

SCOPE OF WORK

Six-Month Ongoing Strategy

A FIT-led plan that turns evidence into priorities, execution, and measurable progress.

[Client Name]
[Website Address]

Prepared for: [Client Name]

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Proposed term: Six months

About Level343

In 1994 Level343, LLC established itself as an instrumental resource for online businesses to grow their brand internationally. Today, Level343, LLC has evolved into a full-service local, national and international SEO and marketing agency, with hundreds of satisfied customers, thousands of successful projects under our belt, a superior reputation, and years of combined business know-how.

Level343, LLC has an extensive catalogue of work that includes international SEO audits, branding, site migration, global localizations, demand generation, customer loyalty, content strategy and PPC campaigns.

Level343, LLC draws on its proven ability to enhance the experience people have with companies through their marketing and SEO know-how. This results in solid relationships with brands, and improves companies search results. That experience could motivate a prospective client to “buy now,” or a sales rep to “change his/her selling style” or a business partner to “recommend the client’s solutions before its competitor’s.”

We bring more than 45 years of marketing, critical thinking, and SEO experience to the table, offering in-depth, 1:1 marketing consultation and audits to help businesses develop the best strategies for the outcome they want to achieve.

Level343, LLC is a lean agency, built on the enthusiasm we have for servicing our clients’ needs. Our international team becomes an extension of your organization, focused on your goals. We work with the “best of the best” The A-Team. In all areas of marketing expertise, from a deep pool of long-standing relationships, each with their own rich history of exciting accomplishments.

Our attention to detail and service is what it’s all about. The benefits of our collaboration with you form the basis of our value proposition. We want to earn your business! Although located in the U.S., we provide global SEO services with partner SEO firms in several countries including Italy, Brazil, the Netherlands, and France.

Our goal is to help your business succeed. We ensure that by incorporating a level of detail into our audits and marketing campaigns. We promise complete transparency in all our services. We adhere to current white hat strategies and follow exclusively ethical guidelines.

Transparency. Connection. Relevance.

Project Summary

This sample scope of work outlines a six-month ongoing strategy engagement following completion of discovery, audit work, and an initial FIT analysis. It is intentionally illustrative: the actual mix of initiatives will be determined by the client's objectives, available evidence, internal capacity, dependencies, and changing market conditions.

The engagement is not a fixed list of disconnected SEO tasks. It is a rolling decision-and-delivery process. Level343 will maintain a prioritized initiative register, translate the highest-value work into a 90-day roadmap, execute or coordinate approved initiatives, measure results, and refresh priorities as new evidence emerges.

Six-Month Strategic Objectives

- Keep execution tied to the client's stated business objectives and success measures.
- Resolve high-impact blockers before investing heavily in work they could limit.
- Advance quick wins and foundational work concurrently where capacity allows.
- Create a repeatable operating rhythm for decisions, delivery, measurement, and adjustment.
- Build a documented evidence base for the next six-month strategy.

Campaign Deliverables and Timeline

The roadmap will be reviewed monthly and formally refreshed at the end of each 90-day cycle. Activities below show the expected operating pattern; client-specific priorities may move between phases when evidence or dependencies change.

Timing	FIT focus	Representative outputs
Month 1	Validate and prioritize	Confirm objectives and KPIs; review audit evidence; score candidate initiatives; document dependencies; publish the first 90-day roadmap.
Months 2–3		Address high-impact blockers; deliver approved quick wins; launch measurement; coordinate owners; document decisions and early results.
Month 4	Reassess with evidence	Review KPI movement and completed work; rescore initiatives; identify new constraints or opportunities; approve the second 90-day roadmap.
Months 5–6		Scale proven work; test the next strategic opportunities; Expand and optimize to improve underperforming initiatives; prepare the six month outcome and next-strategy brief.

Ongoing Monthly Deliverables

- FIT initiative register with current scores, rationale, owners, dependencies, timing, and status.
- Rolling 90-day roadmap showing active, upcoming, and deferred initiatives.
- Strategy and execution support across the disciplines indicated by the evidence, which may include technical SEO, content, analytics, conversion, paid media, brand, or user experience.
- Monthly strategy meeting to review progress, decisions, constraints, and new evidence.
- KPI scorecard tied to the agreed business goals.
- Written decision notes explaining material priority or roadmap changes.

Illustrative Initiative Mix

The engagement may include initiatives such as the following. Inclusion is based on FIT scoring and approval, not on a predetermined service checklist.

- Technical fixes that remove crawl, indexation, rendering, performance, or measurement barriers.
- Priority-page improvements based on search intent, buyer needs, trust gaps, and conversion evidence.
- Internal linking, information architecture, schema, and content-system improvements.
- Analytics repair, event design, dashboards, attribution, and KPI interpretation.
- Focused PPC or campaign tests used to validate messaging, demand, or conversion assumptions.
- Market, competitor, brand, or user-experience work when it is more likely to move the objective than another SEO task.

Measurement and Strategy Adjustment

Level343 will measure progress against the goals established at the beginning of the engagement. Rankings and traffic may be useful inputs, but reporting will emphasize the indicators connected to the client's desired business outcomes.

- Monthly: review delivery status, leading indicators, blockers, and decisions required.
- At 90 days: evaluate results, rescore the initiative register, and approve the next roadmap.
- At six months: summarize outcomes, lessons, remaining dependencies, and recommended next-stage strategy.

Roles and Dependencies

Level343 will: maintain the FIT model and roadmap; lead strategy; deliver agreed work within scope; coordinate specialist resources; report progress; and recommend changes when the evidence supports them.

The client will: provide timely access, approvals, subject-matter input, brand resources, development support, and a designated decision-maker. Delays in these dependencies may change sequence or delivery timing.

Investment

Six-month ongoing strategy engagement: \$[monthly amount] per month / \$[six-month total].

Any media spend, software subscriptions, production costs, travel, or work outside the approved roadmap will be quoted or approved separately before costs are incurred.

Next Steps

- Confirm the six-month term, monthly investment, and primary decision-maker.
- Finalize business objectives, measurable goals, and reporting access. • Review the initial FIT analysis and approve the first 90-day roadmap.
- Confirm owners, dependencies, meeting cadence, and communication channels.
- Begin Month 1 validation and prioritization.

Scope Note

This sample is designed to demonstrate the operating model behind an ongoing Level343 strategy. A final client SOW would include the approved initiative set, commercial terms, exclusions, assumptions, acceptance language, and any required legal provisions.