

STATEMENT OF WORK

Website Transfer

Full replacement of the current Savvy website — Squarespace retired, a new site built on Astro and engineered around the System of Value Creation.

PROJECT A OF TWO · BUILD FIRST

PREPARED FOR

Jill Simonds

PREPARED BY

Reu Smith · Local Nerds

DATE

May 2026

ENGAGEMENT

Founding Client Rate

01 / 08 THE ENGAGEMENT

A new front door for a value creation firm.

This Statement of Work covers **Project A — Website Transfer**: the complete replacement of **savvystrategicpartners.com**, currently on Squarespace, with a new site built on Astro and deployed to Cloudflare. The new site is structured around the firm's repositioning as a value creation firm, with the proprietary **System of Value Creation** as the organizing spine and the three pillars — Media, Value Academy, and Embedded Executives — as the primary architecture.

The engagement is delivered as **two sequenced projects**. Project A, scoped here, is the website. Project B — the Value Academy build — follows once the new site is live, and is covered in its own Statement of Work. Each project stands alone and bills independently; this document commits only Project A.



Why the website goes first

The new front door has to exist before the agentic engine in Project B has somewhere to send people. Project A puts the System where business owners can find it; Project B turns the Value Academy pillar into a working product. Site first, then the systems.

THE PROBLEM WE'RE SOLVING

You repositioned the firm. The infrastructure has to follow.

PROBLEM 01

The site says "fractional firm."

The current site is a competent services site for the old positioning — testimonials, case studies, framework pages. None of it carries the new three-pillar architecture. A value creation firm cannot live as a Squarespace template patch.

PROBLEM 02

The System needs a spine.

Media, Value Academy, and Embedded Executives all transmit the same System of Value Creation. If the site treats the System as one page among many, the IP stays diffuse. One spine, three pillars is a structural requirement, not a design preference.

PROBLEM 03

Embedded Executives is paying the bills.

The repositioning is a shift of focus, not a replacement. Embedded Executives stays load-bearing throughout. The rebuild keeps every case study, named-client testimonial, and industry page, and adds the pillars and named sub-brand on top.

PROBLEM 04

Squarespace is the conversion ceiling.

The platform limits page speed, structured-data control, and SEO depth. A static Astro build on Cloudflare's edge removes that ceiling — faster, more secure, and fully optimized at launch.

02 / 08 SCOPE OF WORK

Everything in the build.

The whole site rebuilt around the System — nothing of value to any pillar gets dropped. Eight workstreams, one front door, delivered in a single 4-week sprint.

DELIVERABLE 01

Three-Pillar Information Architecture

A site map organized around the System and its three pillars. Pillar pages read as manifestos, not service menus. A dedicated System page anchors the architecture. Diagrammed on the next page.

DELIVERABLE 02

Single Firm-Level Intake

One inquiry path at the firm level that routes by fit, rather than separate disconnected contact forms. Replaces the current two-entry-point booking setup with a clean, intentional front door.

DELIVERABLE 03

Full Content Migration — 49 URLs

Every page on the current site brought across: 16 core pages, 15 blog posts, 11 case studies and industry pages, 3 lead-magnet landers, 3 team bios, and utility pages. Full manifest on page 5.

DELIVERABLE 04

Elite SEO Program at Launch

Not an afterthought. Full technical SEO, on-page optimization, and structured-data schema built into every page and shipped the day the site goes live. Detailed on page 6.

DELIVERABLE 05

301 Redirect Map — Zero SEO Loss

A 301 redirect for every Squarespace URL. SEO-equity pages — the 4-Capital framework series, named-client case studies — keep their ranking authority through cutover.

DELIVERABLE 06

Analytics + Search Console

Cloudflare Web Analytics wired in from day one — no cookie banner required — plus Google Search Console claimed, verified, and submitting the new sitemap.

DELIVERABLE 07

Design System + Responsive Build

A typography, color, and component system aligned to the new brand architecture. Mobile-first, fast-loading, and consistent across every page and breakpoint.

DELIVERABLE 08

DNS Cutover, Fully Handled

The domain moved to Cloudflare, the old site kept live until the new one is verified, then a clean cutover with all redirects passing. No downtime, no broken links.

