections, certificates, and renewal reminders for regulated trades. Audit-ready records without the paper chase.
Customer Portal	**Free**	Branded client login for invoices, job status, documents, and payment history. Looks pro and cuts “what’s going on with my job?” calls.
Parts & Inventory	**Free**	Track truck stock, job parts lists, and reorder thresholds. Fewer second trips; cleaner COGS on every ticket.
Route Planner	**Free**	Build efficient daily routes for field techs. Less windshield time, more jobs completed, lower fuel cost.
Fleet Accounts Portal	**Free**	Commercial fleet and multi-vehicle account pages with preferred pricing, scheduled service, and dedicated booking.
System Status / Camera Module	**Free**	Customer-facing monitoring status pages and camera package configurators for security and smart-home installs.
Crew Dispatch Board	**Free**	Drag-and-drop day board for assigning techs and crews to jobs. Live status, notes, and capacity at a glance.
Multi-Location Manager	**Free**	Manage city pages, NAP consistency, and location-specific CTAs across multiple offices or franchise territories from one dashboard.
AI Phone Agent [New]	**Free**	An AI voice assistant answers calls 24/7. It qualifies leads, collects job details, books appointments, and routes hot prospects — so no call dies at 2am. Includes 500 talk minutes per month; additional minutes are billed at cost.

Add-ons integrate with your lead dashboard and managed site. Custom software beyond this catalog is available as a separate development project.

SECTION 04

Content Readiness Protocols

What We Need From You to Launch

Simple process, from browsing to live in days. Choose a template to purchase, including any software add-ons. Gather all the needed website content and materials using this info packet within 24 hours of your purchase. You will receive a phone call from us to complete onboarding. We receive your content and focus on completing your website within the 24 hour window.

Item	Details
Logo Files	PNG or SVG preferred. Include both full-color and white/transparent versions if available. Minimum 800px wide for raster files.
Business Photos	Real photos of your team, trucks, job sites, and completed work. Minimum 5–10 photos. Higher resolution = better result. Stock photos are acceptable as a supplement but real photos always perform better.
Service Descriptions	A brief description of each service you offer (1–3 sentences each). If you're unsure what to write, just list your services and we'll write the copy.
Service Area	List the cities, counties, or zip codes you serve. This powers your geo-targeted SEO pages.
Google Business Profile URL	Preferred but not required. Helps us align your website with your GBP listing for stronger local search presence. If you don't have one, we'll guide you — it's free and takes about 10 minutes.
Contact Details	Phone number, email, physical address (or service-area-only if no storefront), and business hours.
Domain Preference	Let us know if you have an existing domain to use, or if you'd like us to set one up for you. If we register a new domain, it is billed yearly through a provider like GoDaddy and priced by the specific domain name - that cost is separate from your template price, and you own the domain.
Anything Else	Awards, certifications, licenses, before/after photos, testimonials, social media handles — anything that helps tell your story.

Revision Turnaround: All content update requests are handled within 48 business hours. For urgent changes, note “URGENT” in your message and we will prioritize accordingly.

SECTION 05

What's Not Included

Scope Boundaries

The following items are outside the standard template scope. They may be available as separate services — contact us to discuss.

Google Ads Spend

Important: The Website + SEO + Ads package includes campaign *management* only — it does not include or bundle any ad spend. You fund your own Google Ads budget directly through your own Google Ads account; we manage and optimize campaigns within whatever budget you set. This is a management fee only. Organic ranking is never purchased via ads — SEO builds that over time.

If you don't already have a Google Ads account, we'll help you set one up as part of onboarding to the Website + SEO + Ads package.

E-Commerce / Online Store

Full e-commerce stores with product catalogs and inventory management are not part of the template program. The Payments & Invoicing add-on covers service payments and invoicing only.

Custom App or Software Development

Bespoke software, mobile apps, or custom platform integrations beyond the listed add-ons are not included. These are available as separate custom development projects.

Major Design Overhauls

The template's core design structure is fixed on every plan. Unlimited revisions cover content, copy, photos, and layout adjustments within the template, on every plan including the base plan. Full redesigns or significant structural changes are quoted separately.

Third-Party Service Fees

Any third-party costs (e.g., external API services, premium stock photo licenses, specialized plugins not in our stack) are the client's responsibility unless otherwise agreed in writing.

SECTION 06

Lead Commission Policy

2.3% Commission on Verified Website Leads

- The 2.3% commission applies only to verified revenue generated directly from website leads over $1,000 per job.
- A “verified lead” is a new customer inquiry originating through your managed website that converts into a paid job.
- No lead = no commission. No revenue = no commission. You do not pay if the lead does not close.
- Commission is self-reported monthly. You submit converted lead revenue alongside your retainer payment.
- We reserve the right to request supporting documentation to verify reported conversions if discrepancies arise.
- Commission is invoiced monthly alongside your retainer — it is a separate line item, not deducted from your retainer.
- Leads generated through your own marketing, referrals, or other channels not attributable to the managed website are not subject to commission.

