

Statement of Work + Quotation

icon
sleep

Presented by: Always Open Commerce

Presented to: Icon Sleep

Date: July 20, 2021



always open commerce

Overview

This Statement of Work is a detailed report of the project proposed and to be implemented by Always Open Commerce for the client, **Icon Sleep**, and shall be governed by the terms and conditions set forth.

By signing the agreement on the last page of this document, the client acknowledges and agrees to be bound to the terms and conditions made exclusively for this project.

Objective

The objective of this project is to:

- New Store Development in BigCommerce
 - Design the Homepage and Product Page
 - Develop all approved page designs
 - Assist with product data issues
 - Ensure optimal SEO for migration

Technicalities

Based on prior discussions with the client, AOC will use the following technologies for this project:

- BigCommerce Platform
- Theme: Cornerstone
- Jotform
- Shipper HQ
- Stamped.io

Project Requirements

- BigCommerce Access
- Admin Access
- WebDav enabled
- Stencil API
- Images and Content in a cloud folder
- Complete Product Data (Already Migrated in BC)
- Jotform account
- ShipperHQ App Installed
- Stamped.io installed

Implementation

- **Front End Design**
 - Inclusion
 - Homepage: 15 hrs
 - Mega Menu: 4 hrs
 - Product page: 8 hrs
 - Category page: 5 hrs
 - Exclusion
 - Image editing except cropping or resizing
 - Email confirmations are not included
 - Other custom work

- **Online Store Development**
 - Inclusion
 - General Layout (Header and Footer): 6 hrs
 - Homepage: 25 hrs
 - Mega Menu: 6 hrs
 - Product Pages: 12 hrs
 - Category Pages: 8 hrs
 - Cross browser compatibility: 10 hrs
 - Mobile/Tablet compatibility: 10 hrs
 - Troubleshooting and bug fixing: 10 hrs
 - Exclusion
 - Custom work not mentioned above

- **Data Handling**
 - Inclusion
 - Manage / Organize Product Data: 6 hrs
 - Assist with Cart2Cart Migration: 5 hrs
 - Jotform setup:: 3 hrs
 - Shipper HQ multi location setup: 10 hrs
 - Stamped.io setup:: 5 hrs
 - Exclusion
 - Data normalization
 - Data Updates
 - Other App installation and setup

- **SEO**
 - Basic SEO: 10 hrs
 - Use Screaming Frog to crawl the site and save the crawl to Google Drive.
 - Make a copy of the Google Analytics code and data.
 - Make a copy of Semrush's current positions, keyword rankings, and top pages.
 - Save the number of Google indexed pages (count).
 - Use Screaming Frog to crawl the site.
 - Compare the current data to the previous saved file.
 - Make sure all the URLs, titles, meta descriptions, and H1 are the same.
 - Check that Google Analytics and Search Console are properly configured.
 - Create and submit a sitemap to the search console.
 - Verify that only HTTPS or HTTP is used
 - Use Semrush to conduct an SEO audit. Fix all identified issues and warnings.
 - Keep track of the number of indexed pages, traffic, performance, and rankings.

- **Project Management**
 - Monitor project deliverables
 - Organize tasks and send regular reports/updates
 - Main point of contact for the client regarding day-to-day tasks

- **Account Management (optional)**
 - Available during regular business hours for the client
 - Work with team on all aspects of the project
 - Minimum 10-hour retainer

Project Hourly Rates

Specialist	Hourly Rate		Availability
Developer	\$60	-	Required
Designer	\$60	-	Required
Data Admin	\$60	-	Required
SEO Specialist	\$60	-	Required
Project Manager	\$60	-	Included
Account Manager	\$150	-	Optional

Quotation

Description of Work	Skill Set	Hours	Rate	Amount
Front End Design	Designer	32	\$60	\$1,920
Online Store Development	Developer	87	\$60	\$5,220
Data Handling	Data Admin	29	\$60	\$1,740
SEO	SEO Specialist	10	\$60	\$600
Project Management	Project Manager	10	FREE	FREE
Account Management	Account Manager	-	-	-
Total		158		\$9,480

Support and Help Desk

- Project Manager: Vianca Regala | Skype ID: vianca.regala | Zoom: Schedule [here](#)
- Help Desk: support@aoc.com

Note that due to time zone differences, our project manager is only available from 8:30 PM to 12:00 AM, ET. Account manager can accept your inquiries during regular business hours.

Payment Terms

- 50% Due upfront. Remaining 50% due upon project completion

Timeline

- Project to be completed in 60 days from start date.
- Work will start upon completion of the requirements.

Collaboration

- HubStaff tasks to be used for project management
- Meetings are available no more than once a week

Outside Implementation

- Any work requested outside of implementation terms will be billed separately.
- Client will be informed before the work is performed.

Post Implementation

- Upon project completion, billed rates remain the same for 30 days.
- After 30 days billing is available either Monthly or On Call.

Confidentiality

AOC and client agree that they will not, during the term of this agreement or any time thereafter, either directly or indirectly, disclose or use confidential information acquired except as necessary to perform the obligations of one to the other in accordance with this agreement.

Signature

If this Statement of Work and Quotation meets your approval, we will send an electronic version via PandaDoc for signature.

Client:

Name:

Date:

Billing Email:

Payment Method:
