Sample Website Project Statement of Work

PixelCrayons | Sample for review | 9 October 2026

Illustrative example, not a quotation or signed order. This example uses the portal's USD 1,000 Figma-to-WordPress package. Replace project details, dates, dependencies and milestone values before signature. It incorporates the completed Agency Services Agreement dated [date].

1. Project and contacts

Item	Agreement
Provider / Agency legal names	[Complete]
Agency client or confidential reference	[Complete]
Website and purpose	[Domain; brochure website and lead enquiries]
Account manager / escalation contact	[Names and emails]
Agency approver / backup contact	[Names and emails]
Communication	[Project channel]; weekly written updates
Working calendar / overlap hours	[Days, holidays, timezone and overlap]
Start / review / delivery dates	[Dates confirmed after inputs and capacity review]

2. Agreed deliverable

An editable WordPress website built from Agency-approved desktop and mobile Figma designs, with up to five pages, up to three reusable layouts and up to six content sections per page. Supported editable components and the selected theme/page builder are agreed below. Bespoke plugin or theme engineering is not implicitly included.

Page	Approved design/version	Layout	Sections	Acceptance notes
1. [Home]	[Link/version]	[A]	[Up to 6]	[Checks]
2. [About]	[Link/version]	[B]	[Up to 6]	[Checks]
3. [Service]	[Link/version]	[C]	[Up to 6]	[Checks]
4. [Service]	[Link/version]	[C reused]	[Up to 6]	[Checks]
5. [Contact]	[Link/version]	[B adapted]	[Up to 6]	[Checks]

Implementation stack: [WordPress version, theme, builder and plugins]. Hosting/staging: [Agency-owned account]. Baseline browser/device matrix: [name supported browser versions and viewport/device sizes]. This is implementation from supplied designs, not a new brand or design engagement.

3. Included work

- Responsive implementation of the approved pages, content and navigation using standard editable components.

- One contact form with validation, available spam protection, a thank-you state and tested delivery. Choose an inbox destination or one supported native CRM form/connection to an existing account, with up to 10 standard fields and one notification. Record the choice and fields: [details].

- Basic measurement using the Agency's existing analytics account and agreed event(s): [page view and specified lead event]. Record any consent requirements and approved implementation. No custom attribution platform is implied.

- Basic page titles/meta descriptions using supplied copy, permitted indexing settings, and a sitemap where supported by the agreed stack.

- Two consolidated review rounds. Corrections to agreed-scope errors do not consume these rounds.

- QA against the acceptance checklist, Agency-approved launch and the handover listed below.

- Included 30 days of corrective maintenance after production launch (30-Day Corrective Maintenance). Reported qualifying issues remain open until resolved without requiring a maintenance subscription.

4. Agency inputs and dependencies

The Agency supplies final desktop/mobile designs, copy, licensed images/fonts, page list, form destination and fields, analytics access, hosting/domain access and one approver. Inputs due: [date]. Designs are approved before implementation; later redesign is a change request.

The Provider confirms missing items and dependencies before scheduling. Delays require an updated plan, not automatic loss of prepaid work. No extra charges or changed scope are incurred without written approval.

5. Exclusions and third-party costs

Unless expressly added, the fee excludes new design or copywriting, commerce/checkout, user accounts, membership portals, multilingual content, complex animations, custom APIs, database migration, bulk data cleanup, accessibility certification, penetration testing, legal policy drafting and ongoing care.

A standard form/native CRM connection within Section 3 is already included. Multi-step workflows or unsupported integrations need a separately agreed scope, not a surprise form-setup fee.

Purchase or usage cost	Payer/account owner	Amount/cap	Renewal	Approval
Hosting and domain	[Agency/client]	[Amount]	[Date]	[ ]
Theme/plugin/font licences	[Specify or None]	[Amount]	[Date]	[ ]
CRM or form subscription	[Specify or None]	[Amount]	[Date]	[ ]

Identify vendor branding and any paid removal requirement here. Routine Provider tools, coordination and QA are included in the USD 1,000 fee.

6. Fees, milestone values and payment

Illustrative fixed fee: **USD 1,000**, plus applicable taxes identified in the signed quote. Payment: USD 500 to schedule; USD 500 after written acceptance, before launch or handover. No automatic renewal or compulsory support plan.

The following allocation is **proposed for this sample** and must be agreed for the actual project. It is used for cancellation/refund reconciliation, not as an extra invoice.

Milestone	Objective completion evidence	Allocated value
Foundation and first approved layout	Staging, stack and first template submitted against agreed designs	USD 250
Remaining pages and included integrations	Five pages, form and measurement ready for review	USD 500
Final QA, approved release and handover	Acceptance checks completed and listed assets transferred	USD 250
Total	No double counting	USD 1,000

Partial milestone value must be substantiated and agreed against its completed components. Final payment before handover does not remove the obligation to finish handover or refund undelivered allocated value.

7. Acceptance and release checklist

- All agreed pages, sections, assets and links are present and materially match the approved designs within browser/font rendering limits agreed in advance.

- Pages work on the agreed browser/device matrix without material overflow or broken navigation.

- Selected editable components can be updated using the provided Agency account.

- Form validation, spam control, thank-you state and real destination receipt are tested using approved non-sensitive test data.

- Agreed analytics events are demonstrated with the relevant account access and consent settings.

- No known blocker prevents the agreed core website and enquiry journeys.

- The Agency receives a review link and test record, gives consolidated feedback and expressly approves release.

Proposed review period: five business days. Silence does not equal acceptance. Any conditional acceptance records remaining issues, owners and dates. Target performance or accessibility scores apply only if a measurable threshold and test method are expressly entered here: [target or Not included].

8. Correction, cancellation and handover

Use the agreement's correction and escalation process. Scope errors are fixed free. If the Provider cannot resolve nondelivery, refund the prepaid undelivered value calculated using Section 6. Voluntary cancellation is reconciled against completed value and approved non-recoverable costs. The proposed refund deadline is 15 calendar days after entitlement is established, subject to approval in the signed agreement.

Handover includes Agency-owned administrative access, the agreed repository or code export, design-supplied assets used in the build, relevant configuration notes, licence list and a concise publishing/backup handover: [exact format]. Provider credentials are removed or reduced after handover. Bespoke work ownership and background-component licences follow the agreement.

Launch approval: [person/date]. Defect-reporting window begins: [launch date]. If launch is postponed, agree a written alternative start date; staging submission alone does not silently start the window.

9. Approval

This SOW becomes effective only when both parties approve it together with the completed agreement. All bracketed items must be completed or expressly marked Not applicable.

Provider: [legal entity, signatory, signature, date]

Agency: [legal entity, signatory, signature, date]