



STATEMENT OF WORK

Enterprise Engagement Template — Scantra.ai DBA Scantra

Version 1.0 | Effective June 10, 2026

A software product of Violet Organization, a 501(c)(3) non-profit organization

EIN: 81-3855319

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STATEMENT OF WORK

Enterprise Engagement — Issued Pursuant to the Master Service Agreement

Effective Date: June 10, 2026

NOTICE: This Statement of Work is incorporated into and governed by the Master Service Agreement ("MSA") between the Parties. In the event of a conflict between this SOW and the MSA, this SOW controls solely with respect to the subject matter expressly addressed herein. Capitalized terms not defined herein have the meanings given in the MSA.

Section I. SOW IDENTIFICATION

Field	Details
SOW Number	SOW-[XXXX]-[YEAR]
SOW Title	[Project or Engagement Name]
Effective Date	[Effective Date]
MSA Effective Date	[Date of Master Service Agreement]
Provider	Scantra.ai DBA Scantra
Client Legal Name	[Client Legal Name]
Provider Account Manager	[Name, Title, Email]
Client Primary Contact	[Name, Title, Email]
Client Technical Contact	[Name, Title, Email]
Client Billing Contact	[Name, Title, Email]
Website(s) or Domains in Scope	[List all domains]

Field	Details
Estimated Start Date	[Date]
Estimated Completion Date	[Date] (or Ongoing)

Section II. BACKGROUND AND OBJECTIVES

Provide a brief description of Client's business, the strategic objectives of this engagement, and the key challenges or opportunities this SOW is designed to address. This section establishes the commercial and operational context for the Parties' obligations.

[Describe Client's business context, competitive landscape, and the specific goals this engagement is intended to achieve. Example: Client operates a multi-location e-commerce platform and seeks to improve organic search visibility across 12 regional domains, achieve WCAG 2.1 AA accessibility compliance, and implement an AI-driven content optimization program.]

Section III. SCOPE OF SERVICES

III.I Included Services

Provider shall perform the following Services during the term of this SOW:

Service Category	Description	Frequency / Quantity	Responsible Party
Technical SEO Audit	[Detailed description of audit scope, pages, and deliverable format]	[One-time / Quarterly]	Provider
Keyword Research and Strategy	[Scope of research, number of target keywords, verticals covered]	[One-time / Ongoing]	Provider
On-Page Optimization	[Description of optimization scope, pages, and implementation approach]	[] pages/month	Provider / Client
Backlink Analysis and Outreach	[Scope of backlink analysis; outreach program if applicable]	[Monthly]	Provider
Compliance Monitoring	[Specific compliance frameworks monitored: WCAG, GDPR, CCPA, etc.]	[Continuous / Monthly Report]	Provider
AI Content Optimization	[Description of AI optimization features, content categories, and	[] pieces/month	Provider

Service Category	Description	Frequency / Quantity	Responsible Party
	volume]		
Rank Tracking and Reporting	[Keywords tracked, reporting cadence, dashboard access]	[Weekly / Monthly]	Provider
Platform API Integration	[Specific integrations to be configured: GSC, GA4, CMS, etc.]	[One-time setup]	Provider / Client
Executive Business Review	[Frequency and format of strategic review meetings]	[Quarterly]	Both
Dedicated Account Management	[Level of dedicated support, SLA tier, named contact]	[Ongoing]	Provider
[Custom Service]	[Description]	[Frequency]	[Party]

III.II Exclusions

The following items are expressly outside the scope of this SOW unless addressed in a Change Order:

- Paid media management, pay-per-click advertising, or social media advertising.
- Website development, redesign, or hosting.
- Content creation beyond the volume and categories specified in Section III.A.
- Services for domains, subdomains, or websites not listed in Section I.
- Legal advice or regulatory compliance certification.
- [Any other specific exclusions negotiated by the Parties.]