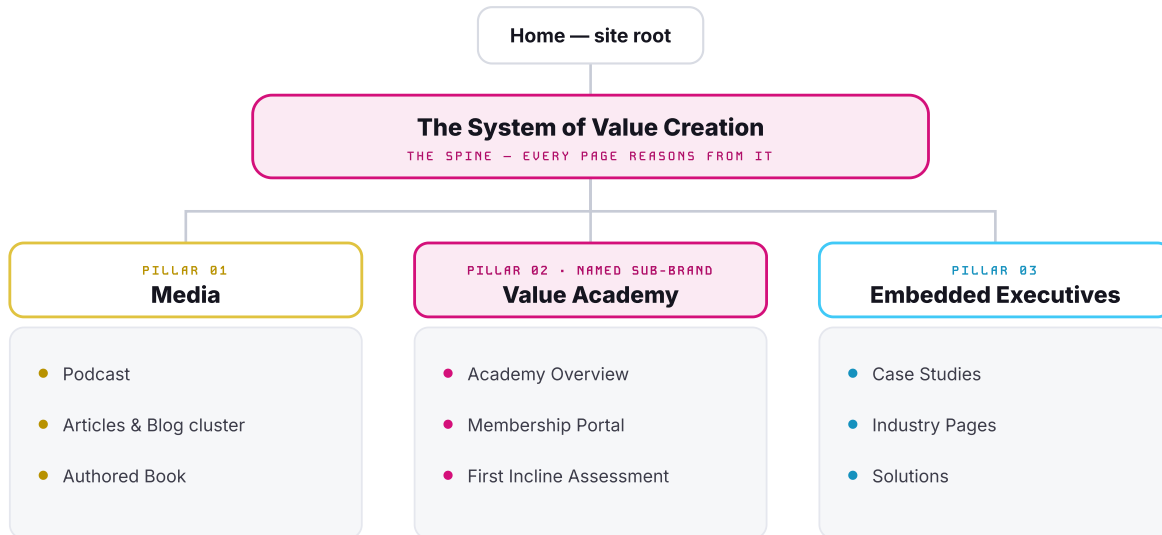


Pillar page copy is included

We develop the copy for the new System page and the three pillar pages with you — built from the brand architecture, your book, and existing site content. Migrated pages keep their existing copy unless you ask for a rewrite.

One spine. Three pillars. One front door.

The current site is a flat list of services. The new site is a structure: the System of Value Creation anchors everything, three pillar pages branch from it, and the firm's content sorts cleanly underneath.



A single firm-level intake sits across all three pillars — one inquiry path, routed to the engagement that fits. The current two-entry-point booking setup is retired.

PILLAR 01 • MEDIA

The teaching surface

Podcast, articles, and the book — where owners first meet the System and its language.

PILLAR 02 • VALUE ACADEMY

The named product

The only named sub-brand and the membership funnel. Project B builds the engine behind this page.

PILLAR 03 • EMBEDDED EXEC.

The proof and revenue

Case studies and industry pages — the load-bearing pillar that keeps the firm running.

04 / 08 MIGRATION MANIFEST

49 URLs. Every one accounted for.

The current site was inventoried in full from its sitemap. Nothing moves by guesswork — every URL has a destination decision before launch, and every one carries a 301 redirect.



| CATEGORY | COUNT | MIGRATION TREATMENT |
|--|-----------|--|
| Core pages | 16 | Home, About, Solutions, framework, FAQ, Podcast, Book, resources hub, contact. Re-mapped into the three-pillar IA; Home served from the site root. |
| Blog posts | 15 | All posts migrated into an Astro content collection. The 4-Capital framework series is preserved as a topical-authority cluster. |
| Case studies & industry pages | 11 | 5 named-client success stories and 6 industry pages — the proof library for Embedded Executives. Carried over intact, slugs cleaned. |
| Lead-magnet landers | 3 | Standalone funnel pages mapped cleanly into the resources hub. |
| Team bios | 3 | Rebuilt with proper, readable URLs — the current placeholder slugs are retired and 301-redirected. |
| Utility | 1 | Custom 404 rebuilt; legal pages (terms, privacy) carried forward. |
| Total migrated | 49 | Every URL re-mapped, every URL 301-redirected, zero SEO equity lost. |

PRIORITY SEO-EQUITY CONTENT

A subset of pages carries the bulk of the site's ranking authority and gets redirect-mapped first: the **4-Capital framework series** (Customer, Human & Social, Structural, and the framework overview), the **named-client case studies** (Elo Fasco, Dental A-Team, Divvy, a Colorado law firm, Picnik Robotics), and the **authored book** landing page. These keep their exact ranking position through cutover.

05 / 08 CLEANUP & SEO

Cleaned up, then optimized.

The migration is also a cleanup. Structural problems baked into the Squarespace site get fixed in the move, and a full SEO program ships the day the site goes live.

