

10/29/2025

Mike Rivera
Owner
ClearFlow Plumbing & Drain, LLC
1287 NE Riverbend Rd

Redmond, WA 98052

Dear Mr. Rivera,

Thank you for meeting with our team to outline ClearFlow's growth goals on the Eastside. Sparksite Studio is pleased to submit the enclosed proposal for the ClearFlow Plumbing Website, Local SEO, and Social Setup. Our intent is straightforward: launch a fast, mobile-first website and foundational local SEO program that increases qualified calls, books more same-day slots, and showcases your reputation and trenchless expertise.

Why Sparksite for this engagement? We build high-performing WordPress sites for service-area businesses and pair them with disciplined local SEO and transparent analytics. Our approach reflects how homeowners actually search and convert: map-pack visibility, clear service pages with pricing ranges, obvious click-to-call and forms, and trust signals (reviews, licenses, clean-house policy) placed where they matter.

Our implementation schedule begins 10/30/2025 and runs through 12/10/2025, moving from discovery to wireframes and design, a two-week WordPress build and QA, followed by GBP/citations, local pages, and social setup. This keeps momentum while protecting uptime with a staged cutover and smoke test at go-live. Pricing for the initial project is \$8,800 (Website creation \$5,400; Local SEO \$2,000; Social Profiles \$1,400). Optional ongoing services include Site Care & Local Growth at \$1,085/month (site care, local SEO cadence, call tracking, and lightweight paid amplification) and an annual Site Review & Modifications at \$499. All pricing and the proposed schedule are valid through November 30, 2025.

Please review the attached materials and, if they align with your goals, approve the proposal so we can secure your kickoff slot. We are ready to proceed on short notice and will call you to schedule a meeting on October 30, 2025.

We appreciate the opportunity to support ClearFlow's next stage of growth and are confident this plan will deliver measurable increases in calls and booked jobs across your service radius.

Sincerely,

Ava Thompson
Sparksite Studio
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This is an example of a first-draft proposal created by the AI Writer after the user filled in the Q&A session created by the RFP Analysis.

This example is before any human-in-the-loop editing has been done. These results are straight from the AI Writer based on the RFP Analysis of the client interview notes.

[See the RFP Analyzer features](#)



PROPOSAL

Plumbing Web Site Project

Prepared for: Mike Rivera
Owner

Prepared by: Ava Thompson
Principal

10/30/2025





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SCOPE OF WORK

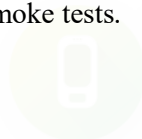
SparkSite Studio will deliver a fast, secure, and conversion-focused digital foundation that helps ClearFlow Plumbing & Drain win more local searchers and convert more calls and booking requests across the Eastside. The engagement covers a new WordPress website, baseline local SEO (GBP optimization, citations, localized content), and branded social setup with a 90-day content plan. All work is designed for measurable ROI, clear ownership of assets, and a 4–6 week path to value.

Company Background

SparkSite Web Studio is a boutique digital agency focused on high-performing SMB websites and local SEO. Since 2017, we've launched conversion-first WordPress sites and map-pack strategies for service-area businesses across the Pacific Northwest and beyond. Our priorities—speed, accessibility, security, and transparent analytics—align to our values: clarity over clutter, local-first execution, and client ownership of domains, hosting, and data.

Personnel

- ▶ Ava Thompson, Principal & Strategy Lead: Engagement oversight, messaging, KPI alignment; weekly check-ins and approvals path.
- ▶ Noah Patel, Technical Lead: Core Web Vitals tuning, schema implementation, secure hosting configuration, staging → production workflow.
- ▶ Elena Morales, Creative Director: UX/UI, design comps, accessibility QA; ensures brand consistency and strong trust signals.
- ▶ Marcus Reed, SEO Specialist: GBP optimization, citation/NAP cleanup, local content architecture, review surfacing and posts.
- ▶ Priya Desai, Content Producer: Service page copy, FAQs, localized city pages, social captions and short-form scripts.
- ▶ Dylan Park, Support Engineer: Hosting/care setup, backups, firewall, update policy, uptime monitoring and launch smoke tests.



