Statement of Work - Website Redesign Project

Template for United States of America  
Fixed-Price Standalone SOW

July 1, 2025

Presented By:

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Revision Table

|  |  |  |
| --- | --- | --- |
| Revision | Date | Description of Change |
| 1.0 | XXXXX | Initial Release |

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# **PROJECT OVERVIEW**

This Statement of Work (SOW) outlines the complete redesign of Acme Corp's corporate website (acmecorp.com). Acme Corp is a leading provider of widgets and services seeking to modernize their outdated website to improve mobile responsiveness, enhance brand communication, and increase online lead generation.

# **PROJECT OBJECTIVES**

The primary objectives of this website redesign project are:

* Increase website traffic by 40% within the first year of launch
* Improve lead generation by 25% through optimized forms and calls-to-action
* Enhance user engagement and reduce bounce rate by 15%
* Ensure a fully responsive design that works seamlessly across all devices
* Update the website's design to reflect Acme Corp's modern brand and values

# **SCOPE OF WORK**

The vendor will provide the following comprehensive services for the Acme Corp website redesign project:

## **Website Design**

Create a visually appealing and modern website design that aligns with Acme Corp's brand guidelines and corporate identity. This includes developing wireframes, mockups, and final design assets that reflect the company's values and market position.

## **Content Migration**

Migrate existing content from the current acmecorp.com website to the new platform, ensuring content integrity, proper formatting, and optimization for the new design structure.

## **Responsive Development**

Develop a fully responsive website that works seamlessly on desktops, tablets, and mobile devices. This includes implementing modern web technologies and ensuring optimal performance across all screen sizes and browsers.

## **SEO Optimization**

Implement on-page SEO best practices to improve search engine rankings, including meta tag optimization, URL structure improvements, site speed optimization, and implementation of structured data markup.

## **Content Management System (CMS)**

Implement a user-friendly Content Management System (WordPress recommended) that allows Acme Corp staff to easily update content, add new pages, and manage website functionality without technical expertise.

## **Testing and Quality Assurance**

Conduct comprehensive testing to ensure the website is bug-free and performs optimally. This includes cross-browser testing, device compatibility testing, performance testing, and security testing.

## **Training and Support**

Provide comprehensive training on using the CMS and ongoing technical support for a period of 90 days post-launch. Training will include documentation, video tutorials, and hands-on sessions for Acme Corp staff.

# **PROJECT TIMELINE**

The project will be completed in the following phases over a 12-week period:

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Duration** | **Deliverables** | **Timeline** |
| Phase 1: Discovery & Planning | 2 weeks | Requirements gathering, brand analysis, wireframes | Weeks 1-2 |
| Phase 2: Design | 3 weeks | Visual mockups, design concepts, client approval | Weeks 3-5 |
| Phase 3: Development | 4 weeks | Frontend/backend development, CMS setup | Weeks 6-9 |
| Phase 4: Content Migration | 1 week | Content transfer and optimization | Week 10 |
| Phase 5: Testing & QA | 1 week | Cross-browser testing, bug fixes | Week 11 |
| Phase 6: Launch & Training | 1 week | Go-live, training sessions, documentation | Week 12 |

# **DELIVERABLES**

The following deliverables will be provided upon project completion:

* Fully functional, responsive website
* WordPress CMS with custom theme
* Migrated and optimized content
* SEO-optimized pages and meta data
* User training materials and documentation
* 90-day post-launch support
* Source code and design files
* Performance and security testing reports

# **TECHNICAL SPECIFICATIONS**

The website will be built using modern web technologies and best practices:

* CMS: WordPress (latest version)
* Frontend: HTML5, CSS3, JavaScript (ES6+)
* Framework: Responsive Bootstrap or custom grid system
* Browser Support: Chrome, Firefox, Safari, Edge (latest 2 versions)
* Mobile Optimization: Progressive Web App features
* Security: SSL certificate, security plugins, regular updates
* Performance: Page load time under 3 seconds
* Hosting: Compatible with standard web hosting environments

# **SUCCESS METRICS**

Project success will be measured against the following key performance indicators:

* Website traffic increase of 40% within 12 months
* Lead generation improvement of 25% through optimized forms
* User engagement enhancement with 15% bounce rate reduction
* 100% mobile responsiveness across all devices
* Page load speed under 3 seconds on all pages
* Search engine ranking improvements for target keywords
* Client satisfaction score of 90% or higher
* Zero critical bugs post-launch

# **ASSUMPTIONS AND CONSTRAINTS**

This project is based on the following assumptions and constraints:

**Assumptions:**

* Acme Corp will provide timely feedback and approvals
* Existing brand guidelines and assets will be made available
* Content for migration will be provided in digital format
* Acme Corp will designate a primary point of contact
* Hosting environment will support modern web technologies

**Constraints:**

* Project timeline is fixed at 12 weeks from contract signing
* Budget constraints may limit custom functionality
* Third-party integrations must be approved by Acme Corp
* Changes to scope require formal change request process
* Final approval authority rests with designated Acme Corp stakeholder

# **TERMS AND CONDITIONS**

This Statement of Work is subject to the following terms and conditions:

* Payment terms: 50% upon contract signing, 25% at midpoint, 25% upon completion
* Intellectual property rights transfer to Acme Corp upon final payment
* 90-day warranty period for bug fixes and technical issues
* Change requests may result in additional costs and timeline adjustments
* Force majeure clause applies for unforeseen circumstances
* Confidentiality agreement covers all project-related information
* Termination clause allows for 30-day notice period