ARCHITECTURE FIXES — RESOLVED IN THE REBUILD

| | |
|--|---|
| About vs. Our Team are two pages | Redundant. Consolidated into one clear structure so the firm's story and the team read as a single narrative. |
| Team URLs are placeholder slugs | The current team pages still carry Squarespace junk slugs. Rebuilt with real, readable URLs and 301-redirected. |
| An industry URL has slashes in its slug | The A/E/C industry page breaks routing and analytics. Renamed to a clean, single-segment slug. |
| Home lives at /home | A Squarespace artifact. The new site serves the homepage from the root domain, as it should. |
| Two conflicting "book" URLs | The authored book and the appointment booker collide by name. One is renamed so the paths are unambiguous. |

ELITE SEO PROGRAM — SHIPPED AT LAUNCH

Technical SEO

- Clean, semantic HTML compiled to static files
- Fast edge delivery — strong Core Web Vitals
- XML sitemap, robots, and canonical tags

Structured Data Schema

- Organization and Person markup for the firm and team
- Article schema across the blog cluster
- Breadcrumb markup for the three-pillar IA

On-Page Optimization

- Title tags and meta descriptions on every page
- Heading hierarchy and internal-link structure
- Image alt text and descriptive file naming

Measurement, Wired In

- Google Search Console verified, sitemap submitted
- Cloudflare Web Analytics — privacy-friendly, no banner
- Redirect map verified post-cutover

S

"Elite SEO" means built in, not bolted on

Most rebuilds treat SEO as a phase-two task. Here it is a constraint on the build itself — every page ships optimized, the redirect map protects existing authority, and measurement is live from day one.

06 / 08 THE PLATFORM

How you'll own this site after launch.

A website is only as good as how it runs once it's live. We build on one of two platforms — here is the honest tradeoff, so the choice is yours with eyes open.

HOW THE RECOMMENDED PATH (ASTRO) WORKS

01 · THE BUILD

Compiled, not hosted-and-hoped

Astro compiles the site into plain static files served from Cloudflare's global edge. No database, no admin login, no plugins. Nothing to hack, nothing to break, nothing to update.

02 · DAY TO DAY

You ask, we publish

Need a change? Tell us in plain language — "swap this headline," "add this case study." Our Claude interface makes the edit and it is live in minutes. No ticket queue, no waiting on a developer.

03 · THE TRADEOFF

It's off your plate, fully

You don't log into a builder and drag things around yourself. For most owners that is the point: the website stops being something you manage. If hands-on control genuinely matters, that is what the Webflow option is for.

THE TWO PLATFORM OPTIONS

RECOMMENDED

OPTION 1 · ASTRO

Managed. Fully handled.

- The fastest, most secure way a site can exist — static files on Cloudflare's edge
- Edits handled by us through a plain-language interface, live in minutes
- Monthly covers hosting, security, maintenance, ongoing light SEO, and unlimited reasonable edits
- Zero maintenance burden — no logins, no plugin updates

OPTION 2 · WEBFLOW

Hands-on. Yours to edit.

- A visual editor — move sections, edit copy, swap images yourself
- You own day-to-day content; we handle structure, integrations, and SEO
- Monthly covers Webflow platform licensing, a heavier maintenance surface, and the same SEO program
- More capable in your hands, and meaningfully more to build and run



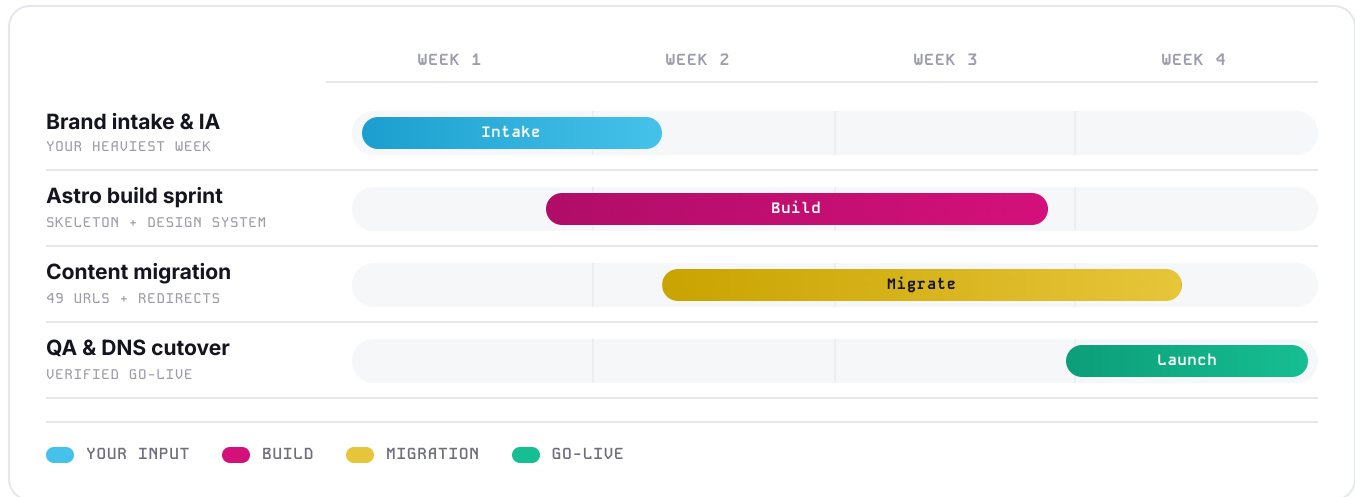
Our honest recommendation: Astro

Owners who ask for self-edit access typically use it a handful of times, then stop — the website was never the thing they wanted to spend time on. Astro delivers the same elite result for roughly half the cost, both to build and to run. Webflow is a real, well-supported choice, not a downgrade — if hands-on control genuinely matters to you, we build it there and it will be excellent.

