

## GENERAL BUSINESS PROPOSAL

### Rocket Host

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## Proposal for Web Development & Digital Marketing Services

### 1. Introduction

Dear Client

Thank you for the opportunity to present this proposal. At **Rocket Host**, we specialize in delivering high-quality **web development, SEO, and digital marketing** solutions that help businesses grow and succeed online. Our goal is to provide you with a powerful online presence that attracts more customers and increases your revenue.

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### 2. Our Services

We offer a range of services tailored to meet your business needs:

1. **Web Development & Design** – Mobile-friendly, SEO-optimized websites designed for conversions.
  2. **Search Engine Optimization (SEO)** – Get your website ranked higher on Google and attract organic traffic.
  3. **Social Media Management** – Grow your online presence with engaging content on Facebook, Instagram, and more.
  4. **Pay-Per-Click (PPC) Advertising** – Run high-converting ads on Google and social media.
  5. **Content Marketing** – Regular blog posts and articles to boost your online authority.
  6. **E-commerce Solutions** – Setup and optimize online stores for better sales performance.
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### 3. Why Choose Rocket Host?

- ✓ **Experienced Team** – Skilled professionals in web design, SEO, and marketing.
- ✓ **Affordable Packages** – Flexible pricing plans to suit your budget.
- ✓ **Proven Results** – Helping businesses grow online with real success stories.

## 4. Proposed Packages & Pricing

### Website Development Packages

| Parckages            | Features  | Prices             |
|----------------------|---|--------------------|
| <b>Basic Plan</b>    | 5-Page Website, Mobile-Friendly, Basic SEO                    | <b>Ksh.13,500</b>  |
| <b>Standard Plan</b> | 8-Page Website, Full SEO, Blog Setup, Free Hosting (1st year) | <b>Ksh.15,6000</b> |
| <b>Premium Plan</b>  | 13+ Pages, E-commerce, Speed Optimization, Security           | <b>Ksh.23,000</b>  |

### Social Media Marketing packages

| Parckages            | Features   | Prices           |
|----------------------|--|------------------|
| <b>Basic Plan</b>    | 3,posts/week,Facebook& Instagram,ads management,2 weeks report & insights        | <b>Ksh.2,300</b> |
| <b>Standard Plan</b> | 6,posts,4,real/week,facebook,& instagram,ads management,weekly report & insights | <b>Ksh.3,000</b> |
| <b>Premium Plan</b>  | 7,posts,5real/week,Facebook& Instagram,ads management,2 days report & insights   | <b>Ksh.4,700</b> |

N/B **The Meta Ads budget is the responsibility of the client and is not covered by our company.**

### Google Business Profile & Website Optimization

**(3 mnths minimum contract)**

| Parckages            | Features   | Prices            |
|----------------------|--|-------------------|
| <b>Basic Plan</b>    | <ul style="list-style-type: none"><li>● GBP Setup &amp; Verification</li><li>● Business Info Optimization</li><li>● Basic Keyword Research</li><li>● Google Maps Listing Enhancement</li></ul>   | <b>Ksh.7,000</b>  |
| <b>Standard Plan</b> | <ul style="list-style-type: none"><li>● All Basic Plan Features</li><li>● Weekly GBP Updates (Posts, Photos, Offers)</li><li>● Local SEO Optimization</li><li>● GBP Category &amp; Service Optimization</li><li>● Competitor Analysis</li></ul>                          | <b>Ksh.15,000</b> |
| <b>Premium Plan</b>  | <ul style="list-style-type: none"><li>● All Standard Plan Features</li><li>● Website Speed Optimization</li><li>● On-Page SEO (Meta Tags, Alt Tags, Schema Markup)</li><li>● GBP Q&amp;A &amp; Review Management</li><li>● Citation Building (NAP Consistency)</li></ul> | <b>Ksh.20,000</b> |

|                   |   |                   |
|-------------------|---|-------------------|
|                   | <ul style="list-style-type: none"> <li>● Monthly Performance Report</li> </ul>  |                   |
| <b>Ilite Plan</b> | <ul style="list-style-type: none"> <li>● All Premium Plan Features</li> <li>● Advanced SEO (Technical &amp; Local)</li> <li>● Conversion Rate Optimization (CRO)</li> <li>● High-Authority Backlink Building</li> <li>● GBP Ad Optimization (if applicable)</li> <li>● Monthly Strategy Consultation</li> </ul> | <b>Ksh.26,000</b> |

## All-in-One Digital Growth Packages

*(Bundled Discount for Clients Opting for All Services)*

| Plan              | Features Included  | Discounted Price (Ksh.) |
|-------------------|--|-------------------------|
| Starter Plan      | <ul style="list-style-type: none"> <li>● Basic Website Development</li> <li>● Basic Social Media Marketing</li> <li>● Basic GBP&amp;Website Optimization</li> </ul>            | 19, 500 (Save 3, 300)   |
| Growth Plan       | <ul style="list-style-type: none"> <li>● Standard Website Development</li> <li>● Standard Social Media Marketing</li> <li>● Standard GBP &amp; Website Optimization</li> </ul> | 32, 000 (Save 6, 600)   |
| Business Pro Plan | <ul style="list-style-type: none"> <li>● Premium Website Development</li> <li>● Premium Social Media Marketing</li> <li>● Premium GBP &amp; Website Optimizationf</li> </ul>   | 42, 500 (Save 8, 200)   |
| Elite Plan        | <ul style="list-style-type: none"> <li>● Premium Website Development</li> <li>● Premium Social Media Marketing</li> <li>● Elite GBP &amp; Website Optimization</li> </ul>      | 55, 000 (Save 9, 700)   |

## **Payment terms for all parckages**

### **Social Media Marketing, Web Development & All-in-One Digital Growth Packages**

**Initial Payment: 25% upfront**

**Remaining Balance: 75% billed in three equal installments (25% per month**

### **Google Business Profile & Website Optimization (*Minimum 3-Month Contract*)**

**First Installment: 50% upfront**

**Final Installment: 50% within 30 days**

### **Next Steps**

We are excited to collaborate with you and take your business to the next level. To proceed, kindly:

- Choose a package that suits your needs.
- Sign and return this proposal.
- Make an initial payment as per the agreement.

Let's schedule a call to discuss your goals and how we can help. Looking forward to working with you!

Best regards,

**Wilson**

Founder, Rocket Host

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