

Website and SEO SOW v7 - 26 June 2026

STATEMENT OF WORK — WEBSITE & SEO

Generic SOW v7 — 26 June 2026. This Statement of Work ("**SOW**") is a generic template used for every COR client purchasing Website / SEO / Hosting Services. It is entered into under and forms part of the **Master Services Agreement ("MSA")** between **COR Solutions Services Limited** (the "**Supplier**" or "**COR**") and the **Client** (as identified in the MSA and the Client Profile counter-signed under and alongside the MSA). In this SOW, the terms "**COR**" and "**the Client**" have the meanings given to them in the parties block of the MSA. Capitalised terms not otherwise defined here have the meanings given in the MSA. In the event of conflict between this SOW and the MSA, the SOW prevails for matters specifically addressed in this SOW (Services scope, charges, SLA, portability, sub-processors), and the MSA prevails on all other matters. The Client's elected Services, supported domains, technical stack at signature and SOW commencement date are set out in the **Client Profile**, and the applicable charges, applied Credits and elected payment frequency are set out in the **Pricing Agreement**, each issued under the MSA and counter-signed by the Client.

SOW reference: `sow-website-and-seo-v3` (generic) **SOW commencement date:** as set out in the Client Profile **Minimum Term:** 12 months from the SOW commencement date (unless otherwise stated in the Client Profile)

1. Services covered

Service	Service name	Trading brand
Service 2	Managed Website	COR Intelligence
Service 3	Advanced SEO (<i>bundled with Service 2; not available standalone under this SOW</i>)	COR Intelligence
Service 4	Hosting	COR Intelligence

2. SCHEDULE 1 — Services & Deliverables

Service 2 — Managed Website

COR shall provide a managed website service for the Client's supported domain(s) as set out in the Client Profile section "Supported Domains", comprising:

- Hosting deployment and management on COR-selected industry-standard infrastructure providers (the specific provider, region and technical stack in use for the Client is set out in the Client Profile section "Technical Stack at Signature"; current Sub-processors in use are listed in Schedule 4 of this SOW);
- Source code maintained in a code repository (the specific repository host is identified in the Client Profile) to which the Client has access on request;
- Domain and SSL certificate configuration and renewal where the Client's domain is managed by COR;
- Email delivery for website forms (e.g. contact form submissions) via the email-delivery sub-processor listed in Schedule 4; bot / spam protection via the spam-protection sub-processor listed in Schedule 4. Contact form submissions are forwarded directly to the Client by email; **no submission message body is persistently stored on the website backend or in COR's systems** (see Schedule 3);
- Implementation of content change requests sent to COR's dedicated support channels (subject to Fair Use — COR uses reasonable judgement on the volume of change requests included in the standard Charge; where requests in any month materially exceed reasonable use, COR may quote any excess as Additional work per MSA clause 5.3);
- Security patching of the Client's website stack (per MSA clause 8 and following the patching guidance of the underlying providers);
- Minor design adjustments and content edits (subject to Fair Use on the same basis); and
- Maintenance of the website's source code in the code repository identified in the Client Profile. The repository's version control inherently preserves the source-code history and content as committed to it (i.e. the repository is the source-of-truth and serves as the version backup for the website code). Database or dynamic-content backup is not part of this Service; where the Client elects database-bearing functionality, separate backup arrangements are addressed in the relevant Platform or App SOW.

Setup and onboarding: COR includes initial website build / configuration / migration work in this Service at no separate charge. This is on the basis that the Client commits to the Minimum Term of this SOW. Setup work covers: domain configuration, initial design / template selection (within COR's standard offering), content migration from any prior platform, hosting deployment and SSL setup. (Search Engine Optimisation setup — including Google Search Console / Google Analytics ownership verification and tracking-code installation — is delivered under Service 3, not Service 2.)

