

Scope of Work

Comprehensive Services for Web Development, Design, SEO, Editing, Scripting, and Consulting

1. Introduction

This project aims to develop a professional website offering a wide range of services including web development, custom scripting, logo and branding design, content editing, SEO optimization, and technical and marketing consulting.

2. Project Objectives

- Deliver high-quality services across multiple disciplines.
- Provide clients with integrated technical and design solutions.
- Ensure excellent user experience and site performance.
- Achieve sustainable client growth through SEO improvements and effective marketing strategies.

3. Scope of Work

A. Search Engine Optimization (SEO)

- Site and keyword analysis.
- Technical SEO improvements (speed, structure, crawling).
- On-page content and visual optimization.
- Off-page link building.

B. Editing Services

- Photo and video editing and enhancement.
- Visual content improvement.
- Marketing content design.

C. Logo and Branding Design

- Professional logo design.
- Development of brand identity (colors, fonts, business cards).
- Marketing materials design (flyers, brochures).

D. Web Development and Programming

- Frontend development (user interfaces).
- Backend development (database, server logic).
- Custom scripting for task automation.

E. Scripting Services

- Development of small scripts for automating specific tasks.
- Integration of scripts within the overall system.

F. Technical and Marketing Consulting

- Providing technical advice for project development.
- Developing marketing strategies.
- Monitoring and analyzing marketing campaign performance.

4. Deliverables

- Fully functional, integrated website.
- Ready-to-use designs for various platforms.

- Monthly SEO and marketing performance reports.
- Ongoing technical support and maintenance.

5. Timeline

- Analysis and planning: 2 weeks
- Execution (design, development, editing): 6-8 weeks
- SEO improvements and monitoring: continuous throughout the year
- Consulting and marketing support: as needed, based on agreement

6. Costs

- To be determined based on the scope and service requirements.