

White-Label Agency Proposal & Scope Template Suite

Contract language, milestone structures & scope checklists for agency partners

01. Executive Statement of Work (SOW) Framework

- **Deliverables Summary:** Custom responsive design, hand-coded build, speed tuning, local SEO.
- **Out of Scope Boundary:** Third-party API recurring fees, professional photography, ad spend.
- **Content Handover Deadline:** Client provides brand assets within 7 business days of kickoff.

Clear boundary language eliminates 95% of scope creep disputes.

02. Structured Payment & Milestone Phasing

- **Phase 1: 50% Kickoff Deposit:** Secures sprint timeline, discovery research & wireframing.
- **Phase 2: 25% Design Approval:** Triggered upon client sign-off of interactive mobile & desktop preview.
- **Phase 3: 25% Final Launch:** Released prior to domain DNS cutover and Google Profile sync.

Prevents project stalling and protects agency partner cashflow.

03. Revision Policy & Feedback Rules

- **Consolidated Feedback:** One designated stakeholder collates team feedback into single document.
- **Two Structured Iteration Rounds:** Round 1: layout and structure; Round 2: micro-copy and imagery.
- **Turnaround Window:** 48-hour SLA for revision delivery after review call.

04. White-Label SLA & Monthly Care Retainers

- **Tier 1: Hosting & Core Maintenance:** Uptime monitor, security patches, monthly backup.
- **Tier 2: Growth & Content Care:** Monthly SEO keyword audits, 2 hours of design tweaks.