



## **WEBSITE DESIGN & DEVELOPMENT PACKAGES**

### **1. Basic Package: Corporate Starter**

**Price: PKR 75,000**

#### **Features:**

- **Custom Design:** Unique homepage design based on corporate branding.
- **Responsive Design:** Mobile-friendly layout for all devices.
- **Pages Included:** Up to 10 pages (Home, About Us, Services, Contact, Blog).
- **Basic SEO:** On-page optimization for search engines.
- **Content Management System (CMS):** WordPress
- **Contact Form:** Basic contact form with email integration.
- **Social Media Integration:** Links to corporate social media profiles.
- **Basic Analytics Setup:** Google Analytics installation for traffic monitoring.
- **Delivery Time:** 1-2 weeks.
- **1 Month Free Support:** Minor updates and bug fixes.

### **2. Standard Package: Corporate Professional**

**Price: PKR 100,000**

#### **Features:**

- **Enhanced Design:** Custom design with advanced UI/UX features.
- **Responsive & Interactive Design:** Optimized for all devices with interactive elements.
- **Pages Included:** Up to 20 pages (including additional services, team profiles, and portfolio).
- **Advanced SEO:** On-page and basic off-page SEO, including keyword research.
- **CMS Integration:** WordPress, Shopify or custom CMS tailored to corporate needs.
- **Advanced Contact Form:** Includes additional features like file upload and auto-responses.
- **Blog Integration:** Fully functional blog section with social sharing capabilities.
- **Social Media Feed Integration:** Display live social media feeds.
- **Advanced Analytics Setup:** Custom Google Analytics reports and goals tracking.
- **Pixels Integration:** Google, Meta and other if needed.
- **Delivery Time:** 2-3 weeks.
- **3 Months Free Support:** Including content updates, and bug fixes.





### 3. Premium Package: Corporate Elite

**Price: PKR 150,000**

#### Features:

- **Bespoke Design:** Fully custom homepage and inner page design, reflecting corporate identity with high-end UI/UX features, animations, and visual effects.
- **Responsive & Interactive Design:** Optimized for all devices, with advanced interactive elements, animations, and intuitive navigation.
- **Pages Included:** More than 20 pages (includes a comprehensive service section, case studies, team profiles, portfolio, testimonials, FAQs, and more).
- **Full SEO Optimization:** Advanced on-page and off-page SEO, with in-depth keyword research, local SEO, image optimization, and technical SEO (XML sitemaps, robots.txt, etc.).
- **Custom CMS Integration:** WordPress, Shopify or custom CMS tailored to corporate needs, with additional backend features for easy management.
- **Advanced Forms:** Fully customizable forms with multi-step functionality, file upload, conditional logic, and auto-responses.
- **Blog & Knowledge Hub:** A fully functional blog with advanced features (content categories, social sharing, and multimedia support) and a knowledge hub for guides and resources.
- **Social Media Integration & Custom Feeds:** Live feeds, content sharing, and automatic post-scheduling from the website.
- **E-Commerce Integration:** Basic e-commerce setup for products or services with secure payment gateways.
- **Advanced Analytics & Tracking:** Custom Google Analytics setup with enhanced reports, goals, and conversions tracking, plus integration of heatmaps, user journey tracking, and A/B testing tools.
- **Pixel Integration:** Full pixel setup for Google, Meta, and any additional third-party tools.
- **Security & Performance:** Advanced security features, including SSL, firewall setup, regular security audits, and speed optimization (caching, CDN setup).
- **3rd Party API Integration:** Integration with CRM systems, email marketing platforms, and other third-party tools.
- **Multilingual Support:** Support for multiple languages, with translation-ready design and content.
- **Delivery Time:** 2-3 weeks.
- **6 Months Free Support:** Content updates, bug fixes, performance checks, and additional SEO work.





## **Social Media Plans**

### **Plan 1: Basic Plan**

**Price: PKR 75,000**

**Objective:** Establish a consistent social media presence and engage with the audience.

#### **Services Included**

##### **Platform Management**

- Management of 2 social media platforms (e.g., Facebook, Instagram).
- 15 posts per month (3 per week).
- Basic graphics and content creation.

##### **Content Creation**

- Basic design and copywriting for posts.
- 1 blog post or article per month for website

##### **Engagement**

- Responding to comments and messages during business hours.
- Basic audience interaction and engagement.
- Analytics & Reporting:
- Monthly performance reports.
- Basic insights and recommendations.

##### **Community Management**

- Monitoring brand mentions.
- Engaging with user-generated content.

##### **Ad Management (Optional)**

- Targeted ad campaigns with A/B testing.





## Plan 2: Intermediate Plan

**Price: PKR 100,000**

**Objective:** Grow and engage the audience with more targeted content and advanced strategies.

### Services Included

#### 1. Platform Management

- Management of 3 social media platforms (e.g., Facebook, Instagram, LinkedIn/Twitter).
- 20 posts per month (5 per week).
- Custom graphics and advanced content creation.

#### 2. Content Creation

- High-quality design and copywriting for posts.
- 4 blog posts or articles per month.

#### 3. Engagement

- Active engagement with followers, including responding to comments and messages.
- Proactive audience interaction and community building.

#### 4. Analytics & Reporting

- Bi-weekly performance reports.
- Detailed insights and strategic recommendations.

#### 5. Community Management

- Active monitoring of brand mentions.
- Engaging with user-generated content and influencers.

#### 6. Ad Management

- Targeted ad campaigns with A/B testing.

#### 7. Additional Services

- Contest and campaign management.
- Basic influencer outreach.





## Plan 3: Advanced Plan

**Price: PKR 150,000**

**Objective:** Achieve significant growth and brand presence with comprehensive social media strategies and premium content.

### Services Included

#### 1. Platform Management

- Management of up to 4 social media platforms (e.g., Facebook, Instagram, LinkedIn, Twitter/YouTube/tiktok).
- 30 posts per month (daily posting).
- High-quality graphics, videos, and advanced content creation.

#### 2. Content Creation

- Professional design, copywriting, and video content.
- 8 blog posts or articles per month.

#### 3. Engagement

- 24/7 engagement with followers, including responding to comments and messages.
- Active community management and brand advocacy building.

#### 4. Analytics & Reporting

- Weekly performance reports.
- In-depth insights, competitor analysis, and strategic recommendations.

#### 5. Community Management

- Comprehensive monitoring of brand mentions and reputation management.
- Engaging with user-generated content, influencers, and strategic partnerships.

#### 6. Ad Management

Advanced ad campaigns with A/B testing, retargeting, and conversion tracking.

#### 7. Additional Services

- Advanced contest and campaign management.
- Influencer outreach and collaborations.
- Crisis management and PR services.
- Monthly strategy meetings and consultations.

