



## **Proposal for Website Upgrade and Branding Package**

Prepared for: Chattanooga Paint Co.

Prepared by: Top 3 SEO Agency

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## **1. Website Design and Build**

We propose a comprehensive website to improve functionality, user experience, and overall branding, ensuring it aligns with your company's services and customer needs.

### **Key features include:**

#### ◆ CMS Platform (WordPress):

We'll build the website using WordPress, allowing your team to easily update and manage the content without needing technical expertise.

#### ◆ Online Quote System:

By integrating an online quote system, the customer can give details of job and the system will map their location and information through the website, offering a seamless work order experience.

#### ◆ Local GEO Tagged Pages:

By integrating our proprietary software that creates virtual pages for each town in a mapped area, we are able to index SEO optimized pages in multiple locations resulting in great search results with Google and Bing.

### **Standard Web Pages:**

- Home
- About Us
- Services
- Single Services
- Portfolio Of Work
- Contact Us
- Blog Section for tips and updates
- All legal and disclaimer pages

#### ◆ Mobile Optimization:

Ensuring that the site is fully responsive for an excellent user experience on mobile devices.

## **2. SEO and GMB Management**

A critical aspect of attracting new customers will be enhancing your Google My Business (GMB) profile. We will optimize and manage the profile for increased visibility in local searches. This will include:

- ◆ **GMB Profile Optimization:**

Complete setup and management of your GMB profile, optimizing it for search visibility with relevant keywords and service listings.

- ◆ **Review Handling and Reputation Management:**

We'll monitor reviews, engage with client feedback, and implement strategies to enhance your online reputation.

- ◆ **Local SEO Strategy:**

Targeted SEO strategies focusing on geo-specific keywords to boost search rankings for people looking for painting, pressure washer and other construction services in Chattanooga and surrounding areas.

## **3. Social Media Management**

We will help expand your clinic's online presence by managing and posting regularly to key social media platforms, including:

- ◆ **FaceBook, Instagram, and LinkedIn Posts:**

Consistent, informative, and engaging posts on topics such as painting tips, local news updates, staff introductions, and more.

- ◆ **Content Calendar:**

We'll develop a monthly content calendar to ensure that your social media pages remain active and relevant, with posts including lifestyle tips, news updates, and customer success stories.

## 4. Branding Package

We propose a complete branding package to position Chattanooga Paint Co. as the top choice for painting and remodeling services in the area. This package will include:

- ◆ Reputation Management:

Monitoring your company's online reputation, responding to reviews, and ensuring that you maintain a strong, positive public image.

- ◆ Video Content Production:

Monthly videos highlighting services, customer testimonials, or staff introductions to enhance engagement on your website and social platforms.

- ◆ Review Handling:

Encouraging satisfied clients to leave reviews and managing any negative feedback with professional responses.

### Project Timeline

Phase	Duration
Website Design & Development	2-4 weeks
GMB Optimization & SEO Setup	Ongoing (initial setup within 2 weeks)
Social Media Management	Ongoing (starting immediately after launch)

## Investment

Service	Price
Website Build (with CMS, Quote)	[\$Price]
GMB Profile Upgrade & Management	[\$Price] + Monthly
SEO (Initial Setup & Ongoing Management)	[\$Price] + Monthly
Social Media Management	[\$Price] + Monthly
Branding Package (Reputation, Review, Videos)	[\$Price] + Monthly

## Conclusion

With this proposal, we aim to enhance Chattanooga Paint Co.'s online presence, providing a user-friendly website, SEO-optimized content, and a strong social media strategy. This comprehensive package will improve your company's visibility, attract new customers, and build a strong brand reputation online.

We look forward to partnering with you to achieve these goals.

Best regards,  
Johnny R. Wilson  
Top 3 SEO Agency

We will provide pricing after we have discussed which features and products will be included in the overall package. You can adjust pricing and timelines based on your resources, but this provides a well-rounded framework for your proposal. Let me know if you'd like any changes or additions!

We are happy to provide references and sample of our work on request.