

Website Maintenance Agreement Template

Fill in every [bracket], delete the guidance in italics, and send it as a PDF or a link. Written for web designers; works in Google Docs, Word, Notion or any proposal tool.

Website Care Plan for [Client business name]

Prepared for: [Client contact name], [Client business name]

Prepared by: [Your name], [Your studio]

Date: [Date]

Site covered: [Website address], built on [platform, for example Webflow / WordPress / Squarespace / Framer / Wix Studio]

Starts: [Start date]

1. The parties and the plan

One short paragraph: who is agreeing to what, and for how long.

[Your studio] ("we") will look after [Website address] for [Client business name] ("you") each month, as set out below. This plan is month to month (see section 7).

2. What the plan covers each month

List the work, so "maintenance" means something you can point to. Delete what you do not offer.

- A backup of the site before any update.
- Updates to [the platform, plugins and themes] when new versions are released. *(Self-hosted WordPress: updating core, plugins and themes and backing up first is the routine. Hosted builders do their own platform updates; list what you check instead.)*
- A check that [the contact form, booking form and key pages] still work after each update.
- **[2] hours a month** of small content edits you ask for, such as swapping a photo, fixing a typo or changing opening hours.
- A short note each month saying what we did. *(Optional.)*
- If an update we ran breaks something, we restore the backup and fix it at no charge.

Unused hours [do not roll over / roll over for one month]. *(Pick one and write it down.)*

3. What is not covered, and change requests

Not covered by this plan:

- [New pages, new sections or new features]
- [A redesign or a rebuild]
- [Copywriting, photography and video]
- [Hosting, domain, plugin, theme and platform plan fees. See section 4.]
- [Work caused by changes made to the site by someone else]

Change requests. If you ask for something outside the plan, or past the hours in section 2, we will send a short written quote with the price and the time it takes. Work starts once you approve it. Nothing outside the plan is started without your approval.

4. Fee and billing

Monthly fee	[\$ ____] a month, for the work in section 2
Billed	On the [1st] of each month, [in advance]
Due	[On receipt / within 15 days]
Paid by	[Card / bank transfer / other]

- If a payment is late, [work pauses until the invoice is paid]. *(Check any late-fee rules where you work before adding a percentage.)*
- **Third-party costs** (hosting, domain, plugins, themes, stock images and platform plans) are not in the monthly fee. They are billed at cost [plus ____%, if you mark up], or paid by you directly to the provider. *(Platforms change their prices. Say that these costs can change and that you will tell the client in advance.)*
- We may change the monthly fee with [30] days' written notice.

What to charge (the math is yours). *Price it from your hours, not a guess:*

(fixed monthly hours + included edit hours) × your hourly rate = monthly fee

For example, 1 hour of backups and checks plus 2 included edit hours is 3 hours. At \$80 an hour, that is \$240 a month. Your hours and rate will differ, so price from your own numbers.

5. Response times

- We reply to requests within [2] business days.

- Urgent problems (the site is down or the checkout is broken): [we start within ____ hours on business days; the fix is quoted if it is outside this plan]. (*Say what "urgent" means.*)
 - We do not guarantee that the site will be available at all times. Hosting is provided by [the host or platform], not by us.
 - Working hours: [days and hours, time zone].
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6. Accounts and access

Decide who owns what before launch. Squarespace, for example, says only the current site owner can transfer ownership, and a transfer also moves the subscriptions and domains attached to the site. Other platforms differ, so check yours.

Account	Owned by	Our access
Domain name	[Client]	[Delegate / admin access under our own login]
Hosting or site platform plan	[Client, billed to their card]	[Admin or collaborator access under our own login]
Website admin	[Client]	[Our own admin user]
Email, analytics, other	[Client]	[Access as needed]

- You keep ownership of the site, its content and its accounts. We use our own login, not your password.
 - You pay the platform and hosting plans directly, unless we agree otherwise in writing.
 - We do not share logins with anyone else.
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7. Cancelling and handover

- This plan runs month to month. Either of us can end it with [30] days' written notice. You pay the monthly fee through the end of the notice period.
 - On the last day, we send you: [a final backup], [a list of the accounts and where they are], and [any notes you will need].
 - The plan ends on [the last day of the month in which the notice period ends]. After that, anything we do is quoted as a change request.
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8. Acceptance

To accept this plan, sign below (or reply "Accepted" from your email, if we have agreed that is enough). The first monthly invoice is sent on [date].

Client name: [_____] **Date:** [_____]

Signature or typed name: [_____]

[Your name], [Your studio] Date: [_____]

*Billing care plans every month? Workspace369 can hold them as retainers with a recurring invoice:
[https://workspace369.com/features/retainers-and-recurring-billing/?
utm_source=template&utm_medium=download&utm_campaign=website-maintenance-agreement-
template&utm_content=accept](https://workspace369.com/features/retainers-and-recurring-billing/?utm_source=template&utm_medium=download&utm_campaign=website-maintenance-agreement-template&utm_content=accept)*

This template is general information, not legal advice. Have your terms checked by someone qualified where you work, especially payment, ownership, liability and late-fee wording.

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same care plan, filled in

A fictional studio and client, so you can see what "specific" looks like. Your numbers will differ.

Website Care Plan for Harbor Dental

Prepared for: Dana Ruiz, Harbor Dental · Prepared by: Maya Reyes, Reyes Web Studio · Site covered: harbordental.example, built on Squarespace · Starts: the 1st of next month

1. The plan. Reyes Web Studio looks after harbordental.example for Harbor Dental each month. The plan is month to month.

2. Covered each month. A backup before any update. Squarespace and integration checks. A test of the booking form and the Services and Contact pages. Up to **2 hours** of small content edits (a photo swap, a typo, new opening hours). A short note at month end. If an update Reyes Web Studio ran breaks something, it restores the backup and fixes it at no charge. Unused hours do not roll over.

3. Not covered. New pages and sections, a redesign, copywriting and photos, hosting and plan fees. Anything else is a change request. For example: "That's outside this month's 2 hours. A new landing section is \$270 and takes 2 days. Reply 'approved' and I'll start."

4. Fee. \$240 a month (a made-up figure: about 3 hours at \$80), billed on the 1st in advance, due on receipt. If a payment is late, work pauses until the invoice is paid. The Squarespace site plan and domain are paid by Harbor Dental directly. Other third-party costs are billed at cost, and can change with notice. The fee can change with 30 days' written notice.

5. Response times. Replies within 2 business days, Monday to Friday, 9 to 5 Eastern. If the site is down, work starts the same business day; the fix is quoted if it is outside this plan. Reyes Web Studio does not guarantee uptime; hosting is provided by Squarespace.

6. Accounts. Harbor Dental owns the domain, the Squarespace plan and the Squarespace site (on Squarespace, only the current site owner can transfer it). Reyes Web Studio uses its own admin login. Passwords are never shared.

7. Cancelling. Either of us can end it with 30 days' written notice. Harbor Dental pays through the notice. On the last day, Reyes Web Studio sends a final backup and a list of the accounts. The plan ends at the end of that month.

8. Acceptance. Accepted by Dana Ruiz, typed name. The first invoice is sent on the 1st.

Fictional example. The studio, client and numbers are made up to illustrate the template. They are not a price norm.