

SCOPE ANALYSIS - DECISION SUMMARY

Corporate Website Redesign

Original project value - €8,000

CLIENT REQUEST ANALYZED

“Could we also have the entire website in Spanish and connect all lead forms directly to HubSpot?”

OUT OF SCOPE

New paid work detected.

The request adds a multilingual website layer and a CRM integration that were not included in the signed scope.

SCOPENUDGE CONFIDENCE

Clear mismatch between the agreed scope and the new request.

HIGH

Additional work

19-28 h

Recommended fee

€2,900 + VAT

Timeline impact

+3 business days

Margin at risk

€2,900

RECOMMENDED COMMERCIAL ACTION

Do not start the additional work before a separate €2,900 + VAT change order is approved and the delivery date is extended by 3 business days.

KEY ASSUMPTIONS BEHIND THIS ESTIMATE

- Spanish translations are supplied and approved by the client.
- The existing 10-page information architecture remains unchanged.
- One existing HubSpot portal is used; no custom automation or workflow build is included.
- No new design direction or additional revision rounds are requested.

WHY IT WAS FLAGGED

What changed from the original scope.

ScopeNudge separates normal delivery from genuinely new work, then ties the difference to contract evidence.

ORIGINAL SCOPE

10-page responsive website · contact form · basic technical SEO · existing-language content implementation · 2 revision rounds · standard CMS setup.

Scope item	Original agreement	New request	Assessment
Website languages	Existing language only	Full Spanish version	OUT OF SCOPE
CMS setup	Standard CMS	Multilingual CMS / language switch	OUT OF SCOPE
Lead forms	Standard contact form	HubSpot-connected forms	OUT OF SCOPE
SEO / metadata	Basic technical SEO	Localized Spanish metadata	OUT OF SCOPE
Revisions	2 revision rounds	No extra rounds requested	IN SCOPE

NEW DELIVERABLE 01

Spanish-language website

Multilingual CMS setup, localized pages, navigation and form adaptation, localized metadata, language switching and QA.

NEW DELIVERABLE 02

HubSpot integration

CRM/form configuration, field mapping, lead routing, integration testing and error handling.

QUESTIONS TO CLARIFY BEFORE APPROVAL

- Who supplies and approves the Spanish translations?
- Which HubSpot forms, fields and lead-routing rules are required?
- Are any HubSpot workflows or automations expected?
- Does the client expect Spanish SEO copywriting or only implementation?

WORKLOAD + PRICING

Turn the scope delta into a defensible fee.

The estimate below is built from concrete workstreams and explicit assumptions - not a single opaque number.

Workstream	Estimate
Multilingual CMS configuration	3-4 h
Spanish content integration	6-8 h
Localized navigation, forms and metadata	3-4 h
HubSpot form / CRM mapping	3-5 h
QA, error handling and cross-language testing	3-5 h
Project coordination and handover	1-2 h
TOTAL	19-28 h

COMMERCIAL RECOMMENDATION

€2,900 + VAT

Recommended fixed change order: €2,900 + VAT. This protects the original project economics while leaving room for normal delivery variance. If translation production or HubSpot automation is added, re-estimate before approval.

Illustrative demo estimate. Final pricing should reflect the signed contract, your rate card, team capacity and client-specific constraints.

TIMELINE IMPACT + DEPENDENCIES

+3 business days

- Spanish translations approved and ready to integrate.
- HubSpot access and permissions granted before implementation.
- Form / property mapping confirmed before QA begins.

SECONDARY SCOPE-CREEP RISK

“HubSpot integration” is a scope-creep risk by itself. Define the exact forms, properties, routing rules and automations in the change order before development begins.

IF ABSORBED INTO THE ORIGINAL PROJECT

Approx. €2,900 of incremental value is at risk, before any downstream revision or support cost.

READY TO USE

From analysis to client communication.

Use the draft below as a starting point, then adapt tone and contractual wording to the relationship.

SUGGESTED CLIENT RESPONSE

READY TO SEND

Hi [Client name],

Yes, we can add the Spanish version of the website and connect the lead forms to HubSpot.

These two elements were not included in the original project scope, so they would be handled as additional work. The added scope covers multilingual CMS configuration, integration of the Spanish content, localized navigation/forms and QA, plus the HubSpot form and CRM mapping with testing.

The additional fee would be €2,900 + VAT, with an estimated 3-business-day extension to the current delivery schedule.

If that works for you, I can send the change order for approval and we can add the work to the project.

Best,

CHANGE ORDER - INCLUDED

- Spanish version of the 10 existing pages
- Multilingual CMS configuration
- Localized navigation, forms and metadata
- HubSpot form / CRM field mapping
- End-to-end integration testing

EXCLUDED / REQUIRES RE-ESTIMATE

- Professional translation / copywriting
- New page designs or additional pages
- Custom HubSpot workflows / automations
- Additional revision rounds

COMMERCIAL TERMS

Fee

€2,900 + VAT

Schedule

+3 business days

Approval

Written approval before work starts.

Tip: paste this change order into your proposal / PM tool and attach the relevant scope evidence.