

Scott Applications

Info Packet & Readiness Guide

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

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Priced Per Template	1 Per Market	5–10 Day Launch	99.9% Uptime	2.3% Commission
Per template on its listing page	Exclusive spots never shared	From content delivery to live	Service level guaranteed	On verified leads over \$1,000 only

01 — ABOUT THE PROGRAM

What Is a Scott Applications Website Template?

Scott Applications offers a curated catalog of fully managed website templates built specifically for trades and service businesses. Each template is a complete, production-ready website: professionally designed, SEO-optimized from day one, and maintained entirely by our team so you never have to worry about hosting, updates, security, or content changes.

One template. One market. One business. Each template slot is exclusive — once reserved, no competitor in your market can use the same template. This protects your brand and ensures your site looks and performs differently from anyone else in your area.

What You Get

Fully Managed Website

35+ page professional website customized with your branding, logo, photos, and content. We handle every technical detail.

Local SEO + AEO + GEO

Schema markup, Google Business Profile optimization, geo-targeted content, and search engine structures built in from day one.

Lead Tracking Dashboard

Your own admin dashboard tracking leads, traffic, events, and conversions. Add-ons like booking, payments, and AI tools are integrated here.

Managed Blog Posts

Regular, SEO-rich blog content published on your behalf to build topical authority and organic traffic.

Unlimited Revision Hours

No time caps. Update hours, add a service, swap photos, add cities — message us and it gets done within 48 hours.

Hosting, SSL & Security

Your site lives on our infrastructure. SSL, uptime monitoring, software updates, and security patches all included.

Domain Management

We'll use a domain you provide, or purchase and maintain one on your behalf. Whoever pays for the domain ultimately owns it.

99.9% Uptime SLA

We guarantee 99.9% uptime. If we fall short, we'll credit your account for the downtime period.

Pricing, Contract Lengths & Payment Options

Monthly Rate

Each template has its own monthly rate displayed on its individual page before you reserve or apply. All rates are per-month and cover everything listed in Section 1. **There is no universal starting price** — rates vary by template and are always shown transparently before any commitment is made.

Contract Term Options

Term Length	Free Months	Effective Rate Benefit	Notes
6 Months	None	Standard rate	No discount — full monthly rate applies
12 Months	2 months free	Value of 2 mo. spread across 12 payments	Most popular — reduces effective monthly rate
18 Months	4 months free	Value of 4 mo. spread across 18 payments	Best long-term value — lowest effective monthly rate

Free months are not time off — their value is divided evenly across all monthly payments, lowering your effective monthly rate while keeping payment predictable.

Payment Options

You may pay monthly or pay your full term upfront. Both options are available at the same effective rate. **First payment is due upon contract signing once setup is complete.**

Payment Method	How It Works
Monthly	Billed every 30 days from your contract start date. First payment due upon contract signing and setup completion.
Pay in Full	Total term amount paid once, upon contract signing and setup completion. Same effective rate as monthly.

How to Get Started — Two Paths

Reserve Now — Instant Reserve (\$1,000)

Pay \$1,000 upfront to lock your exclusive spot and skip the qualification review entirely. Your \$1,000 covers the setup cost. Once your contract is signed and setup is complete, your regular monthly (or full-term) payments begin. Setup typically starts within 24 hours of payment and your site goes live within 5–10 business days of content delivery.

Apply for Approval — Free

Submit your business info for a qualification review. We respond within 1–2 business days. If approved, a \$425 setup fee applies — paid once, upon contract signing. No payment of any kind is required until you are formally approved. Monthly or full-term payments begin upon contract signing and setup completion.

Supercharge Your Website

Every template includes a powerful foundation. Add-ons can be selected during reservation or added any time after launch through your dashboard. Add-on fees are billed monthly alongside your base rate.

Add-On	Price	What It Does
Online Booking & Calendar	\$49/mo	Let customers book appointments, service calls, or estimates directly on your website. Syncs with Google Calendar.
Payments & Invoicing	\$59/mo	Accept Credit/Debit, Apple Pay, Google Pay, Cash App Pay, and ACH transfers. Includes professional invoicing.
Estimate Builder	\$29/mo	Interactive estimate forms capturing job details, square footage, photos, and service preferences — delivered to your inbox.
AI Phone Agent	\$99/mo	An AI voice assistant answers your business calls 24/7. It qualifies leads, collects job details, books appointments, and routes calls.
AI Chat Widget	\$39/mo	A live chat widget powered by AI that answers common questions, captures lead info, and routes service requests.
Advanced Monthly Reporting	\$49/mo	Detailed monthly report covering traffic sources, top pages, lead conversions, keyword rankings, and more.
Review Outreach Automation	\$35/mo	Automated post-job SMS and email sequences that prompt happy customers to leave Google reviews.

What We Need From You to Launch

The faster you deliver your content, the faster your site goes live. Clients on the Instant Reserve path are expected to have content ready within 12 hours of payment — this is what allows us to begin setup immediately. Clients on the Application path should have content ready within a reasonable window after approval.

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 purchase a new one. Domain cost is covered within your contract budget if we purchase it.
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.

Scope Boundaries

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

Google Ads Budget / Spend

We manage existing Google Ads accounts as part of your plan. New Google Ads account setup and ad spend are quoted separately based on scope. In some cases, depending on SEO needs and market conditions, we may elect to contribute toward a Google Ads campaign at our discretion and at no additional cost to you — this is not guaranteed and is entirely at our judgment.

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. Unlimited revisions cover content, copy, photos, and layout adjustments within the template. 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.

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.

Your Rights, Our Standards

Late Payment Policy

- **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

Canceling before the end of your minimum term incurs an early termination fee equal to 50% of the remaining contract balance. After your minimum term, you may cancel with 30 days written notice at no additional fee.

Exclusivity Guarantee

Your reserved template slot is exclusive to your business within your market. Scott Applications will not lease or publish the same template to a direct competitor in your geographic service area for the duration of your contract.

Domain Ownership

Whoever pays for the domain owns the domain. If you provide your own domain, you retain full ownership. If we purchase a domain on your behalf and cover its cost within your contract budget, that domain remains under our account for the duration of your contract. Domain transfer options are discussed upon contract completion or termination.

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.

Common Questions

Question	Answer
Q: Where do I find the price for a specific template?	Every template's monthly rate is displayed on its individual page at scottapps.com/templates before you reserve or apply. Pricing varies by template.
Q: 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.
Q: Can I choose my own domain name?	Yes. You can provide an existing domain or request a new one. If we purchase it, the cost is covered within your contract budget.
Q: What if I'm not happy with the result?	We offer unlimited revisions within the template scope. If something doesn't look right, tell us — we fix it within 48 hours.
Q: 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.
Q: Is the \$1,000 instant reserve refundable?	The \$1,000 instant reserve covers your setup cost and skips the qualification process. It is non-refundable once setup has begun. If we are unable to begin setup for reasons on our side, a full refund will be issued.
Q: Can I upgrade my add-ons later?	Yes. Add-ons can be added or removed at the start of any billing cycle. Changes take effect within 48 business hours of your request.
Q: What happens to my site if I cancel?	After contract end, your site goes offline unless we agree to a new arrangement. Domain transfer options are discussed at that time. Your content can be exported on request.

Ready to get started?

Reserve your template spot or apply today at scottapps.com/templates

scottapps.com/templates

contact@scottapps.com

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This document is for informational purposes. All services are subject to a signed Service Agreement. Scott Applications LLC · Waco, TX · 2026