STATEMENT OF WORK

CLIENT NAME Website Redesign & Development

Prepared by AGENCY NAME | May 2026

Client	CLIENT NAME (CLIENT NAME)
Client Contact	REDACTED
Agency	AGENCY NAME (AGENCY)
Agency Contacts	REDACTED
Project	Website Redesign & Development — clientURL.com
Platform	WordPress (existing environment — theme replacement & custom development)
Proposal Date	April 29, 2026
Agreement Date	May 21, 2026
Target Launch	First week of August 2026
Hourly Rate (Change Orders)	$X/hour | Rush/Overtime: $X/hour

1. Purpose & Background

This Statement of Work (SOW) governs the professional services to be provided by AGENCY NAME (AGENCY) to the CLIENT NAME (CLIENT NAME) in connection with the redesign and redevelopment of clientURL.com. It defines the agreed scope of work, deliverables, assumptions, and responsibilities for all parties throughout the engagement.

CLIENT NAME is a nonprofit organization connecting educators, administrators, schools, and districts across Washington State — providing membership services, advocacy, professional development, scholarships, and resources to the Alternative Learning Experience (ALE) community. The goal of this project is to rebuild clientURL.com within CLIENT NAME's existing WordPress environment, creating a site that better serves CLIENT NAME's diverse audiences, is easier for staff to maintain, and positions the organization for long-term digital growth.

This SOW covers professional services only. CLIENT NAME will discuss and approve out-of-pocket expenses (including stock photography, if needed) before purchase.

2. Scope of Work

The following sections define all deliverables included in this engagement. Items marked [TBD] represent details not fully specified in the proposal that will be confirmed with CLIENT NAME during the Discovery phase.

2.1 Discovery & Strategy

AGENCY will conduct a structured discovery phase to align on project goals, audience priorities, and content requirements before any design or development work begins.

Deliverable	Description	Status
Stakeholder Discovery Session	Kickoff meeting with CLIENT NAME leadership to align on goals, audience priorities, content requirements, and project parameters—format and attendees to be confirmed.	**TBD**
Content Review Debrief	Collaborative review of site audit findings with the CLIENT NAME team; joint prioritization of pages, features, and content needs.	**Confirmed**
Information Architecture	Proposed sitemap, navigation structure, and content type definitions for CLIENT NAME review and approval before design begins. Includes consolidation of 12 current menu items into 5–6 grouped sections with dropdown navigation.	**Confirmed**
Content Governance Plan	Documented framework covering content types, ownership, update cadences, and archiving rules — the operational backbone of long-term site maintainability.	**Confirmed**

2.2 Design

AGENCY will produce wireframes and high-fidelity visual design mockups that align with CLIENT NAME's existing brand identity. All designs will be responsive across desktop and mobile breakpoints.

Deliverable	Description	Status
Wireframes	Low-fidelity wireframes for the Homepage and one key interior page template, including mobile layouts. Additional interior page wireframes are not included unless requested via change order.	**Confirmed**
Visual Design Mockups	High-fidelity design mockups for the Homepage and up to one (1) interior page template, built within CLIENT NAME's existing brand guidelines. A documented component library will be delivered for consistent future use.	**Confirmed**
Design Revision Rounds	Two (2) structured rounds of revisions based on CLIENT NAME team feedback, before development handoff. Additional rounds are billed at $165/hour.	**Confirmed**
Responsive Design	All designs are produced for responsive rendering across desktop, tablet, and mobile devices.	**Confirmed**
Interior Page Templates — Count	The proposal references design for 'up to one interior page template.' The number of distinct interior template designs to be fully mocked up (vs. documented in the component library) will be confirmed during Discovery.	**TBD**

2.3 Development

AGENCY will implement a custom WordPress theme aligned to approved designs. AGENCY will migrate and reformat all existing site content into new templates. Development work includes the following components:

Deliverable	Description	Status
WordPress Theme	Custom theme implementation aligned to approved visual designs. All existing content was migrated and reformatted into new page templates. Theme selection (custom build vs. premium starter) to be confirmed.	**TBD**
Custom Post Types	Development of Events, Job Postings, and Spotlight & News post types with custom fields, expiration/archiving logic, and display templates.	**Confirmed**
Navigation & Footer	Hierarchical dropdown navigation with mobile-friendly menu; structured footer with secondary navigation and contact information.	**Confirmed**
Page Templates	Full template development for: Homepage, About, Membership, Events, Resources, Job Postings, Scholarships, Board of Directors, Contact, and 404 pages (10 templates total).	**Confirmed**
Forms	Integration or on-brand styling of membership, event registration, scholarship, and exhibitor forms for a consistent visitor experience—specific forms and integration method (on-site vs. styled third-party) to be confirmed during Discovery.	**TBD**
SEO Foundation	Plugin configuration, descriptive page titles and meta descriptions for all pages, URL restructuring, schema markup (organization, events, scholarships), an XML sitemap, and a robots.txt file.	**Confirmed**
Performance & Security	Caching setup, image optimization, SSL verification, plugin audit, and baseline security best practices.	**Confirmed**
Accessibility	WCAG 2.1 Level A baseline: alt text standards, keyboard navigation, color contrast compliance, and skip-navigation. Note: AGENCY does not warrant full ADA/WCAG compliance — see Section 5.	**Confirmed**
Member Directory	A member directory page with an annual update process. Specific display format, data source, and update workflow to be defined during Discovery.	**TBD**
Privacy Policy & Cookie Notice	Addition of a privacy policy page and cookie consent mechanism to align with standard web practices.	**Confirmed**

