

STATEMENT OF WORK TEMPLATE

A TEMPLATE TO ALIGN PROJECT EXPECTATIONS
WITH CLIENTS

Special Thanks

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STATEMENT OF WORK

CLIENT BUSINESS NAME

Proposed Service(s) Title

[Date]

SUBMITTED TO

Client Name Here

Statement of Work Template

This Statement of Work (“SOW”) is entered into between __[COMPANY NAME]__ and __[YOUR COMPANY NAME]__ on __[DATE]__. This SOW is a part of and governed by the Master Services Agreement entered into by the parties on ____[DATE OF MSA SIGNATURE]____. In the event of a conflict between the terms of this SOW and the Master Services Agreement, the terms of the ____[MSA or THIS SOW]____ shall prevail.

1. Web pages that will be developed:

2. Known functionalities that will be implemented:

3. Client responsibilities & due dates:

[list things the client needs to provide, like copy and photos and due dates for each]

4. Total project quoted hours:

An estimated _____ hours are required to complete the project.

5. Website rate:

The hourly rate for services is \$____/hour.

6. Total project cost:

7. Payments and due dates:

8. Timeline:

9. Check-ins, review sessions and meetings:

ie. During the initial kickoff meeting, a schedule of future meetings will be determined.

10. Milestones & approvals:

List milestones (ie phase completion dates) and expectation for approval (ie you have 48 hours to provide feedback, etc).

11. Points of contact:

Provide the names, titles, contact info for both your agency and the client representative.

12. Tools and resources that will be used:

Name the tools and resources that will be used for the project, both for client communication and for the end product (label each). Also, include any note of tools that need to be purchased by you or the client to complete the project. Discuss if you offer a staging link for the client to view the website as it is being designed and built.

13. Quality Assurance:

What devices and browsers will you test on?

14. Hosting, Maintenance, and Support

Disclose if an ongoing plan has been identified for hosting, maintenance & support.

15. Assumptions:

What is included in the project and what is not. ADA compliance, Search engine optimization, HIPAA compliance, web copy, imagery, ecommerce related items, etc.

16. Project Completion Criteria:

How do you know that the project has been completed? (Approved designs, final approval of live website, or is it the moment the website is launched that it's considered live? On who's server? Are delivered fiels/database(s) the final product?)



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