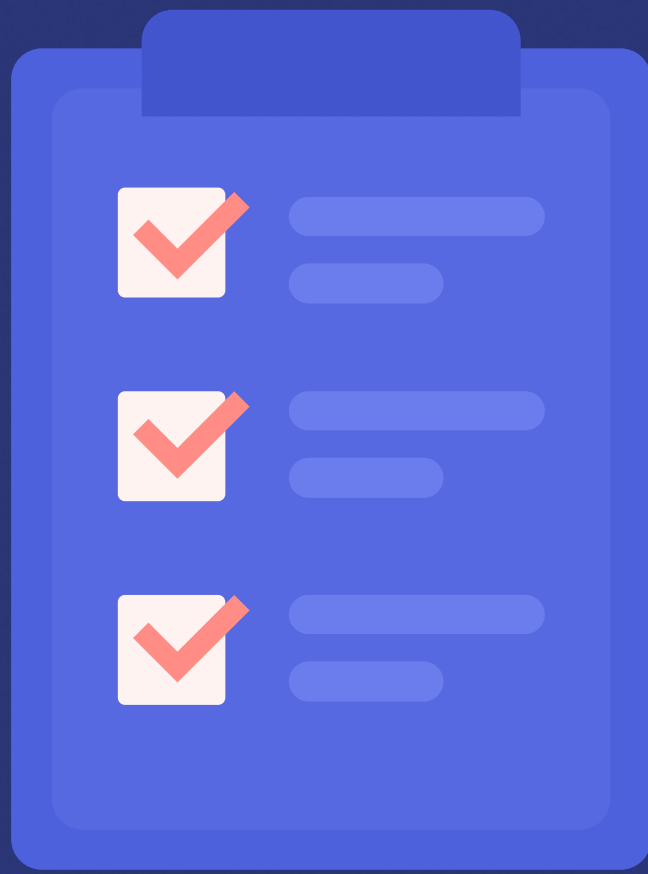# FreeUp

Scope of work

What does it accomplish?

- ✓ First step in Managing your project effectively

- ✓ Sets expectations and clear parameters

- ✓ Main reference document for project - update and adjust as needed

- ✓ Critical document for dispute resolution

- ✓ Review with freelancer and agree prior to finalizing hire

What is inluded?

Address only what applies to your project

Basic info

Project summary, role description, freelancer title, contact info

Project Deliverables

Project outputs like plans, reports, etc.

E.g. SEO audit analysis, Strategy Doc, Weekly Report

Project Goals

What are you hoping to achieve?

E.g. Increase daily organic traffic by 20% within 6 months

Tasks and responsibilities

Duties your freelancer is expected to perform.

E.g. Monitor keyword rankings, consistently add new content and generate backlinks

Project Milestones / Timeline

Checkpoints which show project progression.

E.g. Website SEO audit, Strategy Review, Performance Analysis Q1

Candidate qualifications

What competencies does your freelancer need to have?

E.g. 3 years minimum experience managing SEO campaigns, Agency experience

Freelancer Schedule

When will your freelancer be expected to work?

E.g. 3 days per week, 2 hours per day (9-11am EST)

Freelancer rate / Project Budget

Hourly, Fixed Price, or another structure?

E.g. $25 per hour (# of hours per week?), $500 per month.

KPI's / Reporting

Performance metrics

E.g. 2 blog articles per week, 60 new backlinks per month, 10+ keywords ranking on Page 1

Communication specifics

E.g. Preferred channel, checkin frequency

Link to SOP's

Processes relevant to the role/project. E.g. Keyword Analysis process

Appropriate resources

E.g. Company guidelines, account logins, docs