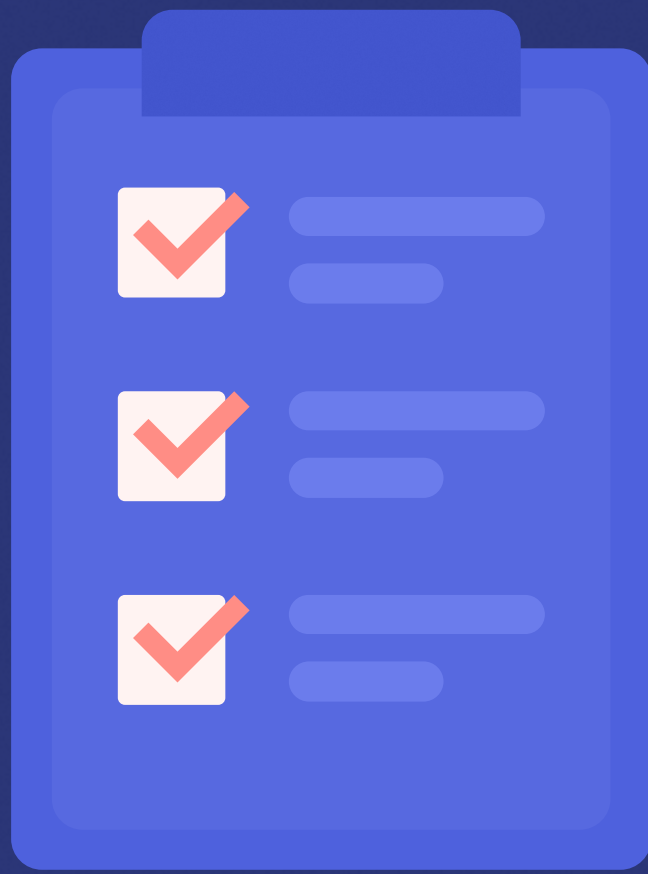


Scope of work



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 included?

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, check in 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