Section IV. DELIVERABLES

Deliverable	Description	Format	Due Date	Acceptance Criteria
Initial Technical SEO Audit Report	[Description of audit scope and findings format]	PDF / Dashboard	[Date]	Client review within 5 business days; written approval or objection required
Keyword Strategy Document	[Target keywords, priority tiers, and content mapping]	XLSX / PDF	[Date]	Written approval from Client's primary contact
Monthly Performance Report	[KPIs tracked, data sources, visualization format]	Dashboard + PDF	15th of each month	Deemed accepted if no written objection within 5 business days
Compliance	[Frameworks	PDF	[Quarterly /	Written approval

Deliverable	Description	Format	Due Date	Acceptance Criteria
Monitoring Report	covered, issue prioritization, remediation roadmap]		Monthly]	from Client's compliance contact
AI Optimization Recommendations	[Format, volume, and delivery method]	[Format]	[Schedule]	[Criteria]
Quarterly Executive Business Review Deck	[Topics covered: performance, roadmap, strategic recommendations]	PPT / PDF	Prior to QBR meeting	Reviewed at QBR meeting
[Custom Deliverable]	[Description]	[Format]	[Date]	[Criteria]

IV.I Acceptance Procedure

1. Client shall review each Deliverable within five (5) business days of receipt (the "Review Period").
2. If Client accepts the Deliverable, Client shall provide written notice of acceptance, or the Deliverable shall be deemed accepted upon expiration of the Review Period without written objection.
3. If Client rejects a Deliverable, Client shall provide a written notice of rejection specifying in reasonable detail the specific deficiencies and the corrective action required.
4. Provider shall use commercially reasonable efforts to correct the identified deficiencies within ten (10) business days of receipt of the rejection notice and resubmit the Deliverable.
5. If Client does not accept a resubmitted Deliverable, the Parties shall escalate the matter to senior management for resolution prior to invoking the dispute resolution process under the MSA.

Section V. PROJECT TIMELINE AND MILESTONES

Phase	Milestone	Target Date	Dependencies	Responsible Party
Phase 1 — Onboarding	Kickoff call and access provisioning	[Date + 5 days]	Signed SOW; Client access grants	Both
Phase 1 — Onboarding	Platform integrations configured (GSC, GA4)	[Date + 10 days]	Client provides access	Provider / Client
Phase 2 — Discovery	Initial technical SEO audit delivered	[Date + 21 days]	Website access confirmed	Provider
Phase 2 —	Keyword research	[Date + 30 days]	Client briefs and	Provider

Phase	Milestone	Target Date	Dependencies	Responsible Party
Discovery	and strategy delivered		target market input	
Phase 3 — Strategy	Strategy presentation and approval	[Date + 35 days]	Client review of Phase 2 deliverables	Both
Phase 4 — Execution	On-page optimization begins	[Date + 40 days]	Approved strategy; CMS access	Provider / Client
Phase 4 — Execution	First monthly performance report	[Date + 45 days]	30 days of live data	Provider
Phase 5 — Ongoing	Quarterly executive business review (Q1)	[Date + 90 days]	90 days of data	Both
[Additional Phases]	[Milestone]	[Date]	[Dependencies]	[Party]

Section VI. FEES AND PAYMENT SCHEDULE

VI.I Fee Structure

Service / Deliverable	Fee Type	Amount (USD)	Billing Trigger
Project Setup and Onboarding	One-time	\$[]	On SOW execution
Monthly Platform Subscription	Recurring monthly	\$[]/month	1st of each month
Professional Services Retainer	Recurring monthly	\$[]/month	1st of each month
Initial Audit and Strategy	One-time	\$[]	On delivery and acceptance
Custom Development (if applicable)	Time and materials / Fixed fee	\$[]	Per Change Order milestone
Travel and Expenses (if applicable)	Reimbursable	Actuals, pre-approved	Monthly in arrears
Total Estimated Annual Value		\$[]	

VI.II Annual Price Adjustment

Recurring Fees shall be subject to an annual adjustment not to exceed the greater of: (i) three percent (3%); or (ii) the percentage increase in the U.S. Consumer Price Index for All Urban Consumers (CPI-U) for the prior calendar year. Provider shall provide sixty (60) days' written notice of any such adjustment.

