

Website Scope of Work Template

Fill in every [bracket], delete the guidance in italics, and attach it to your proposal or contract (or paste it in as the scope section). Written for web designers; works in Google Docs, Word, Notion or any proposal tool.

Scope of Work: Website for [Client business name]

Prepared for: [Client contact name], [Client business name]

Prepared by: [Your name], [Your studio]

Date: [Date]

Attached to: [Proposal or agreement name and date]

1. Goal

Two or three sentences in the client's own words: what the site is for and who it is for.

[Client business name] needs a website that [main goal, for example: lets new patients book a first visit online]. The site is for [main audience]. We will know it has worked when [one observable outcome, for example: the booking form is live and every service page is reachable from the menu].

2. Deliverables

Name every page and every feature. A stranger should be able to count them. "All the pages you need" is not a deliverable.

Pages ([number] in total):

1. [Home]
2. [About]
3. [Services]
4. [Page name]
5. [Page name]
6. [Contact]

Included with the pages:

- Design in [your tool, for example Figma], built on [platform, for example Webflow / WordPress / Squarespace / Framer / Wix Studio]
- Mobile and desktop layouts
- [Contact or booking form, sending to the client's email]
- Basic on-page setup: page titles, descriptions, image alt text
- Launch on [the client's domain] and a handoff session of [number] minutes
- Feedback rounds: [2] (one on the design, one on the built site)

Anything not listed in this section is not part of this scope. If you want it, we will quote it as a change request (section 8).

3. Acceptance criteria

Write the conditions that must be true before the work counts as finished. Make each one something you could check.

The site is accepted when all of these are true:

- ☐ All [number] pages above are live
- ☐ [The contact form delivers to the client's inbox]
- ☐ [Pages display correctly on a phone, a tablet and a desktop browser. Name the browsers you will check.]
- ☐ [Any other check, for example: the client's logo and brand colours are applied]

Review window. After we send the review link, the client has [5] business days to send written feedback or say it is accepted. If we do not hear back within [5] business days, the work counts as accepted. (Deemed acceptance may not hold everywhere. Have it checked.) *(Choose the number of days that fits your projects.)*

If something fails a check, we fix it and send it again. Fixing something that does not meet the list above is not counted as a feedback round.

4. Assumptions

Things you are counting on. If one turns out to be wrong, the plan changes.

- Content (written copy, photos, logo files) arrives by [date], in the formats listed in section 6.
 - [One person, name, gives final feedback and approval for the client.]
 - [The client already owns the domain and can give us access.]
 - [The existing site's content can be reused where it is still accurate.]
 - [Add your own: for example, the number of products or posts being moved over.]
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5. Not included

Name what is outside the scope, so nobody has to guess.

- [Copywriting, unless listed in section 2]
 - [Photography, video or illustration]
 - [Hosting, domain registration and platform subscription fees]
 - [Support, updates and maintenance after launch, beyond [30] days of bug fixes. *Be specific about what you will do after launch and whether it is billed on top.*]
 - [SEO beyond the basic setup in section 2]
 - [Anything not listed in section 2]
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6. What we need from the client

Date the client's side as well as yours.

What	From	Needed by
Written copy for every page	[Client]	[Date]
Logo files, brand colours and fonts	[Client]	[Date]
Photos	[Client]	[Date]
Access to [domain registrar, hosting, current site]	[Client]	[Date]
Consolidated feedback on each draft, as one list from [named person]	[Client]	[Within 5 business days of each draft]

If anything on this list arrives late, the later dates in section 7 move by the same number of days.

7. Timeline

Step	Who	Target date
Content and access due	[Client]	[Date]
Design draft ready	[You]	[Date]
Feedback on design (round 1)	[Client]	[Date]
Build ready for review	[You]	[Date]
Feedback on build (round 2)	[Client]	[Date]

Step	Who	Target date
Launch	[You]	[Date]

8. Changes and sign-off

Changes. If you ask for something outside this scope, including extra pages, extra feedback rounds or new features, we will send a short written quote with the price and the effect on the timeline. Work on it starts once you approve it in writing.

Sign-off. By signing or replying "Accepted" below, [Client business name] agrees that this is the scope of the work.

Client name: [_____] **Date:** [_____]

Signature or typed name: [_____]

[Your name], [Your studio] Date: [_____]

Sending lots of these? Workspace369 turns this into a link your client accepts with a typed name, and pays the deposit on: https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=website-scope-of-work-template&utm_content=accept

This template is general information, not legal advice. Whether a scope of work forms part of your contract depends on where you work. Have your terms checked by someone qualified where you work, especially acceptance, ownership and payment wording.

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same scope of work, filled in

A fictional studio and client, so you can see what "specific" looks like. Your details will differ.

Scope of Work: Website for Harbor Dental

Prepared for: Dana Ruiz, Harbor Dental · Prepared by: Maya Reyes, Reyes Web Studio · Attached to: Website Proposal, Standard package

1. Goal. Harbor Dental needs a website that lets new patients book a first visit online. It is for families within 10 miles of the practice. It has worked when the booking form is live and every service page is reachable from the menu.

2. Deliverables. Six pages: Home, About, Services, New Patients, Insurance, Contact. Designed in Figma, built on Webflow. Mobile and desktop layouts. A booking request form that emails Dana. Page titles, descriptions and image alt text. Launch on harbordental.example and a 30-minute handoff call. Two feedback rounds: one on the design, one on the built site. Anything not listed here is quoted as a change request.

3. Acceptance criteria. Accepted when: all six pages are live; the booking form reaches Dana's inbox; the pages display correctly on a phone, a tablet and the current versions of Chrome and Safari. Review window: 5 business days after the review link is sent. No reply in 5 business days counts as accepted.

4. Assumptions. Copy, logo files and photos arrive by the 5th. Dana is the one person who gives final feedback. Harbor Dental already owns its domain and can give us access.

5. Not included. Copywriting, photography, hosting and domain fees, SEO beyond basic page setup, and support after launch beyond 30 days of bug fixes.

6. What we need from Harbor Dental. Copy for each page, logo files and photos by the 5th. Webflow and domain access by the 5th. One list of feedback from Dana within 5 business days of each draft. If anything is late, later dates move by the same number of days.

7. Timeline. Content and access due the 5th · design draft the 12th · feedback the 17th · build ready the 24th · feedback the 29th · launch the 2nd of the next month.

8. Changes and sign-off. Anything outside this scope is quoted first, for example: "A seventh page, Careers, is \$350 and adds 2 business days. Reply 'approved' and I'll start." Accepted by Dana Ruiz, typed name.

Fictional example. The studio, client and numbers are made up to illustrate the template.