# ***Statement of Work (SOW)***

## 1. Overview

**Project Name**: Corporate Website Redesign

**Client**: [Client]

**Developer/Agency**: [Developer]

**Date**: [Date of the Document]

**Purpose**: This Statement of Work (SOW) outlines the objectives, scope, deliverables, timeline, responsibilities, and associated costs for the redesign of [Client]'s website.

## 2. Project Objectives

1. Modernize the website's look and feel to align with [Client]'s new brand identity.
2. Improve site navigation and user experience (UX) to increase lead conversions.
3. Implement a Content Management System (CMS) enabling [Client]'s marketing team to update content easily.
4. Ensure the website is responsive across desktop, tablet, and mobile devices.
5. Integrate third-party tools (CRM and email marketing platform).

## 

## 3. Scope of Work

### 3.1. Design

* **Wireframes & Mockups**: Creation of wireframes for the homepage, main product pages, and contact form pages.
* **Visual Design**: High-fidelity mockups with up to 2 rounds of revisions.

### 3.2. Development

* **CMS Setup**: WordPress installation and configuration.
* **Front-End**: Custom theme based on approved mockups.
* **Back-End**: Integration of forms, CRM (Salesforce) APIs, and newsletter signup.
* **Responsive**: Ensuring layouts function properly on major devices (desktop, tablet, mobile).

### 3.3. Testing

* **Browser Compatibility**: Google Chrome, Firefox, Safari, Microsoft Edge (latest versions).
* **Performance Checks**: Page load speed, basic SEO audits.
* **User Acceptance Testing (UAT)**: A staging environment for client review and feedback.

### 3.4. Deployment & Handover

* **Go-Live**: Deployment to the client's hosting environment, along with final testing.
* **Documentation & Training**: A one-hour remote training session for the marketing team, plus brief user documentation.

## 

## 4. Deliverables

1. Design Wireframes (PDF or Figma link)
2. Final Design Mockups (Adobe XD or Sketch files)
3. Functional WordPress Website on a staging domain
4. Integrated Contact Forms linked to Salesforce CRM
5. Basic SEO Setup (metadata, keyword optimization)
6. Deployment & Training documentation

## 

## 5. Timeline & Milestones

| **Milestone** | **Estimated Timeframe** |
| --- | --- |
| *Project Kickoff & Discovery* | *Week 1–2* |
| *Design (Wireframes & Mockups)* | *Week 2–4* |
| *Development & Integration* | *Week 4–8* |
| *Testing & Revisions* | *Week 8–9* |
| *Final Launch* | *Week 10* |

***Note****: This timeline assumes timely feedback from the client. Significant changes or delays in approvals may extend the delivery date.*

## 

## 

## 6. Pricing & Payment Terms

| **Item** | **Cost (USD)** |
| --- | --- |
| *Discovery & Wireframing* | *$2,000* |
| *Design & Mockups* | *$3,000* |
| *Development (WordPress + CRM)* | *$6,000* |
| *Testing & Deployment* | *$1,000* |
| **Total** | **$12,000** |

* **Payment Schedule**:
  + *40% ($4,800) deposit due upon signing*
  + *30% ($3,600) due upon completion of design phase*
  + *30% ($3,600) due upon final approval before launch*

## 

## 7. Change Management

*Any request by [Client] for additional features or significant changes (beyond the agreed scope) will be documented and may require a revised cost estimate and timeline. Approval must be obtained in writing before work on the change begins.*

## 

## 8. Intellectual Property

*Upon final payment, [Client] shall own all rights, title, and interest in and to the final website design, code, and related deliverables. [Developer] reserves the right to showcase the project in its portfolio.*

## 9. Confidentiality

*Both parties agree to protect any confidential information exchanged during the project. This SOW may be supplemented by a separate Non-Disclosure Agreement if required.*

## 10. Signatures

*By signing below, both parties acknowledge that they have reviewed and accepted the terms outlined in this Statement of Work.*

| **[Developer]** |  |
| --- | --- |
| Name |  |
| Title |  |
| Date |  |

| **[Client]** |  |
| --- | --- |
| Name |  |
| Title |  |
| Date |  |