Out of scope (chargeable separately or not provided):

- Complete site redesign or rebrand;
- Addition of substantive new features (e.g. e-commerce, booking systems, member portals, custom integrations);
- Migration to alternative hosting or to another developer (the materials in clause 3 of this SOW are provided at no charge; active migration assistance is chargeable);
- Original copy creation from scratch (without Client brief). COR **does** produce page copy where the Client supplies a brief — subject matter, ideas, bullet points, key messages, target audience or content strategy. COR will not invent substantive content (legal advice, factual claims, professional positioning) without Client direction;
- Third-party tool integrations beyond standard analytics;
- Search Engine Optimisation work falling outside Service 3 (covered separately or via Change Order); and
- **Active uptime monitoring with automated alerting / paging** — not included in Service 2; available as a separately-quoted paid add-on if requested.

Technology stack: The Managed Website Service uses an **open, industry-standard stack** chosen for portability and longevity. The specific stack and hosting provider in use for the Client at signature is set out in the Client Profile section "Technical Stack at Signature". The Service does NOT use any proprietary CMS or hosting platform that would prevent migration to another developer or host. Any developer competent in the stack listed in the Client Profile can take over operation of the website using the materials provided under clause 3 of this SOW.

Technical stack changes during the Term. COR may upgrade or replace internal components of the website stack (framework versions, library dependencies, build tooling) as routine maintenance, without notice to the Client. Where such a change requires a **Sub-processor change** (e.g. moving the website to a different hosting provider, or swapping the email-delivery provider), MSA clause 7.5 applies — written notice, Client objection right, and termination right on the affected Service. Where the stack listed in the Client Profile section "Technical Stack at Signature" changes materially, COR re-issues the Client Profile for the Client's counter-signature; no amendment of this SOW or the MSA is required.

Platform features are out of scope of this Managed Website SOW. This includes (without limitation): database-bearing logged-in areas (client portals, member areas), multi-tenant functionality, transactional functionality (e-commerce, payment processing, subscription management), booking and scheduling systems with persistent storage, custom CRM-style data capture beyond the website's contact form, and any feature requiring authenticated user accounts. Where the Client wishes to add such features, a separate **Platform SOW** is agreed under the MSA; the existing Website SOW continues alongside without amendment. Platform-bearing services carry additional infrastructure cost (e.g. database hosting) and are priced separately from this Managed Website Service.

Service 3 — Advanced SEO

COR shall provide advanced search engine optimisation services for the Client's website. Service 3 is bundled with Service 2 under this SOW; it is not available standalone under this SOW. The Service comprises:

- **Setup at SOW commencement:** ownership verification and tracking-code installation in Google Search Console (GSC) and Google Analytics (GA4) for the supported domain(s);
- **Ongoing advanced SEO:** COR uses Google's official SEO APIs, BigQuery analysis of SEO data, Google Search Console and Google Analytics to analyse the Client's search presence and on-page performance, and applies on-page optimisations as appropriate from time to time during the Term;
- **Quarterly progress meeting (online, optional):** COR offers a quarterly online meeting at which the Client may receive a progress update. Attendance is at the Client's discretion; the meeting is offered, not mandatory.

Operational matters (not contractual specifications): the initial keyword focus list and target metrics are agreed between the Parties at SOW commencement and during the engagement; they are not part of this SOW.

Out of scope (chargeable separately or not provided):

- **Backlink analysis and reporting** — monitoring and reporting on the Client's backlink profile (available as a separately-quoted add-on or under a separately-engaged Change Order);
- **Backlink building or acquisition** — outreach or paid acquisition of new backlinks (separately quoted);
- **Citations** — local and industry-specific citation building / cleanup (separately quoted);
- **LLM mention monitoring** — monitoring of brand and site mentions in Large Language Model surfaces (e.g. ChatGPT, Claude, Gemini) and other AI search environments (separately quoted);
- **Google Business Profile (GBP) management** — setup, ongoing optimisation, posts, review management and related local-presence work (separately quoted);
- **Local-listing management** beyond GBP (separately quoted);
- **Paid advertising** (Google Ads, Microsoft Ads, social ads — separate engagement);
- **Manual link building / outreach** (separate engagement);
- **Original copy creation from scratch** (without Client brief). COR **does** produce SEO-optimised page copy, meta descriptions, blog content and similar where the Client supplies a brief (subject matter, ideas, bullet points, target audience or content strategy). COR will not invent substantive content (legal claims, factual assertions, professional positioning) without Client direction; and
- Any other SEO-related service not listed in the base Service 3 description above — treated as a separately-quoted add-on or Change Order, per MSA clause 5.3.

