
Web Design & Digital Marketing Packages



GhanaYellowPages.com
@ghyellowpages
059 894 2436

Overview

We appreciate your interest in our digital marketing services. This proposal is to introduce our services, timeline, and fees to you.

After reading the proposal, please contact us at

Phone: **059 894 2436**

Email: **bisa@ghanayellowpages.com**

Social media: **@ghyellowpages**

We will also send you a copy of our contract for digital marketing services so you may review it.

Our Services

Our sales-oriented services

- Web Design & Development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Management
- Online Business Directory

Web Design

The main aim of a website is to generate sales for your business.

We are experts who are knowledgeable in both digital marketing and web development and will design your website with such a purpose.



Subdomain Websites

ONE - PAGE SUBDOMAIN

- Yourbusiness.mybisonline.co
- Has only the Home Page.
- Suitable for small businesses/startups that need a basic online presence.
- Standard design with little customizations.

GHC 500/ year

MULTI- PAGE SUBDOMAIN

- Yourbusiness.mybisonline.co
- Has “Home”, “About Us”, “Shop”, “Contact”, and “Blog” pages.
- For businesses on a low budget but want to have an expanded content.
- Standard design with little customizations
- Accepts Mobile money, VISA, MasterCard, etc.

GHC 750/ year

Multi-page, your domain website

GHC 2,000 for the first year

GHC 1,200 for the subsequent years

- Yourbusinessname.com
- Has the “Home”, “About Us”, “Shop”, “Contact Us”, “Blog” and any other page(s) your business needs.
- Custom design
- Professional email
- For businesses that want to have a robust online presence.
- Website accepts Mobile Money, VISA, MAsterCard, etc payments.

Other web design services

Improvement of an existing website:

GHC 750

Complete redesign of an existing website:

GHC 2,000

Social Media Marketing

We will manage your social media accounts on platforms like **Facebook**, **Instagram**, **TikTok**, **Twitter**, and **LinkedIn** to promote your business, generate leads, increase sales, foster audience loyalty, and more.

We offer three social media packages: **Basic**, **Growth Accelerator**, and **Strategic Partner**

Social Media Packages

BASIC

- 3 posts per week on each platform
- Social media ads
- Monthly meetings on measurement and reporting on metrics and optimization
- Free promotion of your posts in our Facebook & Instagram stories

GHC 600/ month

GROWTH ACCELERATOR

- 4 posts per week on each platform
- Social media ads
- Every 2-weeks meetings on measurement and reporting on metrics and optimization
- Competitor analysis
- Sales strategy
- Free promotion of your posts in our Facebook & Instagram stories

GHC 750/ month

Strategic Partner SM Package

GHC 1,300 per month

- 4 posts per week on each platform
- Social media ads
- Weekly meetings on measurement and reporting on metrics and optimization
- Business development
- Sales strategy
- Competitor analysis
- Free promotion of your posts in our Facebook & Instagram stories

Search Engine Optimization (SEO)

Search engines like Google are ready to send potential customers to your website for free.

But if you are not ranking on page 1 of search results, you may not get these people to visit your site.

We have 3 SEO packages: **Basic SEO**, **Standard SEO**, and **Advanced SEO**.



SEO Packages

BASIC SEO

- Optimizing site structure
- Page Speed Improvement
- Crawlability & Indexability
- Internal link structure
- Solving Google Search Console issues
- Keyword research for topical and domain authority
- 1 blog post per week
- Semester SEO report

GHC 300/ month

STANDARD SEO

- Everything in basic, plus
- 2 blog posts per week
- Backlink building
- Quarterly SEO report

GHC 500/ month

Advanced SEO Package

GHC 650 per month

- Everything in Standard SEO package, plus
- Outreach for website visibility and authority
- Monthly SEO report

Search Engine Marketing (SEM)

In case you are willing to spend on getting traffic from search engines, we will help you set up Google Ads that will convert visitors to customers.

We have 3 SEM packages: **Boost**, **Accelerate**, and **Dominate**.



SEM Packages

BOOST

- Keyword Research
- Ad Campaign Setup
- Ad Creation and Optimization
- Performance Tracking and Reporting
- Ongoing Support

GHC 300/ month

ACCELERATE

- Includes all features of the Boost package, plus
- A/B Testing
- Landing Page Optimization
- Remarketing and Retargeting

GHC 500/ month

Advanced SEO Package

GHC 650 per month

- Includes all features of the Accelerate package, plus
- Advanced Campaign Optimization
- Expanded Remarketing Strategies
- Ad Budget Management.

Online Business Directory

GhanaYellowPages.com is an online business directory we own and operate.

Listing your business in it will improve the online visibility of your business.

You can list your business for free in our online business directory.

Digital Marketing Services Pricing

Digital Marketing Packages

DIGITAL ESSENTIALS

Includes:

- Boost SEM Package (GHC 300 value)
- Basic SEO Package (GHC 300 value)
- Basic Social Media Management Package (GHC 600 value)

GHC 1,000/ month

DIGITAL GROWTH

Includes:

- Accelerate SEM Package (GHC 500 value)
- Standard SEO Package (GHC 500 value)
- Growth Accelerator Social Media Management Package (GHC 1000 value)

GHC 1,750/ month

Digital Domination Package

GHC 2,200 per month

Includes:

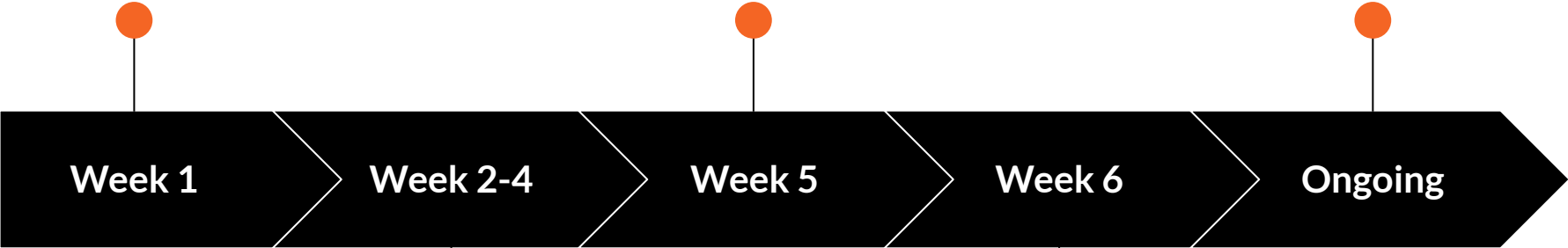
- Dominate SEM Package (GHC 650 value)
- Advanced SEO Package (GHC 650 value)
- Strategic Partner Social Media Management Package (GHC 1300 value)

Timeline

Signing of Contract

Strategy Development

Go live with agreed services



Week 1

Week 2-4

Week 5

Week 6

Ongoing

In-depth audit of website, social media

Presentation of Strategy

About Us



Eugene Owusu,
Founder, GhanaYellowPages.com

Bsc Administration, University of Ghana
Certified Digital Marketer, Google
WordPress Website Developer
AI Specialist