

SAMPLE DOCUMENT · ILLUSTRATIVE CONTENT

Statement of Work

Fixed-fee WordPress build · Northwind Compliance (sample client)

Client	Northwind Compliance Ltd	Engagement	Marketing site rebuild
Fee (fixed)	\$18,500	Timeline	6 weeks · 3 milestones
Start	On deposit + assets	SoW version	1.0 · 2026-07-03

1 · SCOPE — BY NAME

Every template and form is listed. If it is not on this list, it is not in scope.

Templates

- Home (front-page) — hero, service grid, proof band, testimonial carousel, CTA.
- Services archive + single service template (×1 reusable layout).
- Work / case-study archive + single case-study template.
- About, Contact, Legal (privacy, terms, accessibility), 404.
- Insights archive + single post template.

Forms

- Contact form — 6 fields, spam honeypot, server-side validation, email + DB record.
- Newsletter opt-in — double opt-in, GDPR consent checkbox.

Cross-cutting

- Responsive 320–1920px, light + dark theme, WCAG 2.2 AA.
- Performance budget: Lighthouse mobile Performance ≥ 90, Accessibility 100, SEO 100.
- SEO base: titles, meta, Open Graph, XML sitemap, schema.org Organization + Breadcrumb.

2 · EXCLUSIONS (VERBATIM)

The following are explicitly out of scope and prevent the majority of scope creep:

- Copywriting and content entry beyond 5 sample pages (client supplies final copy).
- Custom photography, illustration, or video production.
- E-commerce, membership, LMS, or booking systems.
- Third-party integrations not named in §1 (CRM, ERP, payment, marketing automation).
- Multilingual / translation build-out.
- Ongoing maintenance after handover (see Care Plan, sold separately).
- Migration of legacy URLs beyond a single supplied redirect map.

3 • DELIVERABLES

- Custom classic theme (namespaced PHP 8, no page-builder dependency), installed on staging then production.
- Handover runbook (DNS, hosts, plugins, backups, deploy, rollback).
- Performance + accessibility report against the agreed budget.
- 30-minute recorded walkthrough for the client's editors.

4 • ACCEPTANCE CRITERIA

#	CRITERION	VERIFICATION
1	All §1 templates present and populated with sample content	Staging URL review
2	Lighthouse mobile: Perf ≥ 90, A11y = 100, SEO = 100 on 5 key pages	Lighthouse CI run attached
3	Zero axe-core violations on 5 key pages	axe + pa11y report attached
4	Forms deliver + validate; no PHP notices/warnings	Test submissions + debug log
5	Handover runbook delivered	Document review

5 • MILESTONES & PAYMENT SCHEDULE

MILESTONE	OUTCOME	PAYMENT
M0 • Kickoff	Deposit + assets received, staging provisioned	40% — \$7,400
M1 • Build (wk 4)	All templates on staging, budgets met	40% — \$7,400
M2 • Launch (wk 6)	Production live, runbook + walkthrough delivered	20% — \$3,700

6 • SLA CLAUSE

For 14 days after launch, defects (any deviation from §4 acceptance criteria) are fixed at no charge, acknowledged within one business day and resolved within three. This warranty covers the delivered code only; it does not cover third-party plugin/host faults or post-launch content changes.

7 • CHANGE-REQUEST PROCESS

Any work outside §1 is a written change request: a one-line description, a fixed price, and a timeline delta. Work begins only on written approval. No verbal scope changes.

8 • RUNBOOK & HANDOVER

A dedicated handover runbook is a line item, not an afterthought: domain/DNS ownership, host and control-panel access, plugin licenses, backup schedule + restore test, deploy and rollback steps. The engagement is not complete until the runbook is delivered and access is transferred to the client.

Signed — Northwind Compliance Ltd
Name / Date

Signed — Pixy Puala
Date: 2026-07-03

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