Service 4 — Hosting

COR shall provide managed hosting of the Client's primary website on the infrastructure described under Service 2 for the duration of the Term of this SOW. Hosting is invoiced annually in advance per Schedule 2 Part A (typically credited per Schedule 2 Part B for clients on the Managed Website Service).

3. Portability and no vendor lock-in (load-bearing for this SOW)

3.1 At any time during the Term of this SOW and for **30 days after expiry or termination**, the Client may request, and COR shall provide within 10 Business Days:

- (a) full access (read and admin, as appropriate) to the code repository containing the Client's website source code (per the Client Profile section "Technical Stack at Signature");
- (b) a current export of any database content (in standard SQL dump format);
- (c) copies of all content files, media assets and configuration files held by COR in connection with the Client's website;
- (d) sufficient documentation of the hosting and domain configuration to enable another developer to take over operation; and
- (e) reasonable cooperation in transferring administrative ownership of third-party services (e.g. domain registrar, Google Analytics, Google Search Console) to the Client or a nominated alternative provider.

3.2 Items (a) to (e) of clause 3.1 are provided at no additional charge during the Term and for 30 days after expiry or termination.

3.3 **Portability is NOT termination — important.** The Client's right under clause 3.1 to receive the materials is a portability and no-vendor-lock-in protection. It does **not**, by itself, terminate this SOW, release the Client from the Minimum Term, or relieve the Client of any obligation to pay the Charges falling due over the balance of the Minimum Term. The Client may request and receive the portability materials AND continue to use the Service in parallel — receiving the materials is not an expression of intent to terminate.

3.4 **Early termination within the Minimum Term.** Where the Client wishes to terminate this SOW prior to the end of its Minimum Term, MSA clause 13.5 applies: the Client shall pay an early-termination charge equal to the balance of the Charges that would have fallen due under this SOW to the end of the Minimum Term. The initial website build / configuration / migration work included in Service 2 is provided at no separate charge in consideration of the Client's commitment to the Minimum Term; the early-termination charge protects COR's investment in that build.

3.5 **Active migration** of the Client's website to alternative hosting or to another developer is a separate matter; COR's active participation beyond providing the materials in clause 3.1 (e.g. assisting the new developer with deployment) is chargeable on a per-job basis quoted in writing by COR and agreed by the Client in advance, per MSA clause 5.3.

4. SCHEDULE 2 — Charges and Payment

Pricing is not contained in this SOW. Current List Rates, Standard Credits available, payment-frequency options and any commercially-agreed discounts applicable to the Client are set out in the **Pricing Agreement** issued by COR alongside the Client Profile and counter-signed by the Client.

Part A — Structural rules (apply regardless of current price level)

1. **Visible-value billing.** Where a Credit applies, it is shown as a separate line on each invoice — both the gross List Charge AND the Credit applied — so the Client always sees the value being given.
2. **Calculation each month.** Service 2 and Service 3 Charges are billed monthly; Service 4 (Hosting) Charge is annual in advance. The applicable List Rate (per the Pricing Agreement in force) is applied to the elected quantity for each Service.
3. **Additions and removals** (e.g. addition of a second managed website) are rounded to the next full calendar month.
4. **Service changes do not require contract amendment.** Adding, removing or changing the quantity of any Service is effected by COR re-issuing the Client Profile and (if the change affects what is being billed) the Pricing Agreement. No amendment of this SOW or the MSA is required.
5. **Annual price review.** COR may review the published List Rates and Standard Credits not more than once per 12-month period, per MSA clause 4.7. Updated pricing is issued by COR as a new Pricing Agreement with at least 30 days' written notice to the Client. The Client may discuss / object on reasonable grounds; failing agreement the Client may terminate the affected Services at the end of the then-current Minimum Term.
6. **Additional work outside the elected Services** is quoted by COR on a per-job basis and agreed in writing by the Client before COR commences the work (MSA clause 5.3).

