

Sample SOW: Website care

PixelCrayons | Sample for review | 9 October 2026

Sample for discussion, not an executed agreement or quotation. Complete every bracketed field and approve the proposed terms before signature. This SOW is read with the Brand Services Agreement dated [date/version]. The selected package's exact scope and regional price must be recorded.

Parties and engagement details

Provider: [select ValueCoders India LLP for an Indian customer or ValueCoders Services LLP for an international customer], at 703 Sector 15 Part 2, Gurugram 122001, Haryana, India. LLPIN: [insert].
Customer: [legal name, address and registration details]. Project: [reference].

Account manager and escalation contact: [names, emails]. Customer approver and backup: [names].
Working days, holiday calendar, timezone, channels and update cadence: [agree]. Start and delivery/review dates: [dates after required inputs and availability are confirmed].

Scope and commercial record

Field	Complete before signing
Selected service / package	[Name, version and agreed departures]
Deliverables and quantities	[Exact outputs, formats and exclusions]
Inputs and permissions	[Owner, access method and due dates]
Acceptance checks / review rounds	[Objective checks, evidence and rounds]
Fee, currency and taxes	[Regional price confirmed in quote]
Payment schedule	[Advance, milestones or monthly dates and amounts]
Allocated value	[Value of each deliverable, totalling fee]
External costs	[Item, payer, usage cap, renewal or None]
Term and cancellation	[Fixed project or monthly; notice and dates]
Support and handover	[Window, source files, documentation, account access]

Service-specific terms

The standard brand package covers one monthly maintenance cycle for one healthy, supported WordPress website: a pre-update backup check, eligible core/theme/plugin updates, site/form checks and a monthly summary. If a routine update causes a problem, restore the pre-update backup as agreed. Record the site, stack, tools, access, update window and rollback authority.

This sample does not add daily backups, thirty-day retention, change-hour rollover, round-the-clock monitoring or emergency response. Those are not implied by the brand package. New content, design changes, features, paid tools, malware recovery and emergency support are separately scoped when requested.

At onboarding, record inherited defects and unsupported components. Distinguish a response target from a guaranteed resolution or uptime SLA. Agree the incident contact, staffed support window and any separately purchased emergency support. Exit handover covers maintenance records, agreed backups and customer-owned access; ongoing monitoring ends with the paid scope.

Changes, acceptance and exit

Use one authorised approver for consolidated feedback. Correct agreed-scope defects at no additional charge; new direction or volume requires written approval of cost and timing. Define the review period and support window above. Silence is not automatic acceptance. Public release or consequential system changes require explicit authorisation.

Apply the completed MSA's correction, cancellation and refund terms. Allocate completed and undelivered value before payment; an advance is not automatically forfeited. Provider-undelivered work does not expire merely because a billing period ends. Document customer dependencies and a recovery plan. Ordinary agreed handover is included; extra transition work needs an approved estimate. A fixed project does not become a subscription without agreement.

Approval

MSA reference and approved departures: [identify]. Proposed terms selected: [complete]. Provider authorised signatory: [name, title, signature, date]. Customer authorised signatory: [name, title, signature, date]. Both parties receive all completed documents before signature.