

Scope Element	Description	Tasks	Deliverables	Exclusions
Project Objectives	Build a website to showcase services, portfolio, and contact	Define goals, identify audience	Website objectives document	Offline marketing or ads
Site Structure	Organize website layout and navigation	Design sitemap, structure layout	Sitemap, wireframes	Complex subpages not directly related to services
Design	Create a visual identity consistent with the brand	Choose color scheme, typography, design layout	Style guide, page mockups	Advanced animations or custom graphics
Core Pages	Develop essential website sections	Code pages (Home, Cancel , Services, Appointment, Review)	Functional website pages	Additional blog or news sections
Portfolio Gallery	Showcase completed projects visually		Interactive gallery	No separate case studies for each project
SEO Optimization	Basic search engine optimization	Implement keywords, meta descriptions	Optimized meta tags, headings, content	Advanced SEO or paid search campaigns
Responsive Design	Ensure site functions well on mobile and desktop	Test layouts across devices	Mobile-friendly website	No separate mobile app
Launch	Deploy site on hosting server	Configure hosting, set up domain	Live website with domain	Ongoing support or post-launch updates