



Tessa Labs Pvt Ltd

Premium digital product and growth company

— COMMERCIAL SCOPE DOCUMENT

Launch Site Scope Document

This document is meant to remove ambiguity before the first call. It explains what is included in the Launch Site plan, what those inclusions mean in practice, what the client is expected to provide, what remains outside the plan, and how commercial delivery is handled from kickoff to launch.

Launch Site

3-5 weeks

Client-facing scope and pricing document

FIXED PLAN PRICE

₹2,40,000

one-time + GST @ 18%

BEST FOR

Founders, service businesses, clinics, real estate brands, and premium B2B companies.

TIMELINE

3-5 weeks

PAYMENT

50% to start, 30% on approved design, 20% before launch

Core inclusions and immediate exclusions

Included in the plan price

- Strategy and positioning session
- Launch site architecture and page planning
- Premium custom visual direction
- Focused launch website scope
- High-end responsive implementation
- Lead capture and conversion path setup
- Search-ready on-page foundation
- Analytics, QA, and launch checklist
- 2 structured revision rounds
- 14 days post-launch support

Explicitly outside this plan

- Custom portals or app logic
- Blog migration or large content entry
- Monthly SEO or ad management
- Advanced integrations

Strategy, structure, and messaging

Strategy call and positioning review

One structured kickoff session to align on audience, offer clarity, trust triggers, and what the site must help the business achieve. This is not an open-ended workshop series.

Page architecture

The site map, page hierarchy, and conversion path are planned before design begins. This plan covers a focused launch structure rather than unlimited pages.

Copy direction

Messaging direction, section logic, and CTA hierarchy are included. Full copywriting is not included unless the copywriting support add-on is selected.

Trust and conversion planning

The content flow is shaped to support enquiries, credibility, and clarity. This includes deciding where social proof, process, pricing, or FAQs should appear.

Design and build delivery

Custom design direction

The visual design is created around the brand and offer. This is not a template customization, theme purchase, or no-code page builder skin.

Responsive implementation

The approved pages are built responsively for desktop, tablet, and mobile breakpoints. Older browsers and legacy device quirks are handled reasonably, but not with enterprise compatibility guarantees.

Lead capture flow

The core contact/enquiry path is included. That can mean a form, lead modal, email routing, booking flow handoff, or another agreed conversion step based on the website structure.

On-page launch SEO baseline

Titles, descriptions, heading structure, crawl basics, image alt text, and sitemap/indexability setup are included. Ongoing SEO strategy or monthly ranking work is not included.

QA and launch preparation

Pre-launch checks include layout review, link review, form testing, responsive checks, and final deployment readiness. Content accuracy remains a shared responsibility with the client.

What is not part of this plan

No product logic or private dashboards

This is a premium marketing/brand website plan. Custom app workflows, portals, client dashboards, payment systems, and login-based product features are not included.

No large content migration

Bulk blog migration, large catalog entry, or population of dozens of CMS items is outside scope unless separately priced.

No monthly growth execution

Monthly SEO, campaigns, content calendars, ad management, and recurring landing page work belong under the Growth Retainer or a separate scope.

Included items explained with real examples

Strategy and positioning session

We clarify what the business does, who it is for, what the site must communicate, and what action visitors should take.

EXAMPLE

For a clinic, this could mean refining the message from generic services into clear treatment-led pages with appointment intent.

Premium custom visual direction

The site is designed from scratch around your brand, offer, and audience. This is not a theme setup or a template with your logo dropped into it.

EXAMPLE

A real estate brand may need a more trust-led editorial layout, while a B2B firm may need stronger proof and service clarity.

Focused launch website scope

This plan covers the essential website structure needed for a serious launch, without bloating the project with low-value filler pages.

EXAMPLE

Typical setup: Home, About, Services, Pricing, Contact.

Lead capture and conversion path setup

We shape the enquiry path so traffic has a clear next step instead of landing on a beautiful site and doing absolutely nothing useful.

EXAMPLE

This can include a lead form, thank-you state, email routing, and a clear CTA path.

Search-ready on-page foundation

We handle the on-page and technical foundations that help the site launch cleanly for search, without pretending this is a full monthly SEO retainer.

EXAMPLE

Titles, descriptions, heading structure, image alt text, and basic indexability setup.

How delivery moves

Week 1

Kickoff, positioning review, page structure, and asset collection. Work starts after the kickoff payment clears and required inputs are available.

Week 2

Design direction is explored and the core visual language is approved before the full page build continues.

Week 3 to 4

Pages are designed and built. Internal QA happens during this stage, not only at the end.