Deliverables

- ▶ Website (WordPress on managed hosting): Lightweight, block-based theme; CDN, server-level caching, PHP 8.x; target <2.5s mobile LCP, <100ms TTFB where feasible, and <150kB above-the-fold CSS/JS.
- ▶ Pages and UX: Home, About, Services hub + individual services (Emergency, Water Heaters, Drain Cleaning, Hydro-Jetting, Sewer Camera, Trenchless Repair, Repipes, Fixtures), Areas We Serve hub + selected city pages, Specials/Finance, Reviews, Blog/Tips, Contact. Unique, locally optimized copy, internal linking, and trust builders (licenses, insurance, clean-house policy, reviews).
- ▶ CTAs and Forms: Site-wide sticky “Call Now/Book Service” CTA; after-hours emergency banner; spam-protected booking request form (name, phone, address, issue, preferred time) with conditional routing and database storage with consent.
- ▶ Content Features: Filterable before/after gallery with sliders; 5–7 FAQs per service; persistent financing CTAs to Specials/Finance.
- ▶ Technical SEO & Schema: JSON-LD for LocalBusiness/Plumber; Service schema per service page; FAQPage where applicable; Review/Rating snippets as policy allows; titles/metatags/H1s and internal linking.
- ▶ Accessibility & Security: WCAG 2.1 AA checks (contrast, focus order, keyboard nav, alt text, ARIA where appropriate); SSL, daily offsite backups (30-day retention), WAF/firewall, rate-limited logins, SFTP-only, least-privilege roles; auto-updates for minors and scheduled maintenance for majors.
- ▶ Analytics & Tracking: GA4 with events (calls, forms, map clicks), GSC verification, UTM standards; optional call tracking per channel in Phase 2 to preserve NAP.
- ▶ Local SEO: GBP claim/verify/optimize (categories, services, attributes, hours/holiday hours, service area, UTM URL) and 3 initial Posts with before/after media; NAP standardization and top citation cleanup/claims with duplicate suppression and a delivered log.
- ▶ Reviews Engine: Post-job email/SMS request policy and templates; response guidelines; surface latest 5★ reviews on Home/Reviews via widget or curated embeds.
- ▶ Localized Content: 3–5 city pages at launch with unique copy, embedded maps, localized testimonials, and project spotlights (with EXIF/geo context where permissible).



- ▶ Social Setup & Brand Kit: Facebook, Instagram, Nextdoor Business, YouTube, LinkedIn profiles with bios, branded graphics, link hub, and UTM URLs; mini brand kit (SVG/PNG logos, color/typography specs, social avatars/covers), curated vehicle wrap and team headshots from client assets (optional half-day shoot add-on).
- ▶ 90-Day Content Plan: 2–3 posts/week (before/after, tips, safety, staff spotlights, reviews, promotions) and 1 short video/week; editable Canva templates (1:1, 4:5, 9:16) and rights-cleared music list; boost recommendations by ZIP.

Benefits

- ▶ Increased lead volume from faster mobile performance, frictionless CTAs, and clear service messaging that matches high-intent searches.
- ▶ Stronger local visibility via GBP optimization, consistent NAP, structured data, and geo-relevant city pages that expand map-pack reach.
- ▶ Trust and conversion lift through reviews surfacing, licenses/insurance highlights, financing CTAs, and clean-house policy proof points.
- ▶ Ownership, security, and compliance baked in: WCAG-aware builds, SSL-everywhere, backups, WAF, and transparent analytics with goal tracking.

Milestones

- ▶ Week 0–1: Discovery & asset intake; sitemap and brief approved.
- ▶ Weeks 2–3: Wireframes and design comps; page-level copy v1 approved.
- ▶ Weeks 4–5: WordPress build, GA4/GSC, forms/CTAs, performance and accessibility QA; client review and revisions.
- ▶ Weeks 5–6: Launch and smoke test; GBP optimized; citations updated; 3 local pages live.
- ▶ Post-Launch: Monthly health checks, KPI summary, minor updates per care plan; social profiles live with 90-day calendar.



