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.

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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).

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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*

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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.

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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.

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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.

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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	