

Scope of Work: Website Development

This Scope of Work ("**SOW**") dated {{order_date}} ("**SOW Effective Date**") is entered into by and between {{billing_company}} ("**Client**"), and MARC Strategies, Inc., d.b.a. Fly Pages, a Missouri corporation (the "**Agency**") and is entered into under the Master Services Agreement dated {{order_date}} (the "**Agreement**") between Agency and Client as Exhibit A thereto.

Client agrees it is hiring Agency for a Premium WordPress Website Development SOW, not to exceed a period of 60 days, on behalf of Client:

- DEFINE WEBSITE GOALS AND OBJECTIVES

Agency will work with Client to establish the initial goals and/or objectives for your website:

- *conduct a 1-hour conference call with Client to define website structure, page details, and other site objectives. (Not to exceed 1 hour. Additional time may be billed at \$100/hr.)*

- 5-page package premium structure includes up to 5 pages in the main navigation and (e.g., Home, About, Product/Services, Gallery/Blog, and Contact) plus one "Thank You" page where visitors will land after completing the contact page form.

- 10-page package premium structure includes up to 10 pages in the main navigation and (e.g., Home, About, Product/Services, Gallery/Blog, Our Work, Our Team, Newsroom, Awards/Recognition, Jobs, and Contact) plus one "Thank You" page where visitors will land after completing the contact page form.

- WEBSITE DESIGN AND SET-UP

Agency will set-up a Client's designated website as follows:

- Agency will recommend a project timeline with Client and Agency deliverables based on a mutually agreed-upon project completion date. Should Client not provide required deliverables as established in the project timeline, Agency will adjust the timeline according to the delay of Client provided deliverables.
 - Note: this project shall not exceed 60-days. A new estimate and SOW may be issued at Agency discretion if Client fails to provide deliverables or required involvement within the 60-day timeline.
- Agency will recommend 3 - 5 WordPress pre-packed premium themes
 - Note: This SOW does not include themes designed to support E-Commerce, additional WordPress plugins like Calendaring or Mapping, a Multi-site, or a Membership site. An additional estimate and SOW can be provided for more complex or custom website builds.
- Client to choose one of the recommended premium WordPress themes. This theme will be the basis for the design of the website. There will be a period of revisions and development will start once Client has signed off on the design. Once development has started, only minor changes can be made without affecting the scope of the project.
- Agency will stand-up the chosen theme in a staging environment.
 - If Client has website hosting in place, and has paid 100% of costs up-front, Client will provide login information for website hosting provider and provide client's URL to Agency. *Note: Work cannot commence until payment has been made -in full and this information has been provided by Client to Agency.*
 - If Client does not have website hosting in place, Client agrees to pay 50% of total cost up-front, with 50% of costs due before website is transferred from Agency staging environment to Client URL.

- This SOW does not include any fees or support related to setting up hosting environments, URL purchase, SSL certificates or other website functionality, etc. Agency can provide additional support for these items at an hourly rate of \$115/hour.
 - Upon receipt of all required website customization elements (photos, logos, brand colors, copy, etc.), Agency will customize the chosen theme with client provided copy, photos, and brand colors.
 - Stock photos can be purchased for Agency reimbursement with Client approval.
 - Agency copy revisions will be limited to formatting copy to the theme structure. Agency can provide copywriting services with prior Client approval at a rate of \$85/hour.
 - Agency will provide Client access to a draft of the site in Client's website staging environment.
 - Upon review of the initial draft site, Client may provide Agency with the following number of aggregate revisions:
 - For a 5-page website package: 2 rounds of aggregate minor revisions or up to 4 hours of total revisions, whichever comes first.
 - For a 10-page website package: 3 rounds of aggregate minor revisions or up to 8 hours of total revisions, whichever comes first.
- *Note: An aggregate minor revision is defined as a grouping of minor revisions to text, content selection, photo selections, naming of pages, link changes, buttons, icons or navigation. It does not include revisions to overall site structure, theme changes, plugin additions, site functionality, template choices, branding revisions, or full page copy and photo library replacement. To count as an aggregate round of changes, Client will provide all changes together. Each change submission will count as one round of aggregate changes.*
- Note: Setup of Google Analytics, Search Console, Facebook Pixel, and/or any other metric tool is not included in this scope of work. An additional estimate and SOW can be provided for this work upon Client request.

- APPROVALS AND WEBSITE GO-LIVE

Agency will work with Client to review and approve the final website product prior to publishing the site from a staging environment to a final site that can be seen live by the public on the Internet (herein known as "Go-Live").

- Client will review and test the site in the staging environment prior to giving approval for the new site to Go-Live.
 - Agency will publish the staging site to a Go-Live environment only with written Client approval.
 - If Agency does not receive written Client approval on all required components of the staging website, Client agrees that the unapproved website will remain in the Client's staging environment until Agency receives written approval. Lack of Client's timely written approval may delay the Go-Live date.
 - Client will not be issued a credit for a missed Go-Live date if Agency has not received Client's website components, aggregate revisions or written approvals within the designated project timeline.
 - During the approval process, if Client's requested changes are outside of the contracted SOW, additional revisions or new SOW requests by Client will be billed at \$115 - \$150/hr.
 - Agency agrees it will make all reasonable efforts to work with Client to maintain the project timeline under 60-days and get necessary Client approvals.
- This SOW will not exceed 35 total hours of website development and/or project management

EXCEPTIONS:



Additional revisions above and beyond the allotted rounds of revisions, copywriting services, photo procurement, additional site functionality, additional plug-ins, additional pages, pixel set-up on web pages, Google Analytics set-up, hosting and URL procurement services, and SSL certificates are not included in either the 5-page or 10-page website package. Agency may provide additional support for noted exceptions as an add-on to this package with written approval by Client at an hourly rate of \$85/hour - \$150/hour based on the needed level of service. With this add-on, time is billed monthly in 15-minute increments and billed only for time incurred.

X _____

X *Michelle Eisenhart* _____

Signed By Michelle Eisenhart

Signed On: May 21, 2019

Signature Certificate

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Scope of Work: Website Development Uploaded by
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The document has been signed by all parties and is now
closed.



This audit trail report provides a detailed record of the
online activity and events recorded for this contract.

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