

Service Quotation

Digital Marketing and Website Development Plans for Vidarbha Region

Standard Plan : ₹ 18,000/per website

Services Included:

- **Basic SEO:** 5–10 keywords, on-page optimization (meta tags, content), Google My Business setup.
- **Social Media:** 2 platforms (Facebook, Instagram), 8–10 posts/month, basic graphics
- **Email Marketing:** 1 newsletter/month, up to 500 contacts, basic template
- **Website:** Basic site (3–5 pages, mobile-responsive, WordPress/HTML with Tailwind CSS)
- **Quality Assurance:** Basic testing for site functionality and mobile responsiveness
- **Other:** 1 blog post/month (300–500 words), 4–6 social media graphics
- **Analytics:** Monthly basic report (traffic, engagement)

Services Not Included:

- PPC advertising or social media ad management
- Advanced SEO (off-page, technical)
- E-commerce functionality or custom features
- Video content creation
- Multilingual content beyond basic support

Additional Services:

- Extra page development: ₹2,000/page
- Social media ad setup: ₹3,000–₹5,000 ad spend, 15% fee
- Basic logo design: ₹5,000 (one-time)

Notes:-

- Pricing Rationale: Affordable rates tailored for Vidarbha's businesses, ensuring value with comprehensive services. Website development can be billed one-time (Basic: ₹15,000–₹30,000, Standard: ₹30,000–₹60,000, Premium: ₹60,000–₹150,000).
- Customization: Plans can be tailored to focus on specific needs (e.g., e-commerce, multilingual content).
- PPC Fees: Management fees are 10–15% of ad spend, aligned with industry standards.
- Free Consultation: Contact us for a free audit to choose the best plan for your business.