

WEBSITE SCOPE OF WORK

Brightline Studio LLC

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Sample scope of work · dates in MM/DD/YYYY

SOW No.: SOW-2026-023

Date: 10/20/2026

Start date: 11/02/2026

AGENCY

Brightline Studio LLC

Maya Torres, Managing Director
hello@brightline.example
Austin, TX, USA

CLIENT

Kavya Home Decor

Kavya Rao, Founder
88 Park Avenue, Pune, India
kavya@kavyahome.example

This scope of work covers the redesign and rebuild of the Kavya Home Decor website on WordPress, delivered over 10 weeks.

1. Objectives

- A faster, mobile-first site that makes products easy to find.
- Move existing content to the new site without losing pages.
- Basic on-page SEO and analytics in place at launch.

2. Deliverables

Deliverable	Qty	Format	Due
Sitemap and wireframes for key pages	1	PDF + Figma	Week 2
Page template designs, 2 design rounds	12	Figma	Week 5
WordPress theme development	12 templates	Staging site	Week 8
Content migration	Up to 40 pages	WordPress	Week 8
On-page SEO basics and GA4 setup	1	Live site	Week 9
Browser and device testing	1 test matrix	Report	Week 9
Launch, training and 30-day support	1	Live site + video	Week 10

3. Timeline

Phase	Weeks	Milestone
1. Discovery, sitemap and wireframes	Weeks 1 to 2	Wireframes approved
2. Design of 12 page templates	Weeks 3 to 5	Designs approved
3. Development and content migration	Weeks 6 to 8	Staging site ready
4. SEO setup and testing	Week 9	Test report signed off
5. Launch and training	Week 10	Site live

4. Client Responsibilities

- Supply final copy and product photos by the end of week 4.
- Provide hosting, domain and WordPress admin access by week 6.
- Review each milestone within 3 business days.

5. Revisions

Page designs include 2 revision rounds. Development includes fixes for anything that does not match the approved designs. New features after design approval are change requests.

6. Out of Scope

- Copywriting and product photography
- Hosting and domain fees
- Paid plugins and themes (billed at cost if needed)
- Support after the 30-day period

7. Acceptance Criteria

- Key templates score 85 or more for mobile performance in Lighthouse.
- Key templates are checked against WCAG 2.1 AA.
- The site works in the latest Chrome, Safari, Firefox and Edge, and on iOS and Android phones in the test matrix.

8. Fees and Payment Schedule

The total fee is USD 14,500, paid as follows:

Payment	Due	Amount
1. On signing (30%)	11/02/2026	4,350.00
2. On design approval (40%)	End of week 5	5,800.00
3. On launch (30%)	End of week 10	4,350.00

Total USD 14,500.00

Invoices are due within 14 days. The 30-day support period covers bug fixes, not new features.

9. Change Requests

Any work outside this scope is requested in writing. The agency replies within 2 business days with the effect on fee and timeline, and the change starts only once both parties approve it in writing.

Sign-Off

By signing below, both parties agree to this scope of work. It forms part of the service agreement between them.

FOR THE AGENCY

Name: _____

Title: _____

Signature: _____

Date: _____

FOR THE CLIENT

Name: _____

Title: _____

Signature: _____

Date: _____