07 / 08 TIMELINE & INPUTS

4 weeks. Live by end of June.

Front-loaded intake, then heavy build with light approvals. The old site stays up until the new one is verified — there is no window where Savvy has no website.



WHAT WE NEED FROM YOU

Week 1 — unblocks the build

- Brand assets — logo files, colors, fonts, photography
- Squarespace login for content migration
- Domain / DNS access for the Cloudflare deployment

Weeks 1-3 — keeps it moving

- A working session to lock the three-pillar IA
- Input and sign-off on pillar & System page copy
- Redirect decisions on any pages you want merged or retired



Your time: heavy in Week 1, light after

Week 1 needs real attention — assets, access, and the IA session. After that, the project runs on roughly one approval touchpoint per week through cutover. The sprint is built around a busy owner's calendar.

08 / 08 INVESTMENT

Founding Client rate. Two platform paths.

Pricing reflects Savvy's role as the first client on our productized Astro stack. Pick the platform; the scope, SEO program, and 4-week timeline are identical either way.

RECOMMENDED

OPTION 1 · ASTRO

Full Site Replacement

\$4,165

 build

60% at kickoff · 40% at verified go-live

+ \$175/mo

Hosting, security, maintenance, light SEO, unlimited reasonable edits

OPTION 2 · WEBFLOW

Full Site Replacement

~\$8,000

 build

60% at kickoff · 40% at verified go-live

+ \$345/mo

Webflow licensing, heavier maintenance surface, same SEO program

PAYMENT SCHEDULE

| MILESTONE | ASTRO PATH | WEBFLOW PATH |
|------------------|--|---------------------------------------|
| At kickoff (60%) | \$2,499 | \$4,800 |
| At go-live (40%) | Due when DNS cutover is verified and all redirects pass — \$1,666 | \$3,200 |
| Monthly fee | \$175/mo, begins the 1st after launch | \$345/mo, begins the 1st after launch |

\$

This is a founding-client rate, and a deliberate one

A full custom site replacement with an elite SEO program and managed hosting typically runs **\$9,000–\$14,000** to build at agency rates. The founding rate above reflects Savvy being the first client on the new productized stack. The labor is honestly priced; the discount is on the positioning work, applied on purpose and in plain sight.

THE MONTHLY FEE, PLAINLY

The monthly fee is not a hosting upcharge — it is the site staying handled. Hosting, security patching, ongoing light SEO, and unlimited reasonable edit requests, all covered. You never log into anything, never chase a developer, never watch the site go stale. Cancel anytime with 30 days' written notice.

— TERMS & ACCEPTANCE

The fine print, kept honest.

NOT INCLUDED IN PROJECT A

- The Value Academy systems — content engine, membership, intake routing, community calls, assessment (these are Project B)
- Ongoing content creation and publishing
- Net-new photography or video production — you provide, we integrate
- Paid advertising setup or management
- E-commerce or transactional functionality

ASSUMPTIONS

- The site is hosted on Cloudflare — no third-party hosting dependency
- Domain and DNS access is provided for deployment
- Brand assets and Squarespace access are delivered in Week 1
- Migrated pages keep existing copy unless a rewrite is requested
- The three-pillar architecture is confirmed in the Week 1 IA session



Satisfaction Guarantee

If the delivered site does not meet the agreed scope, we revise at no cost within 14 days of launch. We don't ship work we wouldn't put our name on.

INTELLECTUAL PROPERTY & SESSION RECORDING

System architecture and process design created by Local Nerds remain Local Nerds IP; Jill receives a perpetual, non-exclusive license to use all deliverables for Savvy. Jill retains full ownership of all content, brand voice, photography, and business-specific materials.

The Astro site source code is delivered to Jill at project close and is self-hostable on any static provider. Working sessions are recorded so decisions and direction are captured accurately, and shared with both parties.

PROJECT

Website Transfer (A)

TIMELINE

4-week sprint

KICKOFF

First week of June 2026

Ready when you are.

To move forward, confirm the platform choice and we'll send a one-page agreement and the kickoff schedule. We can start Week 1 of June.

Reu Smith · Local Nerds · reu@localnerds.co · 970.800.1295