

Statement of Work + Quotation



CLIENT LOGO

(REPLACE IMAGE)

Presented by: Always Open Commerce

Presented to: Example

Date: Example



always open commerce

Always Open Commerce (AOC) is an e-commerce Free-Agency dedicated to helping SMB's achieve growth through our reliable digital solutions, years of experience, and affordable rates. As a certified BigCommerce partner, we build and support online stores that drive growth, taking retail to the next level for our valued clients. We have been in business since 2012 and are fully incorporated in the USA and Philippines.

Why Work With Us

 Agency Support	 Freelancer Rates	 SMB Focused	 Transparent Pricing	 Risk-Free Trial
 10+ Years In Business	 100% Positive Reviews	 Certified Talent	 100% Satisfaction Guarantee	

Certifications

				
				

Some of Our Clients

							
							
							

Overview

This Statement of Work is a detailed report of the project proposed and to be implemented by [Always Open Commerce \(AOC\)](#) for the client, **Person**, and shall be governed by the terms and conditions set forth.

By signing the agreement on the last page of this document, the client acknowledges and agrees to be bound to the terms and conditions made exclusively for this project.

Objective

The objective of this project is to enhance the UI/UX of the site.

Technicalities

Based on prior discussions with the client, AOC will use the following technologies for this project:

Platform	BigCommerce Platform
Theme	Cornerstone Theme
Updating Theme Version	No
Apps	No apps included

Project Requirements

BigCommerce User Access with WebDav & Stencil	Instructions
Approved theme	Use the current theme
WebDAV Access	Enabled
Stencil API Token	N/A
Images and Content for the new design	
Apps	N/A

Implementation

Design | Development | Data | SEO | QA | Content | Manual Entry | Project Management | Post Launch Service | Solutions Architecture Consulting

Required ▾

Front End Design

* Hours quoted are estimates only. Final invoice will be based on actual hours worked.

Inclusion	Total
Homepage	15 hrs
Product Page	8 hrs
Category Page	8 hrs
About US Page	TBD
Inner Pages	TBD
Exclusion	
Image editing except cropping or resizing	
Unlimited edit and change requests	
Other pages not mentioned above	

Required

Development

* Hours quoted are estimates only. Development time is dependent on final designs.

Inclusion

General Layout (Header and Footer)	12 hrs
Homepage	20 hrs
Product Page	10 hrs
Category Page	5 hrs
Inner Pages	TBD
Troubleshooting, Quality Checking, Bug Fixing, Q&A, Training	20 hrs
Cross browser and device compatibility time included in all	Included

Exclusion

Development of pages not mentioned above
Customizations and scripts not mentioned above
Data
SEO

Required

Data	
Inclusion	
Product description, short description, and video link setup	5 hrs
Product URL, Categories URL, and Pages URL for SEO purpose	3 hrs
Exclusion	
Adding new products (separate quotation if we're adding new products)	
Other data customizations	
B2B portal setup	

Required

Search Engine Optimization (SEO)	
Inclusion (8 hrs total for below)	8 hrs
Preserve old website copy via web.archive.org	
Maintain consistent metadata for each product page	
Implement 301 redirects for missing or new pages	
Conduct SEO Audit	
Ensure proper installation of Google Analytics and Search Console	
Check issues identified in Google Search Console	
Exclusion	
Fix errors and warnings from SEMRush and Search Console	
Perform on-page optimization, keyword research, and link building	

Required ▾

Quality Assurance (QA) | Conversion Rate Optimization (CRO)

Inclusion (4 hrs total for below)

4 hrs

Evaluate the clarity of calls-to-action (CTAs)

Evaluate completing desired actions (ie: making a purchase, signing up)

Verify that the website is optimized for all devices, screen sizes, and browsers

Ensure all apps and desired functionality are working as intended

Baseline Report: Track visitor sources, behavior, and conversion rates with tools like [Google Analytics](#) and [Hotjar](#).

Exclusion

Testing 3rd party applications living outside of BC

Required ▾

Content

Inclusion (8 hrs total for below)

8 hrs

Blog/Article

SEO Optimization

Topic Research: Included

Revision Rounds: 1

Required ▾

Post Launch

Offer performance tracking and reporting to ensure your Site runs smoothly and meets your goals.

