

ACS Digital Marketing

Proposal for Website Development & Digital Marketing Services



1. Overview

We propose creating a professional website and a robust digital marketing strategy for [_____], blending modern technology. Our goal is to boost your online presence, attract more clients, and position your business as a trusted business/service leader in _____.

2. Website Development

Features:

- ✓ Design: Clean, user-friendly design reflecting your business/services ethos.
- ✓ Pages: Home, About Us, Services/Products, Contact Us, Gallery, Testimonials/Reviews, Blog, Privacy Policy, Terms and Conditions, FAQ (Frequently Asked Questions) (Pages as per the requirements)

Functionalities:

- ✓ Online Appointment Booking (WhatsApp/Phone).
- ✓ Testimonials & Reviews.
- ✓ One round of revisions post-completion.
- ✓ Google Maps integration.
- ✓ Responsive (mobile-friendly).
- ✓ Content: SEO-optimized content in English or Hindi. (As per the preferred language)
- ✓ Security: SSL certificate, Regular Website Scan & Maintenance.
- ✓ Timeline: 7 working days.

Task	Feature Description	Price
Base Setup	Home page, About, Services, Contact, and one page (up to 5 total)	Rs. 15,000
Additional Page	For each extra page beyond 5	Rs. 1,000 / page

3. Digital Marketing Services

Goals: Increase client's inquiries, boost engagement, build trust.

Basic Services:

- ✓ SEO: Optimize for keywords (e.g., "Dental Clinic in [City]", "Ayurvedic Treatment near Me").
- ✓ Google My Business: Setup, optimization, reviews management.
- ✓ Social Media (Facebook, Instagram): Content creation, ads (targeting local audience).
- ✓ Content Marketing: Blogs (As per Services or Business) videos.

4. Key Benefits

- ✓ **More Clients:** Targeted reach to local audience.
- ✓ **Credibility:** Professional website, active social media.
- ✓ **Engagement:** Easy appointments, online info.
- ✓ **Growth:** Trackable results, flexible scaling.

5. Next Steps

- ✓ Discuss requirements, finalize scope.
- ✓ Begin design & development.
- ✓ Launch & promote!

6. Payment Terms

- ✓ 50% advance payment before starting
- ✓ 50% on completion (before final handover or website publishing to the search engine)

7. After-Delivery Support

Support Option	Details	Cost
Minor Updates & Maintenance	Up to 3 small changes	Rs. 1,500 per month (After 1 year)
Content or Image Updates	As per the client's request	Rs. 800 / update

8. Terms & Conditions

- ✓ One revision cycle is included for the 1st year. Additional revisions billed at Rs. 800/- as per the client's need.
- ✓ Project completion timeline depends on timely provision of content and approvals.
- ✓ After 1 year client has to pay only for Domain + Hosting + Monthly Maintenance (Software updates at the backend) + SSL Certificate & GST= Rs. 7000/- renewal for a year to continue for the online presence of website.

9. Acceptance

If you agree with the proposal, kindly sign below or confirm via email to initiate the project.

Client's Name: _____

Address: _____

Signature: _____

Date: _____

Name: **ACS Digital Marketing**

Email: deepaklab86@gmail.com

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Looking forward to grow online presence with you!

