



Statement of Work

Summary

This Statement of Work (SOW) outlines a 12-month contract between Plus Docs Inc and ACME Corp for SEO and content writing services aimed at enhancing online visibility and audience engagement.

Purpose and Objectives

The purpose of this project is to improve ACME Corp's search engine rankings and increase organic traffic. The primary objectives include boosting keyword rankings, enhancing site authority, and increasing conversion rates through tailored content strategies.

Scope

- Comprehensive SEO audit and strategy development.
- Monthly content creation and optimization, including blogs, articles, and web copy.
- Keyword research and analysis.
- On-page and off-page SEO enhancements.
- Performance monitoring and reporting.

Out of Scope:

- PPC campaign management.
- Website design and development.

Responsibilities and Resources

ACME Corp will provide:

- Access to existing website analytics and performance reports.
- Feedback on content and SEO strategy effectiveness.
- Approval of content and SEO changes to the website.

Schedule

Key project phases include:

- Initial SEO Audit and Strategy Planning: Month 1-2.
- Ongoing Content Creation and SEO Optimization: Month 3-12.

Payment

The project will operate on a monthly retainer basis billed at \$10,000 per month. Additional contractor hours may be added to the monthly bill upon approval from the client.

Terms and Conditions

All work conducted under this SOW will be treated as confidential between Plus Docs Inc and ACME Corp.

Signatures

Plus Docs Inc.

Name: Daniel Li

Title: CEO

[Date]

ACME Corp

Name:

Title:

[Date]