SECTION 07

Policies & Client Protections

Your Rights, Our Standards

Late Payment Policy

Applies to every plan, including Website. All three plans are monthly subscriptions.

- **14-day suspension:** If payment is not received within 14 days of its due date, your website may be temporarily suspended until payment is made.
- **30-day termination:** If payment remains outstanding for 30 days past the due date, service may be terminated. Outstanding balances remain due.
- **Reinstatement:** Suspended accounts may be reinstated upon payment of all outstanding balances plus a $75 reinstatement fee.

Early Termination

Website has no minimum term — cancel anytime with 30 days' notice. Website + SEO and Website + SEO + Ads carry a 6-month minimum. Canceling a marketing plan before the end of that term incurs an early termination fee equal to 50% of the remaining balance on the term. The Website plan has no early-termination fee. After the minimum term (and on the Website plan at any time), you may cancel with 30 days written notice at no additional fee. When a plan ends the website is taken offline; your domain stays yours and we provide a copy of your own content on request within 30 days.

Ownership & Availability

Every template is available to any business — there are no market restrictions or exclusivity locks. Because this is a subscription, you do not own the website outright: your domain and your own content stay yours, and the site comes down if the plan ends. You can run as many templates as you need.

Domain Ownership

You own your domain. If you bring an existing domain, you retain full ownership and we simply connect it at no extra charge. If you'd like us to set one up, we register it on your behalf through a domain registrar (such as GoDaddy); domains are billed yearly and priced by the specific name, and that cost is separate from your template price. You retain ownership of the domain, and transfer options are available at any time.

Content Ownership

You retain ownership of all content, photos, and copy you provide. The website design and template structure are proprietary to Scott Applications. Upon request at contract end, we will provide an export of your content in a reasonable format.

Uptime & Service Level

Scott Applications guarantees 99.9% monthly uptime. Scheduled maintenance windows will be communicated in advance. In the event we fail to meet this standard, affected clients will receive a credit equal to one day's retainer per full day of unplanned downtime.

SECTION 08

Frequently Asked Questions

Question	Answer
What happens right after I buy?	You'll receive a confirmation email immediately. Use this packet to gather your website content and materials within 24 hours of purchase. You will then receive a phone call from us to complete onboarding. Once we have your content, we focus on completing your website within the 24 hour window. Phone hours are 10:00 AM - 5:00 PM; outside those hours we're always reachable by email.
Where do I find the price for a specific template?	Every template is sold on the same monthly plans. The current starting price is displayed on each template page at scottapplications.com/templates before you check out, starting at $99/mo.
What does the $99/mo Website plan include?	Your complete website build and setup — we set it up with your copy, photos, branding, and services — plus hosting, SSL, security, self-editing of all website content after launch, and unlimited revision requests for as long as your plan is active. There is no setup fee. It does not include ongoing marketing management; that comes with the Website + SEO or Website + SEO + Ads plan.
Can I just take the website without the marketing plans?	Yes. The Website plan is $99/mo on its own — build, hosting, SSL, security, self-editing, and unlimited revisions. No minimum term — cancel anytime with 30 days' notice. You can move up to Website + SEO or Website + SEO + Ads later if you want ongoing marketing management.
Does any package include Google Ads spend?	No package bundles ad spend. Website + SEO + Ads includes campaign management only — you fund your own Google Ads budget directly through your own account.
Do I need a Google Business Profile?	It's strongly preferred but not required. A GBP helps us align your website with local search results more effectively. If you don't have one, we'll guide you — it's free and takes about 10 minutes.
Can I choose my own domain name?	Yes. Bring an existing domain and we'll connect it at no extra charge, or we'll set one up for you. New domains are registered through a provider like GoDaddy and billed yearly - the price depends on the specific domain name. Either way, you own your domain.
What if I want changes after my site launches?	Two ways, on every plan including Website: edit the content yourself (self-editing is turned on after launch), or send us a revision request. Unlimited revision requests are included — we work one at a time and typically turn each around within 2 business days. Brand-new custom features are quoted separately.
Who writes the content?	We do, based on your inputs. You provide your services, service area, and any photos/notes. We write professional, SEO-optimized copy. If you have existing copy you prefer, we'll use that too.
Can I add or change add-ons later?	Yes. Software add-ons can be added or removed at the start of any billing cycle, on any plan. Changes take effect within 48 business hours of your request. Full module list and prices are in Section 03.
What happens if I cancel?	The Website plan has no minimum term — cancel anytime with 30 days' notice. Marketing plans have a 6-month minimum (see Section 07). After that term, cancel anytime with 30 days notice, or drop to the Website plan — your site stays live with self-editing and unlimited revisions. Cancelling altogether takes the site offline; your domain stays yours and we provide a copy of your content on request.

Ready to get started?

Get your template at **scottapplications.com/templates**

scottapplications.com/templates	**contact@scottapps.com**	**(254) 900-2520**

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Document Version 5.2 · Plans from $99/mo · 26 software add-ons included free · Regenerated from live catalog