Management

- ▶ **Project Management:** Single point of contact, weekly status emails and 20-minute check-ins; shared task board for approvals and deliverable tracking; one consolidated feedback round per stage.
- ▶ **Risk Controls:** Decision deadlines to mitigate approval delays; pre-launch backup/rollback and off-peak DNS cutover; citation tracker with live verification.
- ▶ **Access & Ownership:** Client provides DNS/hosting/Google access; SparkSite configures with least-privilege and returns full owner credentials at handoff.

Expected Results

- ▶ **Website meets acceptance criteria:** responsive templates, Core Web Vitals baseline (no critical issues), secure forms and click-to-call, GA4/GSC verified, on-page SEO and schema in place, accessibility basics satisfied.
- ▶ **Local SEO foundation live:** GBP verified and optimized, top citations corrected with duplicates suppressed, and 3+ localized pages indexed.
- ▶ **Reputation and reach expanded:** Review request workflow active; recent 5★ reviews highlighted; social profiles branded and linked with a 90-day content cadence ready for execution.
- ▶ **Business impact:** Higher call-through and form submissions from mobile visitors, better map-pack coverage across priority cities, and clear analytics to attribute calls and bookings to channels.





ESTIMATE

Products and Services	Price	Quantity	Amount
Website creation	\$5,400.00	1	\$5,400.00
Local SEO	\$2,000.00	1	\$2,000.00
Social Media Profiles	\$1,400.00	1	\$1,400.00
Total Products and Services Costs			\$8,800.00

Ongoing Yearly Costs			
Site Review & Modifications	\$499.00	1	\$499.00
Total Ongoing Yearly Costs			\$499.00

Ongoing Monthly Costs			
Site Care & Local Growth	\$995.00	1	\$995.00
Call Tracking	\$45.00	1	\$45.00
Paid Ads Management	\$45.00	1	\$45.00
Total Ongoing Monthly Costs			\$1,085.00

Summary	
Subtotal (excluding yearly/monthly)	\$8,800.00
Shipping	\$0.00
Sales Tax	\$880.00
Grand Total	\$9,680.00

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Estimate does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.





KEY PERFORMANCE INDICATORS

Clear, measurable KPIs ensure this engagement delivers predictable pipeline growth for ClearFlow Plumbing & Drain. We focus on outcomes that matter to the business—qualified calls, booked jobs, and profitable coverage across the Eastside—tracked through transparent analytics and tied to actions in our monthly optimization cycle. Targets are calibrated for a 4–6 week launch and a 3–4 month ramp to steady-state performance.

The key performance indicators in our industry are:

► **Qualified inbound call volume**

Within 3–4 months of launch, drive 30–50 incremental qualified calls per month attributable to organic search, direct, and social—measured via tracked call extensions, tap-to-call events, and Google Business Profile (GBP) call clicks. Success: a rising trend line and at least 70% of tracked calls meeting service criteria (in-area, service-aligned, non-spam). Risk factors: NAP inconsistencies or under-optimized GBP.

► **Local visibility (Map Pack and organic)**

Achieve top-10 Map Pack and/or organic rankings for 8–10 priority keywords across primary cities (e.g., “plumber near me,” “water heater replacement Redmond,” “drain cleaning Bellevue”). Success: consistent top-10 placement and expansion of city coverage month over month. Risk factors: duplicate listings, weak citation authority, or thin geo-content.

► **Website conversion rate (site CVR)**

Maintain an 8–12% conversion rate from local sessions (calls + forms) with mobile-first UX, fast tap-to-call, and clear service CTAs. Success: conversion lift aligned to speed and UX improvements; segment performance by device, city page, and service page. Risk factors: slow LCP, unclear CTAs, or after-hours leakage without emergency routing.