Part B — Payment-frequency options (the menu)

The Client may elect, in the Pricing Agreement, any of the following payment frequencies:

- **Monthly Direct Debit** (*default*) — standard List Rate applies
 - **Annual commitment billed monthly** — discount per the current Pricing Agreement
 - **Annual paid upfront** — higher discount per the current Pricing Agreement
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Changing the elected frequency (per MSA clause 5.2A): moves UP the commitment ladder take effect from the next invoice cycle on reasonable written notice; moves DOWN the commitment ladder take effect only from the next SOW renewal date, so that any discount applied for a committed period is not undermined.

The **Client's elected payment frequency at signature**, and the resulting discount applied to the List Charges, are set out in the **Pricing Agreement**.

5. SCHEDULE 3 — Data Processing Agreement (UK GDPR Article 28) for the Website Services

1. Processing details

Item	Description
Subject-matter	Processing of personal data submitted to or stored on the Client's managed website (e.g. contact-form submissions, enquiry data, any contact / matter information the Client chooses to host on the website)
Duration	From this SOW's commencement date through its Term, until deletion or return per section 11 below
Nature and purpose	Storage, processing and presentation of website content and visitor submissions in support of the Client's marketing and client-acquisition activities
Categories of personal data	Identifiers of website visitors who submit enquiries (names, contact details, message body content). Submission message body content is NOT persistently stored on the website backend or in COR's systems — submissions are forwarded directly to the Client by email via the email-delivery sub-processor (see Schedule 4). The email-delivery sub-processor delivery logs may retain delivery metadata (e.g. sender email address, send timestamp) but do not retain the message body content. Analytics-derived data per the Client's analytics configuration is also processed
Special-category data (UK GDPR Article 9)	The Parties acknowledge that, depending on the Client's sector and the nature of website enquiries (see Client Profile regulated-status flag and practice-area flag where flagged), website enquiry submissions may include special-category personal data or information held under duties of confidence to third parties. The Client controls what data is collected via the website and is responsible for appropriate privacy notice, lawful basis and any required consent. Given the data-flow architecture described above, special-category content does not persistently sit in COR's systems — it is forwarded to the Client at submission and lives thereafter in the Client's email environment under the Client's control.
Categories of data subjects	Website visitors and enquirers; the Client's prospective and existing clients

2. Controller and Processor

The Client is the Controller; COR is the Processor.

3-12. Standard UK GDPR Article 28 terms

The provisions of Schedule 3 of the `sow-msp-services` (sections 3 to 12) apply mutatis mutandis to this Schedule 3, with references to the M365 stack replaced by references to the Managed Website stack.

13. Regulated-client operational protection (where Client is flagged as regulated in the Client Profile)

Where the Client Profile flags the Client as regulated (SRA, FCA, GMC, ICO or any other regulator), and accordingly subject to specific confidentiality duties owed by the Client to its own third parties, COR shall not — save in providing the Services — access, monitor, copy, transfer or analyse the substantive content of any visitor enquiry submission for any purpose other than transmission to the Client. Any incidental access by COR personnel shall be treated as held under a duty of confidence equivalent to that owed by the Client to its own third parties. This section 13 operates as an operational complement to MSA clauses 7.3 and 10.2 (which carry the generic position).

6. SCHEDULE 4 — Sub-processors

This Schedule reflects the Sub-processors COR is using for the Managed Website Service as at the date of this SOW (per the Client Profile section "Technical Stack at Signature", where COR uses Sub-processors from this list). COR may add, replace or remove Sub-processors per MSA clause 7.5 (notice → objection right → suspension / termination). When a Sub-processor changes, COR re-issues this Schedule — no amendment of this SOW or the MSA is required. Superseded Sub-processor Schedules are retained for audit history.