Inclusion (6 hrs total for below)

6 hrs

Installation of user-centric tracking tools like [Google Analytics 4](#) & [Hotjar](#).

UI/UX Comparative Report of previous website vs. the newly-launched optimized website.

Performance Report after one month of launch up to 2nd & 3rd month to compare the metric changes from the baseline report.

A/B Recommendations & Testing

Note: Needs to install the app and set up the accounts.

Included ▾

Project Management

Monitor project deliverables

Organize tasks and send regular reports/updates

Main point of contact for the client regarding day to day tasks

Optional ▾

Solutions Architecture Consulting

High level business consulting

Solutions architecture best practices

Minimum 10 hour retainer

Project Rate Table

Skill Set	Rate	Availability
Designer	\$75	Required ▾
Developer	\$75	Required ▾
Data Admin	\$75	Required ▾
SEO Specialist	\$75	Required ▾
CRO Expert	\$75	Required ▾
Digital Marketing Specialist	\$75	Optional ▾
Content Writer	\$55	Required ▾
Manual Entry	\$30	Included ▾
Project Manager	\$75	Included ▾
Account Manager	\$205	Optional ▾

Quotation:

Description of Work	Skill Set	Hours	Rate	Amount
Design	Designer	31	\$75	\$2,325
Development	Developer	67	\$75	\$5,025
Data	Data Admin	8	\$75	\$600
SEO	SEO Specialist	8	\$75	\$600
QA	CRO Expert	4	\$75	\$300
Content	Content Writer	8	\$55	\$440
Post Launch Service	Developer/CRO Expert	6	\$75	\$450
Project Management	Project Manager	4	\$75	\$300
Marketing	Digital Marketing Specialist	-	\$75	-
Manual Data Entry	Manual Entry	4	\$30	\$120
Solutions Architecture	Account Manager	-	-	-
Total Hours (estimate)	Free-Agency	140	\$75	\$10,160
Total Hours (estimate)	Agency	140	\$200	\$28,000

[AOC - Quick Quote Tool](#)

* You can quickly estimate the total amount by disabling the skill sets that are not required/included in your project.

Customer Support

- **Project Manager:** Vianca Regala
- **Help Desk:** support@alwaysopencommerce.com
- **Chat:** Slack: alwaysopencommerce.slack.com | Skype ID: vianca.regala
- **Google Meet:** Schedule [here](#)

Team is only available from 8:30 PM to 12:00 AM, ET for Google Meets at no additional charge. If you require availability during regular US business hours then we do have availability on Wednesdays from 8:30 - 10am ET for an additional fee of \$60 per 30 minutes. This will be added to the final invoice cost.

Payment Terms

- 50% upfront. Balance paid in 90 days or upon project completion.
- Payments made via ACH, Wire, Zelle incur no processing fee.
- Payments made via Credit Card incur a 3% processing fee.

Estimates Only

- If total work performed is above quoted hours, then the client is invoiced for overage.
- If total work performed is below quoted hours, we will either allocate remaining unused time to other tasks or exclude the hours from the final invoice.

Timeline, Time Tracking, Collaboration

- Project can be completed in 90 days. Dependent on client communication and 3rd parties.
- Work will start upon completion of the requirements.
- **HubStaff Time** will be used to track all time for the project.
- **Hubstaff Tasks** to be used for collaboration between client and AOC team.

Outside and Post Implementation

- Any work requested outside of implementation terms will be billed on the final invoice.
- Upon project completion, billed rates remain the same for 30 days.
- After 30 days billing is available either **Monthly or On Call**

Confidentiality

AOC and client agree that they will not, during the term of this Agreement or any time thereafter, either directly or indirectly, disclose or use Confidential Information acquired during, and because of, this agreement, except as necessary to perform the obligations of one to the other in accordance with this agreement. AOC may use clients' projects on portfolio and case study pages, unless requested otherwise.

Signature

If this Statement of Work and Quotation meets your approval, we will send an electronic version via PandaDoc for signature.

Date:

Client:

Name:

Billing Email:

Payment Method:

Signature:

What Happens After You Sign the SOW ?

Kick Off Deck

* You will receive a kickoff deck after you've signed on within one week of the deposit being cleared. The kickoff deck will include the complete project timeline