► **Reputation velocity (reviews per month)**

Generate 10+ new Google reviews per month with a steady request cadence via post-job email/SMS. Success: volume + response quality, featuring service keywords and city names. Risk factors: low send rates, lack of technician participation, or unaddressed negative feedback.

► **Organic traffic growth and engagement**

Reach 200+ organic clicks/month by month three, with rising impressions from GA4/GSC and healthy engagement (time on page, scroll depth, click-through on service CTAs).



Success: growth from service pages and localized city pages; balanced branded and non-branded queries. Risk factors: crawl/indexation gaps or insufficient topical depth.

► Site performance (Core Web Vitals)

Sustain <2.5s mobile Largest Contentful Paint (LCP) and stable interactivity on high-traffic templates. Success: green Core Web Vitals for key pages in PageSpeed/CrUX; correlation between improved speed and higher CVR. Risk factors: unoptimized images, render-blocking scripts, or third-party bloat.

How We Use KPIs

We instrument GA4, Search Console, and call tracking to consolidate calls, form leads, and GBP interactions into a single monthly KPI report. Performance is reviewed weekly during the build and bi-weekly post-launch, with a formal monthly readout covering: traffic, conversions, top pages, Map Pack coverage across cities, review velocity, and Core Web Vitals. When indicators underperform, we execute targeted plays within the Site Care & Local Growth plan: adjust GBP categories/services and posts, expand or refine city pages, tune page speed and above-the-fold content, iterate CTAs and form friction, and correct citation/NAP issues. When indicators exceed targets, we scale what's working—add neighborhoods/cities, publish more service FAQs, surface social proof across templates, and consider lightweight paid boosts to winning pages. All actions roll into a shared task board, with owner-level visibility for Sparksite Studio and ClearFlow to maintain accountability and line-of-sight to ROI.





MAINTENANCE PLAN

After the initial project is completed and accepted ClearFlow Plumbing & Drain, LLC may enter into a separate maintenance agreement for ongoing support of the following components.

► **Managed WordPress Hosting & Core Care (Lean Option)**

Ongoing platform updates (WordPress core, theme, curated plugins), daily offsite backups with 30-day retention, SSL renewal, uptime monitoring, basic firewall (WAF), and minor content edits. This plan keeps the site secure, fast, and stable without locking you into long-term contracts.

Maintenance Frequency: Daily backups/uptime; weekly plugin/theme updates; monthly performance/security check; minor content edits as requested.

Cost Estimate: \$65–\$125/month (non-contract, month-to-month).

Responsible Party: Sparksite Studio with managed hosting partners (WP Engine/Kinsta/SiteGround).

► **Site Care & Local Growth (Recommended Bundle)**

Everything in Core Care plus a proactive local SEO cadence: GBP posts and optimizations, citation monitoring and fixes, page-level SEO tuning, speed checks, light CRO (CTA/form tweaks), and a monthly KPI report tied to calls and bookings.

Maintenance Frequency: Bi-weekly SEO actions; monthly optimization cycle and KPI readout; quarterly mini audit.

Cost Estimate: \$995/month (non-contract); aligns to the Ongoing Monthly Costs table.

Responsible Party: Sparksite Studio (Ava/Marcus lead; Dylan support).

► **Security Hardening & Vulnerability Patching**

Web application firewall tuning, brute-force rate limiting, 2FA for admin roles, least-privilege account reviews, and scheduled patch windows with rollback points. Includes periodic malware scans and remediation if detected.

Maintenance Frequency: Real-time WAF; weekly scans; monthly access reviews; major patch windows quarterly.

Cost Estimate: Included in Hosting/Core Care and Site Care & Local Growth; remediation of third-party compromises quoted if out-of-scope.



Responsible Party: Sparksite Studio (Dylan) and hosting provider security layer.

