

SCOPE OF WORK TEMPLATE

Technical SEO Audit Statement of Work

A scope document that defines what gets checked, what gets delivered, and where the audit stops and implementation begins.

Audits go wrong at the boundary. The client expects fixes; the scope covers findings. This statement of work names every check, states the deliverable format, and puts implementation on the other side of a line the client agreed to before work started.

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How to use this template

An audit is a diagnostic, not a repair. Every dispute about audit work traces back to that sentence not being said clearly enough at the start.

- 1 Set the site size band before quoting.** A 400-page site and a 40,000-page site are different products, not the same product with a different number.
- 2 Show the check list to the client.** It is the clearest possible answer to 'what am I actually paying for', and it makes a cheaper competitor look thin.
- 3 Name the implementation path in the same document.** The audit's commercial value is the work that follows it. Do not make the client ask.
- 4 Put a shelf life on the findings.** A technical audit describes a site on a given date. Six months later it describes a site that no longer exists.

THE BOUNDARY SENTENCE

Put this in the proposal, the SOW, and say it on the call: **this engagement delivers findings and a prioritised plan. It does not include making the changes.** Clients who hear it three times do not misremember it once.

SECTION 1

Engagement summary

CLIENT Name	SITE Domain	SOW DATE Date
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1.1 Site profile

ATTRIBUTE	DETAIL	AFFECTS SCOPE BECAUSE
Indexed page count		Sets crawl depth and analysis time
Platform and stack		Determines what can be changed and how
Ecommerce		Adds faceted navigation and product schema
International or multilingual		Adds hreflang and geotargeting checks
Recent migration or redesign		Changes likely root causes

1.2 What prompted this audit

THE CLIENT'S OWN DESCRIPTION OF THE PROBLEM

ANCHOR THE AUDIT TO A QUESTION

An audit commissioned to answer 'why did organic traffic fall in March' produces a far more useful report than one commissioned to 'check the SEO'. Write the question down and let it set the priority order of the findings.

What gets checked

Tick what is included for this engagement. Anything unticked is out of scope and quoted separately.

Crawl and indexation

- | | |
|--|--|
| ☐ Full site crawl and architecture map | ☐ Index coverage against Search Console |
| ☐ robots.txt and meta robots directives | ☐ XML sitemaps: accuracy and freshness |
| ☐ Canonical logic and conflicts | ☐ Crawl budget and orphan pages |
| ☐ Pagination and faceted navigation | ☐ Duplicate and near-duplicate content |

Performance and rendering

- | | |
|--|--|
| ☐ Core Web Vitals, field and lab data | ☐ Render-blocking resources |
| ☐ Image delivery, formats, and sizing | ☐ Caching and CDN configuration |
| ☐ JavaScript rendering and hydration | ☐ Mobile usability and viewport |

On-page and structure

- | | |
|---|--|
| ☐ Title and meta description patterns | ☐ Heading hierarchy and semantics |
| ☐ Internal linking and anchor distribution | ☐ URL structure and parameter handling |
| ☐ Structured data validity and coverage | ☐ Thin, cannibalised, or decaying content |

Off-site and technical health

- | | |
|---|---|
| ☐ Redirect chains and broken links | ☐ HTTPS, mixed content, and security headers |
| ☐ Backlink profile and toxic link review | ☐ Log file analysis |
| ☐ Hreflang and international targeting | ☐ Historic penalty or manual action check |

What gets delivered

DELIVERABLE	FORMAT	CONTAINS
Findings report	<u>PDF</u>	Every issue found, with evidence, affected URLs, and severity
Prioritised action plan	<u>Spreadsheet</u>	Each fix scored by impact, effort, and risk, in the order to do them
Technical specification	<u>Document</u>	Implementation detail for the developer, written to be handed straight over
Executive summary	<u>2 pages</u>	What is wrong, what it is costing, what to do first
Walkthrough call	<u>60 minutes</u>	Recorded, with the client's developer present

3.1 How findings are prioritised

PRIORITY	MEANS	EXPECTED ACTION
Critical	Actively blocking indexing or rankings	Fix within days
High	Measurable loss, clear fix	Fix this quarter
Medium	Real but bounded impact	Schedule into normal work
Low	Best practice, marginal gain	Fix when touching that area

FINDINGS HAVE A SHELF LIFE

These findings describe the site as at date . Platform updates, content changes, and third-party scripts can invalidate individual items. Recommendations not implemented within 90 days should be revalidated before work begins.

Out of scope

This engagement diagnoses. It does not implement, and it does not cover the disciplines below unless separately contracted.

- ☐ Implementing any recommendation, including changes described as quick or trivial
- ☐ Content writing, rewriting, or consolidation
- ☐ Link building, outreach, or digital PR
- ☐ Paid search or paid social management
- ☐ Ongoing rank tracking or monthly reporting
- ☐ Development work of any kind, including plugin configuration
- ☐ Third-party tool licences required to implement findings
- ☐ Re-auditing after changes are made

4.1 What we control and what we do not

Within our control

The completeness of the audit, the accuracy of the diagnosis, and the clarity of the plan.

Outside our control

Whether the fixes get implemented, how quickly, search engine behaviour, and competitor activity.

NO RESULTS GUARANTEE

No specific ranking, traffic, or revenue outcome is guaranteed. Search results depend on factors outside either party's control, including competitor activity and changes to search engine algorithms.

Access, timeline, and dependencies

5.1 Access required before work begins

ACCESS	LEVEL	NEEDED BY	RECEIVED
Google Search Console	Full or restricted		
Analytics platform	Read		
CMS admin	Read		
Server or CDN logs	<u>30</u> days minimum		
Staging environment	If one exists		
Developer contact	Named person		

5.2 Timeline

STAGE	DURATION	STARTS WHEN
Crawl and data collection	<u>3 days</u>	All access confirmed working
Analysis	<u>5 days</u>	Crawl complete
Report and plan production	<u>4 days</u>	Analysis complete
Walkthrough call	<u>1 hour</u>	Within 5 days of delivery

THE CLOCK STARTS AT ACCESS, NOT AT SIGNATURE

State this explicitly. Waiting three weeks for Search Console access should not consume your delivery window, and the client should know that before it happens.

Fees and implementation

6.1 Audit fee

SITE SIZE	SCOPE	FEE
Up to <u>500</u> pages	Standard check list	
<u>500</u> to <u>5,000</u> pages	Standard plus log analysis	
Over <u>5,000</u> pages	Full, including faceted and international	

6.2 What happens after the audit

You implement We hand the specification to your developer and answer questions for <u>30</u> days at no charge.	We implement Quoted from the action plan once priorities are agreed. Typically <u>range</u>.	We manage it Ongoing retainer covering implementation, monitoring, and monthly reporting.
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6.3 Payment

- 50 percent on signature, 50 percent on delivery of the report.
- Payable within 14 days. All amounts exclude tax.

Acceptance and sign-off

By signing below, the Client confirms the scope in sections 2 to 4, and specifically acknowledges that this engagement delivers findings and recommendations, not implementation.

AGREED FEE	DELIVERY DATE	FINDINGS VALID UNTIL

FOR THE CLIENT

FOR THE SUPPLIER

Signature

Printed name

Title

Date

Signature

Printed name

Title

Date

DELIVERABLE ACCEPTANCE

The Client has 10 business days from delivery to raise questions or request clarification at no charge. After that window the deliverables are accepted and further work is quoted separately.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

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