Section VII. CLIENT RESPONSIBILITIES

Client's timely performance of the following obligations is a condition of Provider's ability to deliver the Services on schedule. Delays attributable to Client's failure to perform the following shall not constitute a Provider breach and may result in timeline adjustments and additional fees:

Responsibility	Detail	Due Date
Access Provisioning	Google Search Console (read access); Google Analytics 4 (read access); Google Ads (read access, if applicable); Meta Business Manager (read access, if applicable); CMS admin access (if applicable)	Within 3 business days of SOW execution
Primary Contact Designation	Single point of contact with authority to provide approvals within 2 business days	At SOW execution
Technical Contact Designation	Technical resource for CMS access, implementation, and IT coordination	At SOW execution
Deliverable Review and Approval	Review deliverables and provide written feedback or approval within Review Period	Per Section IV.B
Content and Asset Provision	Provide all brand assets, style guides, content briefs, and source materials required for Services	As specified in project schedule
Implementation of Recommendations	Implement agreed on-site recommendations within [30] days of approval, or communicate blockers promptly	Per agreed implementation schedule
Change Notification	Notify Provider at least [5] business days in advance of major website changes, platform migrations, or technical changes that may affect the Services	Ongoing

Section VIII. KEY PERFORMANCE INDICATORS

The Parties agree to track and report the following KPIs to measure the effectiveness of the Services. These KPIs are reporting metrics only and do not constitute performance guarantees or Service Level Agreement commitments unless expressly stated in the SLA addendum.

KPI	Baseline (at SOW Start)	Target	Measurement Method	Reporting Frequency
Organic Search Traffic	[TBD at kickoff]	[]% increase over [period]	Google Analytics 4	Monthly
Keyword Rankings (Target Set)	[TBD at kickoff]	[]% in top 10 positions	Rank tracking tool	Weekly

KPI	Baseline (at SOW Start)	Target	Measurement Method	Reporting Frequency
Technical SEO Health Score	[TBD at audit]	[Score or % improvement]	Provider's audit tool	Monthly
Compliance Issue Count	[TBD at audit]	Zero critical / [] total	Provider compliance tool	Monthly
Core Web Vitals — LCP	[TBD]	< 2.5 seconds	Google Search Console	Monthly
Core Web Vitals — CLS	[TBD]	< 0.1	Google Search Console	Monthly
[Custom KPI]	[TBD]	[Target]	[Method]	[Frequency]

Section IX. TERM

This SOW commences on [Effective Date] and continues for a period of [] months ("Initial Term"), unless earlier terminated in accordance with the MSA. Upon expiration of the Initial Term, this SOW shall automatically renew for successive [one-year / monthly] periods (each a "Renewal Term") unless either Party provides the other with written notice of non-renewal at least [sixty (60) / thirty (30)] days prior to the end of the then-current term.

Section X. SPECIAL TERMS AND CONDITIONS

The following special terms apply to this SOW and supplement the MSA:

- [Insert any negotiated client-specific terms, such as: dedicated infrastructure, data residency requirements, enhanced SLA terms, custom reporting requirements, specific compliance frameworks, white-label provisions, or any other terms negotiated for this engagement.]
- [If none, state: 'No special terms apply to this SOW beyond those set forth in the MSA.']

<p>SERVICE PROVIDER</p> <p>Scantra.ai DBA Scantra A program of Violet Organization</p> <p>Signature: _____</p> <p>Printed Name: _____</p> <p>Title: _____</p> <p>Date: _____</p> <p>Email: _____</p>	<p>CLIENT</p> <p>[Client Legal Name]</p> <p>Signature: _____</p> <p>Printed Name: _____</p> <p>Title: _____</p> <p>Date: _____</p> <p>Email: _____</p>
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ATTACHMENT 1 — Project Schedule (detailed Gantt or milestone chart)

ATTACHMENT 2 — Technical Integration Requirements

ATTACHMENT 3 — Reporting Dashboard Access Instructions

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