► **Analytics, Call Attribution & KPI Reporting**

GA4 event tracking (tap-to-call, forms, map clicks), Search Console health, and a consolidated monthly KPI report. Optional call tracking number per primary channel to attribute phone leads without harming NAP.

Maintenance Frequency: Monthly reporting; weekly data QA during the first 60 days post-launch.

Cost Estimate: Reporting included in Site Care & Local Growth; Call Tracking \$45/month per number (per Ongoing Monthly Costs table).

Responsible Party: Sparksite Studio (Jamie for reporting; Noah for instrumentation).

► **Google Business Profile & Citations Upkeep**

Ongoing GBP hygiene (services, attributes, holiday hours, Q&A), bi-weekly posts with project photos, and citation/NAP monitoring with duplicate suppression and re-verification after changes.

Maintenance Frequency: Bi-weekly GBP posts/updates; quarterly citation audit and fixes.

Cost Estimate: Included in Site Care & Local Growth; ad-hoc update campaigns can be quoted if outside the agreed cadence.

Responsible Party: Sparksite Studio (Marcus) with ClearFlow for approvals/assets.

► **Content & Conversion Updates (Minor Enhancements)**

Routine edits to service pages, FAQs, specials, reviews showcases, and before/after galleries. Light A/B tests on headlines/CTAs and above-the-fold layouts to improve call-through and form completion.

Maintenance Frequency: Monthly within optimization cycle; tests run in 2–4 week sprints.

Cost Estimate: Included in Site Care & Local Growth; larger content builds/new pages are estimated as mini-projects prior to work.

Responsible Party: Sparksite Studio (Priya/Elena) with ClearFlow content approvals.

► **Paid Ads Management (Optional Boosts)**

Lightweight management for boosted posts or search ads supporting priority services/city pages, including UTM tagging, budget pacing, and landing page alignment.



Maintenance Frequency: Monthly management with weekly pacing checks during active campaigns.

Cost Estimate: \$45/month management (per Ongoing Monthly Costs) plus direct ad spend paid by ClearFlow.

Responsible Party: Sparksite Studio (Ava/Marcus) in coordination with ClearFlow.

► Annual Site Review & Modifications (Tune-Up)

Once-yearly technical and UX tune-up covering Core Web Vitals, accessibility spot checks (WCAG 2.1 AA basics), schema refresh, broken link pass, and prioritized recommendations with up to a set of minor fixes applied.

Maintenance Frequency: Annually.

Cost Estimate: \$499/year (per Ongoing Yearly Costs table).

Responsible Party: Sparksite Studio.

Notes

Term & Flexibility: All plans are non-contract, billed monthly, cancel anytime with 30 days' notice; reactivation is available if paused.

SLAs: Critical uptime/security issues—response within 2 business hours; standard content/SEO requests—1–2 business days; larger items scheduled in the next optimization cycle.

Change Control: Net-new features/pages outside this plan are quoted in advance; one consolidated approval path via Tara to maintain speed.

Access & Ownership: ClearFlow retains ownership of domains, hosting accounts, and analytics; Sparksite operates with least-privilege roles and returns credentials upon request.

Risk Mitigation: Staging → production workflow with pre-change backups and defined rollback points for major updates; off-peak deploy windows preferred.

Exclusions: Advanced link building, custom integrations, complex booking systems, photography/videography, and multi-language builds are out of scope unless separately contracted.





IMPLEMENTATION SCHEDULE

We plan to follow the implementation schedule shown below.