2.4 Content & Launch

Deliverable	Description	Status
Content Migration	Migrate and reformat all current clientURL.com pages into new templates. We will provide CLIENT NAME with a list of flagged content for review, updates, and approval before launch.	**Confirmed**
Content Governance Guide	Plain-language guide covering content ownership, update schedules, archiving rules, and step-by-step instructions for all common content management tasks.	**Confirmed**
QA & Testing	Full site QA across Chrome, Firefox, Safari, Edge (desktop), iOS Safari, and Android Chrome (mobile) before launch.	**Confirmed**
Launch Support	Managed go-live with DNS coordination and a 14-day post-launch support window at no additional cost.	**Confirmed**
Staff CMS Training	One (1) live training session for CLIENT NAME staff covering day-to-day content management, event publishing, job postings, and board page updates. The number of attendees and format (in-person vs. virtual) will be confirmed.	**TBD**

3. Out of Scope

The following items are explicitly not included in this engagement unless added via a signed change order:

- Custom e-commerce or payment processing functionality beyond PayPal/Stripe initial discussion
- New logo design, brand identity development, or brand refresh
- Custom illustration or photography (stock imagery may be purchased separately at $50/image, up to 6 images, per proposal)
- Ongoing SEO management, content strategy, or digital marketing services post-launch
- Third-party platform development (e.g., custom Salesforce, MemberPress, or LMS integrations) beyond form styling/embedding
- Additional design revision rounds beyond the two (2) included (billed at $165/hour)
- Any work on pages, features, or systems not identified in this SOW
- Hosting setup, domain registration, or DNS management beyond launch-day coordination
- Full WCAG 2.1 AA certification or ADA legal compliance warranty

4. Roles & Responsibilities

AGENCY NAME (Agency)

- Lead all project phases: discovery, design, development, QA, and launch
- Maintain project schedule and communicate timeline updates proactively
- Deliver all work products described in Section 2 of this SOW
- Initiate change orders in writing before performing any out-of-scope work
- Provide a 14-day post-launch support window at no additional cost

CLIENT NAME (Client)

- Designate a primary point of contact authorized to provide approvals
- Provide timely feedback within agreed review windows to maintain the project schedule (delays in client approvals may result in timeline adjustments or rush fees)
- Proofread and approve all content, copy, and design deliverables — CLIENT NAME is ultimately responsible for typographical, grammatical, and factual accuracy
- Provide access to the current WordPress admin, DNS settings, and any third-party accounts required for development and launch
- Supply current content, logos, brand guidelines, and any assets needed for the new site
- Review and flag content items identified by AGENCY for updating before launch

5. Project Assumptions

This SOW is based on information available at the time of proposal. The following assumptions govern the engagement:

- All work will be performed within CLIENT NAME's existing WordPress environment. If the environment requires significant remediation beyond what was anticipated in the proposal, we may adjust scope and cost.
- CLIENT NAME will provide timely access to all necessary logins, credentials, and assets. Delays in access may impact the project timeline.
- Content migration covers existing pages on clientURL.com as of project kickoff. New pages or significant new content developed during the project are not included unless specified via change order.
- CLIENT NAME's existing brand identity (logo, colors, and typography) will be used as is. No brand refresh is included.
- Third-party integrations (e.g., Google Forms, Google Drive) will be styled or transitioned as discussed and agreed upon during Discovery. Complex custom integrations are not included.
- Stock photography, if needed, is estimated at up to 6 images at $50/image ($100 budgeted in proposal). Additional imagery requires client approval.
- AGENCY provides general guidance toward WCAG 2.1 Level A accessibility compliance, but does not guarantee full ADA legal compliance. CLIENT NAME acknowledges this limitation and agrees to seek independent legal counsel regarding ADA requirements if needed.
- The billing schedule is two (2) equal installments: the first due at project commencement, the second at project completion.
- Scope items marked [TBD] in Section 2 will be resolved during the Discovery phase. If the resolution results in material scope changes, AGENCY will issue a change order before additional work proceeds.

6. Change Management

Any request that falls outside the agreed scope of this SOW, requires additional revision rounds, or materially changes project requirements will be handled through AGENCY's change order process:

- AGENCY will scope the requested changes and provide a written estimate of additional cost (at $165/hour) and impact on the agreed timeline.
- No out-of-scope work will begin until CLIENT NAME provides signed written authorization.
- Approved change orders become amendments to this SOW and are governed by the same terms.
- Rush or overtime fees ($250/hour) may apply if CLIENT NAME-caused delays require accelerated work to meet the agreed launch date.

7. Acceptance & Approval

Each major deliverable phase (Discovery, Design, Development, Launch) requires explicit written approval from CLIENT NAME's designated contact before work proceeds to the next phase. Approval may be provided via email.

Failure to provide feedback within the agreed review window will be treated as approval, with reasonable notice from AGENCY, at AGENCY's discretion.

8. Cancellation

In the event CLIENT NAME cancels this project before completion, CLIENT NAME shall pay within five (5) business days: (1) all fees for work completed to date, (2) any contracted outside expenses that cannot be canceled, and (3) a cancellation fee equal to 15% of the remaining fees that would have been paid had the project been fully performed.

9. Agreement & Signatures

By signing below, both parties agree to the scope, terms, and responsibilities defined in this Statement of Work.