HC Web Labs

Heather Cooper — Web Design & Development

STATEMENT OF WORK (SOW)

Your project blueprint — engagement type, scope, deliverables, timeline, and investment.

This Statement of Work is Exhibit A to, and governed by, the HC Web Labs Master Service Agreement (MSA) signed by the Parties.

1. Client Information

Name: _____

Business: _____

Email: _____

Phone: _____

Primary Contact (for approvals): _____

HC Web Labs contact: Heather Cooper · webmaster@heather-cooper.com · (865) 356-3769

2. Project Details

SOW Reference: _____

SOW Date: _____

Valid Until: _____

Project: _____

Engagement Type (check all that apply):

☐ New Build ☐ Redesign & Existing-Environment Work

☐ Debugging & Optimization ☐ Ongoing Care (Webmaster)

If Existing-Environment work: Client's current platform, CMS, or page builder (if any):

_____

Client's current hosting provider (if applicable): _____

3. Project Scope

3.1 Project Summary. [Describe what you're building, fixing, or improving — the type of engagement, its purpose, and key functionality.]

3.2 Project Goals. [What should this engagement accomplish? List 2–4 clear objectives.]

3.3 Target Audience. [Who will use this website, and how?]

3.4 Deliverables. The specific items HC Web Labs will deliver under this SOW, organized by phase. Anything not listed here is out of scope.

- Discovery & Planning — [e.g., sitemap, content plan, project brief, or — for Existing-Environment work — an audit defining scope]
- Design — [e.g., mockups for each page template; 2 revision rounds]
- Development — [e.g., fully coded responsive site, forms, integrations; or, for a fix, the specific issue(s) being diagnosed and resolved]
- Testing & Launch — [e.g., cross-browser QA, accessibility check, retest and verification, soft launch, deployment]

4. Technical Approach

Builds and fixes are custom-coded using semantic HTML5, mobile-first responsive CSS3 with fluid, scaling typography, JavaScript (ES6+), and PHP where applicable. Standard practices include WCAG 2.2 Level AA accessibility, cross-browser and operating-system compatibility with fallback support, performance optimization, and security practices informed by the OWASP Top 10. Where this engagement works within Client's Existing Environment, these standards are applied to the fullest extent that environment allows, and any platform-specific constraints are noted below. Full technical standards are set out in the MSA (Sections 4, 11, and 13).

[List any project-specific stack details, platform constraints, integrations, or the browser/device support matrix here.]

5. Assumptions & Dependencies

- Client provides all required materials and content, in the agreed formats, by the dates in this SOW.
- Client consolidates feedback into a single written response per revision round, within the 5-business-day review window.
- Final, proofread content is supplied by Client; HC Web Labs does not draft copy unless quoted separately.
- Client's hosting environment supports the project's technical requirements (e.g., PHP 8.x, HTTPS/SSL).
- For Existing-Environment engagements: Client provides administrative access to the current site, hosting account, or platform sufficient to complete the agreed scope.
- Third-party services, APIs, or plugins the project relies on remain available and function as documented.
- The project proceeds without an extended pause; pauses are handled under the MSA.

[Add any project-specific assumptions or dependencies here.]

6. Acceptance Criteria

- All pages and features listed in the Scope are present and function as described.
- Forms submit correctly and deliver to the designated destination.

- The site conforms to WCAG 2.2 Level AA, verified by automated and manual testing, for all code created or modified by HC Web Labs.
- The site displays and functions correctly across the supported browsers and devices.
- For Debugging & Optimization engagements, the reported issue is confirmed resolved through retesting before sign-off.
- No known critical or blocking defects remain in the delivered scope.
- Client-supplied content is placed as provided; accuracy of that content remains Client's responsibility (MSA Section 9).

[Add any project-specific acceptance criteria here.]

7. Investment & Payment

7.1 Fixed-Fee Engagements (New Build / Redesign & Existing-Environment Work).

Description: _____

Total Project Investment (fixed): _____

Milestone	Trigger	Share	Amount
Milestone 1 — Kickoff	Upon signing this SOW and the MSA (prior to work)	50%	$_____
Milestone 2 — Midpoint	Upon Client approval of design or audit-defined scope	25%	$_____
Milestone 3 — Launch	Upon final QA approval, before deployment	25%	$_____

7.2 Hourly Engagements (Debugging & Optimization).

- Standard rate: **$60/hour**. Rush/expedited rate: **$85/hour**. One (1) hour minimum per engagement.
- An itemized time-and-cost estimate is available on request — typically broken into diagnosis, fix implementation, and retesting — offered as a transparent courtesy, not a fixed price (see Section 7.4).
- Retesting and verification are included in the billed time for the fix; they are not billed as a separate line item.
- If diagnosis reveals a broader issue than estimated, work pauses for Client's written confirmation before continuing.