Implementation Task Description	Start Date	End Date	Duration
Project kickoff & content intake (logos, services, photos)	10/30/2025	10/31/2025	2
Sitemap & brief (value props, CTAs)	11/1/2025	11/1/2025	1
Wireframes for core pages	11/2/2025	11/4/2025	3
Visual design comps	11/5/2025	11/7/2025	3
Copywriting for up to 10 pages	11/8/2025	11/11/2025	4
WordPress setup & build	11/12/2025	11/16/2025	5
Forms, click-to-call, GA4/Search Console, basic on-page SEO	11/17/2025	11/17/2025	1
QA & client review	11/18/2025	11/19/2025	2
Revisions & launch prep	11/21/2025	11/22/2025	2
Go-live & smoke test	11/23/2025	11/23/2025	1
Google Business Profile claim/optimize	11/24/2025	11/25/2025	2
Citations/NAP cleanup	11/26/2025	11/29/2025	4
Local service-area pages	11/30/2025	12/3/2025	4
Review engine setup	12/4/2025	12/4/2025	1
Social profiles setup	12/5/2025	12/6/2025	2
Social branding kit	12/7/2025	12/8/2025	2
90-day content plan	12/9/2025	12/10/2025	2

Start Date	10/30/2025
Completion Date	12/10/2025
Days to Complete	42





CLIENT RESPONSIBILITIES

A successful launch requires timely approvals, organized assets, and clear access so our team can execute without delays. This page outlines the specific actions ClearFlow Plumbing & Drain will complete to keep the project on schedule, protect data ownership, and ensure the website, local SEO, and social setup meet the agreed acceptance criteria.

- ▶ **Provide licenses, insurance, service list with pricing ranges, and financing details (Week 1)**

Within 5 business days of kickoff, deliver current licenses and insurance certificates; a complete service list with pricing ranges and any exclusions; and financing partner information (name, terms, and logos). These items surface trust signals sitewide and are required for accurate copy, schema, and compliance pages.

- ▶ **Deliver reviews, photos, team bios/headshots with permissions (Week 1)**

Provide 8–12 flagship reviews with reviewer initials and permission to publish, plus 10–20 recent job photos with written homeowner consent and short bios/headshots for owner and technicians. These assets support conversion (social proof), before/after galleries, and localized case spotlights.

- ▶ **Submit brand assets and organize the intake folder (Discovery Week)**

Supply production-ready vector logos (SVG/AI), brand color hex codes, and any existing brand guidelines in one consolidated folder or drive link, organized per SparkSite's intake checklist. Consistent branding enables efficient design comps and prevents rework.

- ▶ **Confirm domain/DNS, hosting, and Google access or authorize SparkSite to provision**

Either confirm admin access to registrar/DNS, hosting, GA4, Search Console, and Google Business Profile, or sign SparkSite's managed hosting authorization so we can provision secure hosting, SSL, backups, and firewall on your behalf. Delegate access invites are acceptable and preferred for least-privilege security.

- ▶ **Approve sitemap and homepage wireframe prior to design (2 business days)**

Review and provide written approval (email is sufficient) for the proposed sitemap and homepage wireframe within 2 business days of delivery. Changes after approval may impact scope and timeline; deferrals will shift downstream milestones.



► **Consolidate feedback and designate approvers for each stage**

Use a single, consolidated feedback round per stage (wireframes, design, copy, QA) via the shared task board. Mike is final approver; Tara consolidates content/brand edits; Jose verifies technical accuracy. Unbatched feedback may extend the schedule.

► **Attend scheduled check-ins and respond to action items**

Join weekly 20-minute check-ins during the build and provide responses to assigned tasks within 2 business days. This cadence keeps decisions unblocked, manages risks early, and preserves the implementation schedule.

► **Maintain accuracy of business information and notify of changes**

Confirm service areas, hours (including emergency and holiday hours), service offerings, phone number(s), and address. Notify SparkSite within 2 business days of any changes so GBP, citations, and site content remain consistent for NAP and local SEO integrity.

► **Review staging site and approve for launch**

Complete the staging review within the QA window and provide a single, consolidated approval or change list. Upon approval, confirm the launch window and authorize DNS cutover; after approval, only minor copy tweaks are included, with larger changes handled via change order.

► **Timely payment and contract signatures**

Execute agreements and process invoice payments per the proposal schedule. Delayed payment or signatures may pause work and shift milestone dates until resolved.