Sub-processor roles used by COR for Managed Website Services include (non-exhaustive; the actual sub-processors engaged for the Client are listed in the Client Profile):

Sub-processor role	What it does	Region (typical)
Code repository host	Source code repository for the Managed Website (code and metadata only — no personal data)	Global / UK / EU per the host's configuration
Application hosting provider	Hosting of the Managed Website (e.g. a managed-platform provider for Next.js stacks, or a managed-WordPress host for WordPress stacks)	UK / EU typical, per the Client Profile
Database provider <i>(where applicable)</i>	Database / Auth for the Managed Website	UK / EU typical

Sub-processor role	What it does	Region (typical)
<i>for database-bearing stacks)</i>		
Email-delivery provider	Transactional email delivery from the website (contact form submissions, automated notifications). Forwards submission content directly to the Client by email; delivery logs may retain metadata (e.g. email addresses, send timestamps) but do not retain submission message body content	UK / EU typical
Bot / spam-protection provider	Client-side challenge mechanism on website forms; minimal personal data processed	Per the provider's regional configuration
Analytics provider	Used in Service 3 (Client's own analytics account; COR has admin access only)	Per the provider's regional configuration

The actual sub-processors engaged for the Client's Managed Website at the date of this SOW (with specific provider names, plan tiers, regions and notes) are listed in the **Client Profile**. Where the actual sub-processor for any role changes during the Term, the change is notified per MSA clause 7.5 and reflected in a re-issued Client Profile.

7. SCHEDULE 5 — Support and Service Levels

Support request channels

The Client may request website / SEO support and changes by emailing the dedicated COR support mailbox or leaving a voicemail on the COR voicemail line — same channels as Schedule 5 of the `sow-msp-services`.

Support SLA — change requests and incident response

Change requests and incident reports received **during Business Hours** (09:00–17:00 Monday to Friday, excluding England and Wales public holidays) shall be:

- (a) acknowledged by COR; AND
- (b) the subject of COR's commencement of first-attempt remediation or work,

within **4 Business Hours of receipt**. Time to completion of a change request depends on its nature and complexity and is on a reasonable-endeavours basis.

Requests received outside Business Hours are queued and treated as received at the start of the next Business Day.

Hosting availability

COR uses underlying infrastructure providers (web hosting, edge / CDN, certificate authority) selected from providers whose own published Service Level Agreements target at least **99% availability**. COR's commitment is to use such providers throughout the Term. COR does not warrant end-to-end availability of the website because the delivery chain includes components outside COR's control, including (without limitation) the Client's domain registration, the Client's DNS provider where not managed by COR, the Client's own network access, and the actual performance of underlying providers against their own SLAs.

Active end-to-end uptime monitoring with automated alerting / paging is not included in Service 2; it is available as a separately-quoted paid add-on if requested by the Client.

Reporting

- **Service 3 (SEO):** COR shall provide the Client with a quarterly SEO performance report covering keyword rankings on the agreed list, organic-traffic trends, technical SEO observations and recommended next steps.
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8. SCHEDULE 6 — Change Control Procedure for this SOW

1. Either Party identifies a need for a change and sends a written request.
 2. Where the change is in-scope (content change requests, minor design adjustments) within the reasonable monthly allowance of Service 2, the change proceeds without a separate Change Order and is reflected in COR's quarterly status report.
 3. Where the change exceeds the reasonable monthly allowance or is out of scope, COR provides an estimate quoted in writing on a per-job basis per MSA clause 5.3; on the Client's written acceptance of the estimate, the additional work is chargeable.
 4. Substantive changes (e.g. major design rebuild, new feature build, addition of a second managed website) may be agreed either as a Change Order under this SOW or as a new SOW under the MSA.
 5. COR is not obliged to commence chargeable additional work until the estimate or new SOW is signed.
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9. Execution by incorporation

This Statement of Work is incorporated by reference into the **Client Profile** counter-signed by the Parties on or about the SOW commencement date set out in the Client Profile. The Parties' agreement to and acceptance of this SOW is **evidenced by their signatures on that Client Profile** (per MSA clauses 14.8 and 14.9). No separate signature is required on this SOW.

End of SOW.