



# Project Scope & Proposal: Signature One-Page Website

## 1. Project Overview & Objectives

### Key Term Definitions

- **"The Client"**: Refers to you, the individual or legal entity purchasing the services outlined in this Project Scope & Proposal.
- **"Handover"**: Refers to the final deliverable of this project, where Stalytics provides the Client with all website files in a digital format (e.g., a ZIP archive). The act of Handover concludes the development phase. The subsequent deployment, hosting, and management of these files are the sole responsibility of the Client.
- **"Client Content"**: Refers to all text, images, branding materials, and other assets provided by the Client for integration into the website.

Stalytics will design and develop a professional, lead-generating "Signature One-Page" website for you the Client. The primary objective of this project is to create a powerful, all-in-one digital presence designed not only to showcase your brand but also to actively generate leads and ensure UK legal compliance. The website will provide a seamless user experience, encouraging visitor interaction and making it easy for potential customers to get in touch. This is our handover package, we design and deliver the full site files, you take control from there by connecting and managing everything on your own terms.

## 2. Scope of Services & Key Deliverables

This project expands upon our Digital Brochure package with essential interactive and compliance features. The following deliverables are included:

- **Design & Development:**
  - Creation of a custom-designed, single-page website.
  - Development ensuring the website is fully responsive and displays correctly on desktops, tablets, and mobile devices.
  - Clean, modern, and professional code adhering to industry best practices.
  - A clean, semantic, and SEO-ready codebase to provide a strong technical foundation.
- **Content Integration:**
  - Integration of all client-provided text, images, and branding (logo, brand colours) into the website structure.
  - Layout structured with up to five distinct sections (e.g., Hero/Welcome, About Us, Services, Contact Form, Footer). Up to 3 testimonials may be integrated within these sections.
- **Core Features & Functionality:**
  - Interactive Contact Form: A user-friendly form to capture visitor enquiries (e.g., name, email, message). Submissions will be sent directly to your designated email address.
  - Basic SEO Setup: Implementation of on-page SEO fundamentals, including meta titles, descriptions, and image alt-tags to improve search engine visibility.
  - Social Media Links: Integration of links to your professional social media profiles.
- **UK Compliance Pack (GA4 & Contact Form):**
  - Cookie Policy: Creation of a complete Cookie Policy page, tailored specifically to cover the use of Google Analytics 4 (GA4) cookies on the website.
  - GDPR Consent Banner: Implementation of a compliant cookie consent banner, configured to manage consent for the GA4 cookies.
  - Website Privacy Policy Addendum: Provision of professionally drafted clauses for the client to add to their own company privacy policy. These clauses will cover data collected through the website's contact form and the use of the GA4 cookies.
  - Important Note: This compliance pack covers the standard setup of a contact form and Google Analytics 4 only. The implementation of any additional tracking technologies (such as Meta Pixel, Google Ads conversion tracking, etc.) is out of scope and will require a separate Change Request.
  - **Implementation of Google Analytics 4 (GA4):** We will integrate your provided GA4 Measurement ID (e.g., G-XXXXXXXXXX) into the website's code to enable data collection. This service covers the technical implementation only. The creation, configuration, and management of the Google Analytics account itself remain the responsibility of you, the Client.

**Important Note on Compliance:** The UK Compliance Pack covers the technical implementation of features for GA4 and a contact form. We are not a law firm and do not provide legal advice. The Client, as the website owner and data controller, remains responsible for all other aspects of legal compliance, including but not limited to their ICO registration and the compliant handling of any data collected through the website.
- **Project Completion & Handover:**
  - One full round of revisions after the initial draft is presented.
  - Final testing and quality assurance across major web browsers.
  - Handover of all final website files to you, the Client.
  - 14 calendar days of complimentary post-launch support to address any technical bugs or glitches.

### 3. Out of Scope

To ensure clarity and a fixed price for this project, the following services are not included in this proposal. However, many of these services can be provided through our Ad-Hoc Hourly Support service and will be quoted separately upon request.

- Content Services: Content creation, professional copywriting, and logo design.
- E-commerce: Any functionality for selling products or services directly from the site.
- Advanced SEO: Ongoing SEO campaigns, keyword research, or backlink building.
- Third-Party Costs: Website hosting and domain name registration fees.
- Additional Revisions: More than the one full round of revisions included in this scope.

### 4. Project Timeline

The estimated timeline for this project is 7-14 working days, commencing from the date we receive all required content and assets from you (see Section 6).

- Phase 1: Discovery & Content Submission: Day 1-3
- Phase 2: Design & Development: Day 4-10
- Phase 3: Review & Revision: Day 11-12
- Phase 4: Final Approval & Launch: Day 13-14

Please note: This timeline is an estimate. Delays in providing feedback or content may impact the final delivery date.

### 5. Investment

The total fixed-price investment for this Signature One-Page Website project is £995 (VAT inclusive).  
Payment Schedule:

- 50% Deposit: £497.50 due upon acceptance of this proposal to commence work.
- 50% Final Balance: £497.50 due upon Client's final approval of the website. The final balance must be paid in full before the handover of the completed website files.

### 6. Client Responsibilities

To ensure a smooth and timely project, we require the following from you before work can begin:

- Formal acceptance of this Project Proposal.
- Payment of the 50% deposit invoice.
- Provision of all final website content, including:
  - Text for all sections.
  - High-resolution logo file and any branding guidelines.
  - All images to be used on the site.
- Your Google Analytics 4 (GA4) Measurement ID (e.g., G-XXXXXXXXXX), if this feature is to be implemented

### 7. Agreement & Acceptance of Terms

This Project Scope & Proposal, along with the Stalytics Master Terms & Conditions, the Service Level Agreement (SLA), and the Data Processing Agreement (DPA), collectively form the entire binding contract for this service.

By checking the corresponding boxes in the Service Agreement modal prior to payment, you confirm that you are an authorised representative of the Client and that you have read, understood, and agree to be legally bound by all terms set out in this document and all policies referenced herein.

Your acceptance specifically includes the following key acknowledgements:

- Primary Agreement: You agree to the Stalytics Master Terms & Conditions, the Privacy Policy, the Service Level Agreement (SLA), and the Data Processing Agreement (DPA).

Your action of checking the boxes, in the window (modal), and proceeding with payment constitutes a legal and binding acceptance of this entire Agreement.

THIS IS AN ONLINE COPY  
(A signable copy can be given upon request)