Summary

By organizing assets up front, confirming access, and providing timely, consolidated approvals, ClearFlow enables SparkSite to launch a fast, secure site and foundational local SEO on schedule. Our teams will collaborate through weekly check-ins and a single approval path, protecting uptime, maintaining data ownership, and accelerating measurable results in calls, bookings, and local visibility.





PACKAGES

SparkSite Studio can provide ClearFlow Plumbing & Drain, LLC with multiple packages. The various packages available are outlined below. We will be able to accommodate your needs with a custom-tailored solution.

Our tiered packages let you align investment with growth goals and timeline. Each tier combines a clear scope of features, proven local SEO fundamentals, and transparent analytics so you see ROI in booked calls—not just traffic. All packages preserve your ownership of domain, hosting, and data, and include WCAG-aware builds, SSL, GA4, and Search Console.

► Package #1

Essentials (Good): Conversion-focused 8–10 page WordPress site with baseline local SEO.

Designed for a fast, clean launch that starts the phone ringing. Includes Home, About, Services hub with up to six core service pages (e.g., Emergency, Water Heaters, Drain Cleaning), Contact, and a basic Reviews section. We implement tap-to-call, quote form, Core Web Vitals tuning, LocalBusiness/Service schema, Google Business Profile (GBP) optimization, and top 25 citation/NAP cleanups. Review request email/SMS templates are provided to grow 5★ volume. Investment: \$4.5k–\$6.5k.

► Package #2

Growth (Better): Expanded 14–18 page build with geo coverage and starter content engine.

Ideal for service-area expansion across priority cities. Adds 2–4 localized service-city pages, a blog setup with categories/tags, on-brand design polish, and stronger trust signals (before/after gallery, FAQs). Includes three months of monthly SEO (GBP posts/optimizations, on-page tuning, citation monitoring), call tracking for attribution, and three promotional social graphics. Investment: \$8k–\$12k.

► Package #3

Dominance (Best): 20–24 pages with six city pages, content and ads accelerators, and extended SEO.

Built to lead the map pack and capture high-intent demand at scale. Adds deeper service architecture, six localized city pages, six professionally written blog posts, six months of monthly SEO and GBP posts, and a starter PPC setup with a conversion-tuned landing page. Includes three short vertical videos (reels/shorts) to boost social reach and reputation. A/B testing and advanced schema are layered where impactful. Investment: \$15k–\$22k.



► **Package #4**

Site Care & Local Growth (Monthly Add-On): Proactive maintenance and optimization.

Keep momentum post-launch with bi-weekly local SEO actions (GBP hygiene/posts, citation checks), speed/CWV checks, light CRO (CTA/form tweaks), and a consolidated KPI report tying calls, forms, and GBP actions to channels. Includes managed updates, backups, firewall, uptime, and minor content edits. Month-to-month: \$1,085/month; optional call tracking \$45/month per number.

► **Package #5**

A La Carte Enhancements: Targeted add-ons to fit budget and seasonality.

Mix and match items such as additional city pages, service pages, blog posts, gallery build-outs, and landing pages, as well as media support (half-day photo/video coordination), review widgets, and CRO experiments. Annual Site Review & Modifications available at \$499/year; lightweight Paid Ads Management at \$45/month plus direct ad spend.

Notes

All packages include GA4 + GSC setup, privacy policy and SSL, mobile-first UX, structured data, and acceptance criteria aligned to responsiveness, Core Web Vitals baseline, functional CTAs/forms, and accessibility basics.

Implementation follows the included schedule (kickoff 10/30/2025 → initial delivery by 11/23/2025 with SEO/social through 12/10/2025). One consolidated feedback round per stage keeps the timeline on track.

Pricing ranges reflect content volume, creative complexity, and asset readiness. We can phase delivery (e.g., Essentials now, city pages next) to match cash flow while maintaining SEO integrity and NAP consistency.

ClearFlow retains full ownership of domains, hosting, and data. Credentials are transferred at handoff; SparkSite operates with least-privilege access during the engagement.





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