Week 4 to 5

Structured revisions, launch checks, hosting/domain connection support, and final release preparation.

Revision boundaries

Included revision rounds

Two structured revision rounds are included. A revision round means consolidated feedback on the presented work, not unlimited rolling requests sent one by one.

Scope changes vs revisions

Changing direction, adding new pages, rewriting the whole structure, or introducing new functionality counts as scope expansion, not revision feedback.

Hosting, domains, servers, and recurring costs

Hosting and deployment

- One-time deployment setup is included in the project price.
- Ongoing hosting subscription is not included in the project price.
- For brochure and company sites, hosting is usually recommended on Vercel, Netlify, or a similar premium platform.
- Hosting is billed directly to the client account wherever possible, so ownership stays with you.

Domain charges

- Domain registration or renewal is not included.
- Domain cost is billed at actual yearly market price because it varies by extension and registrar.
- We can guide setup and DNS connection during launch.

Ongoing maintenance

- Post-launch support for 14 days is included.
- Optional website care plan after that: ₹18,000 / month.
- This can cover updates, small edits, uptime checks, and form troubleshooting.

What the client needs to provide

Content and approvals

Final copy, brand assets, images, legal text, domain access, and hosting access are provided by the client unless separately agreed. Delayed content or delayed approvals delay the timeline.

Decision-maker availability

A single decision-maker or a clearly coordinated approval path is strongly recommended. Multi-person unstructured feedback slows progress and creates unnecessary revision cycles.

What happens after launch

Support window

14 days of post-launch support are included for minor fixes, launch adjustments, and reasonable bug handling related to the delivered scope.

Long-term maintenance

Website care after the initial support window is not included automatically. Ongoing support moves into the monthly website care add-on or a separate support agreement.

What clients usually ask after reading the plan

What we need from you

- Timely feedback, approvals, and access to your domain/hosting accounts when launch time comes.
- Final copy, images, brand assets, and legal text are provided by you unless copywriting or branding support is added separately.
- If approvals or content are delayed, the project timeline moves with them.

What you own after launch

- The final website build, design assets prepared for the project, and the hosting/domain accounts billed in your name stay with you.
- Any paid fonts, stock assets, plugins, or third-party subscriptions remain subject to their own license terms and billing.

What this plan does not promise

- Specific SEO rankings, ad performance, or lead volume are not guaranteed under a one-time website build.
- Unlimited revisions, unlimited pages, or open-ended post-launch edits are not part of this package.

Ownership and infrastructure

Hosting

One-time deployment setup is included. Ongoing hosting bills are not included and are best billed directly to the client account for long-term ownership clarity.

Domain

Domain purchase or renewal is not included. Domain registration is billed at actual market price through the chosen registrar.

Third-party tools

Premium fonts, stock assets, analytics tools, calendars, CRM tools, and similar subscriptions are billed separately by their own providers unless specifically included in writing.

Why this costs more than a generic deliverables package

Yes, AI can generate a homepage draft in 40 seconds. It cannot decide what your market should trust, what your offer should emphasize, or why your current message is leaking enquiries.

Premium pricing covers decision-making, design judgment, technical execution, and launch accountability. The pixels are usually the easy part.

You are not paying for five rectangles called pages. You are paying for a launch website that does not look confused, cheap, or suspicious the moment a serious buyer lands on it.

Additional scope that is commonly requested later

Additional website page

₹18,000

Because an extra page is not just a blank layout. It needs structure, content hierarchy, responsive design, build time, QA, and a reason to exist beyond making the sitemap longer.

Copywriting support

₹35,000

AI can absolutely write words. The problem starts when those words sound like every other company claiming to be innovative, scalable, and customer-centric.

Brand identity starter kit

₹75,000

A logo alone is not a brand system. This covers the visual rules that stop the business from looking polished on one page and random everywhere else.

Ongoing website care

₹18,000 / month

This covers the kind of ongoing ownership most teams quietly expect after launch: small content edits, form checks, routine upkeep, and someone noticing the tiny issues before they become expensive ones.

Commercial terms

Price and tax

Plan price is fixed at ₹2,40,000. GST @ 18% is billed additionally where applicable.

Payment schedule

50% to start, 30% on approved design direction, and 20% before final launch or handover.

Refunds

Kickoff payments are non-refundable once work begins. Work completed up to the point of cancellation remains billable.

Delay handling

If payments, approvals, or required client inputs are delayed, the delivery schedule moves with them. Repeated pauses may require timeline rebooking.

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This document is intended to keep pricing, scope, and delivery expectations explicit before work begins. If scope changes materially, the plan is revised before execution continues.