7.3 Payment Expectations. By signing, Client understands and agrees:

- Payments are due on the dates invoiced. Invoices are sent via Wave; no Wave account is needed.
- A 7-day grace period is provided after each due date.
- An invoice unpaid more than 14 days past its due date incurs a one-time $25 late fee plus 10% annual interest, and may pause work.
- Final files, source code, and launch occur only after final payment clears.
- Full payment terms: see MSA Section 7.

7.4 Courtesy Estimates. Any itemized task, time, or price breakdown HC Web Labs provides — whether for a fixed-fee proposal or an hourly Debugging & Optimization engagement — is offered as a transparent courtesy to help Client visualize the work. Fixed-fee projects are flat-rate, not hourly-labor contracts: no

refund or credit is issued if a task is completed faster than estimated, and no additional fee is charged if it takes longer, provided the scope is unchanged. Hourly engagements are billed for actual time worked; the itemized estimate is a good-faith guide, labeled as an estimate rather than a fixed quote.

7.5 Rates for Additional Work. HC Web Labs' standard hourly rate for additional or out-of-scope work is **$60/hour**. Rush or expedited requests are billed at **$85/hour**. These rates are confirmed in this SOW before any additional work begins (see MSA Section 8).

8. Project Timeline

Stage	Estimated Time / Date
Discovery & Planning (or Audit, for Existing-Environment work)	
Design	
Development / Fix Implementation	
Testing, Retest & Launch	
Estimated Total	

9. Client-Supplied Materials

For New Build engagements, Client is responsible for providing the following by the dates indicated:

Item	Format / Notes	Due By
Logo files	vector preferred	
Brand colors / style guide		
Written content / copy		
Photos / images		
Hosting & domain credentials		

For Redesign & Existing-Environment Work or Debugging & Optimization engagements, Client instead provides:

Item	Format / Notes	Due By
Current platform / CMS access	admin login, shared securely	
Current hosting access	if separate from platform login	
Notes on what's staying vs. changing		
Recent backup of the current site (if available)		

10. Revisions & Approval Process

- **Included Revisions:** this project includes two (2) design revision rounds and one (1) development revision round for fixed-fee engagements. A revision is a set of changes to work already presented — not new concepts, added pages, or expanded scope.
- **Phase Approval:** each phase requires written approval before the next begins. If no written feedback is received within five (5) business days, the phase is deemed accepted.
- **Additional Revisions:** rounds beyond those included are billed at HC Web Labs' standard hourly rate, with Client's written approval before the work begins.

Full terms: see MSA Section 8.

11. Change Orders

Any work outside the scope defined in this SOW requires a written Change Order executed through BoldSign, describing the additional work, its cost, and any impact on the timeline. No out-of-scope work begins without written Client approval. Full terms: see MSA Section 8.

12. Scope Boundaries

12.1 Hosting & Server Access. Client purchases, owns, and maintains its own hosting and domain, and provides secure, valid access where needed. HC Web Labs does not resell hosting and is not liable for hosting downtime, server configurations that reject custom code, or domain-management errors.

12.2 Existing & Legacy Infrastructure. Where HC Web Labs works within Client's Existing Environment — regardless of the specific platform, page builder, or technology involved — HC Web Labs is responsible only for the custom code it writes under this SOW, not for pre-existing errors, third-party plugins installed by others, or hosting limitations. If the existing setup is too unstable to safely accept the new work, HC Web Labs will pause and issue a Change Order.

12.3 Google Business Profile & Analytics. Google Business Profile setup is included where the applicable package or SOW states so; otherwise Client registers and manages its own Google Business Profile. Client registers and manages its own Google Analytics (GA4); HC Web Labs' role is limited to embedding a Client-provided tracking snippet.

13. What's Included

- Mobile-first responsive design.
- WCAG 2.2 Level AA accessibility conformance for all code created or modified by HC Web Labs.
- SEO implementation (best practices; no ranking guarantee — see MSA Section 16).
- Cross-browser and operating-system testing with fallback support.
- Performance optimization.
- For fixed-fee projects: two (2) design and one (1) development revision round.
- For Debugging & Optimization: an itemized diagnosis-fix-retest estimate on request, with retesting included in billed time.
- 7–14 days post-launch warranty and complimentary minor edits (see MSA Section 15).
- Final source files delivered upon full payment.

14. Not Included (Client Responsibility)

- Domain registration and renewal.
- Web hosting fees.
- Content writing (unless quoted separately).
- Photography / images (unless quoted separately).
- Logo design / branding (unless quoted separately).
- Premium third-party assets such as paid fonts, plugins, or stock media (unless quoted separately).

15. Acceptance & Signatures

This Statement of Work is Exhibit A to, and governed by, the HC Web Labs Master Service Agreement (MSA). By signing below, each Party confirms it has read and agrees to both this SOW and the MSA, and that the signer is authorized to bind their Party. Signatures executed through BoldSign or other electronic means are legally binding.

HC Web Labs

By: _____ Name: Heather Cooper

Title: Owner Date: _____

Client

By: _____ Name: _____

Title: _____ On behalf of: _____

Date: _____

Thank you for choosing HC Web Labs.