

# Everingham Legal — Website Scope of Work

A one-page summary + approval block. The full 5-phase scope document lives at [everingham-scope.121insights.com](http://everingham-scope.121insights.com). This sheet is the signature record.

**What you're approving today:** Phase 1 only — the May–August 2026 build. Phases 2–5 are mapped in the full document for visibility, but each gets its own scope and quote at the prior phase's close. This sheet does not commit you to any spend beyond Phase 1.

PHASE 1 LAUNCH

**Aug 2026**

11-week build

PHASE 1 BUDGET

**\$28k–43k**

AUD ex-GST

TECH STACK

**WordPress**

managed AU host

TEMPLATES

**8**

3 SKUs visible

## THE THREE DECISIONS

### 1. Approve Phase 1 scope

Marketing site rebuild on WordPress · 8 templates · 3 SKUs · 4 pillar landings · brand uplift (web subset) · HubSpot lead capture · performance/SEO/a11y compliance · staging environment · launch end of August 2026. Indicative range AUD \$28,000 – \$43,500 ex-GST. Final fixed quote within range produced after IA + design-language sign-off.

### 2. Approve the four design-language directions

(a) Typeface direction — primary serif (Source Serif 4 or Tiempos) + secondary sans (Inter or Söhne); (b) Accent colour — single desaturated gold/copper alongside existing navy; (c) Density-first, no animation, executive register; (d) Eight-template scope — no mid-build creep.

### 3. Confirm Phase 2–4 are previewed but not committed

Each subsequent phase gets its own scope document at the prior phase's close. No ambient commitment to spend. Full phase architecture in the \$6 Roadmap of the live document.

## PHASE 1 COMMERCIALS BREAKDOWN

LINE ITEM	RANGE (AUD)
Discovery + IA + sitemap	\$2,500 – 3,500
Brand uplift — web subset	\$4,500 – 7,500
Visual design — eight templates	\$6,500 – 9,500
WordPress build + custom theme	\$9,000 – 13,000
HubSpot integration + form work	\$1,500 – 2,500
Content migration · perf/SEO · hosting setup	\$4,000 – 7,500
<b>Subtotal — Phase 1 build (one-off, ex-GST)</b>	<b>\$28,000 – 43,500</b>

*Excluded: photography (~\$3–5k separate) · copywriting (Matthew's per MB \$6) · whitepaper authoring · podcast setup · full mark redesign. Hosting: \$80–150/month (or bundled into retainer).*

## PAYMENT + TIMELINE

### Payment structure

- 30% on signed scope = approval to start design
- 40% on design sign-off = approval to start build
- 30% on launch = staging signed off + DNS cutover

### 11-week timeline

- **Wk 0–1** Discovery, IA, design-language sign-off
- **Wk 2–4** Brand uplift + visual design rounds 1–2
- **Wk 5–8** WP build, content migration, integrations
- **Wk 9–10** Performance / a11y / SEO pass, staging review
- **Wk 11** Launch · DNS cutover · first-week monitoring

APPROVED BY CLIENT

COUNTERSIGNED BY 121 GROUP

**Matthew Eddy**

Founder & CEO, Everingham Legal Pty Ltd

DATE

**Adam Ducquet**

Founder, 121 Group

DATE

*A short reply email confirming the three ticks above is equivalent to a signed approval. Once received, 121 Group will issue the formal SOW + first invoice (30% deposit). The 11-week timeline runs from deposit settlement. This page is to be read alongside the full scope document at [everingham-scope.121insights.com](http://everingham-scope.121insights.com). Document references: BP = Business Plan v2.0 (April 2026) · MB = Marketing Brief v1.0 (April 2026) · Call = 12 May 2026 weekly sync transcript.*