



PROPOSAL BROCHURE

Findability Starter

A practical digital starting point for businesses that deserve to be easier to find, understand and choose.

Inside this guide

A clear view of the problem, the solution, the three package levels and what happens next.

03 THE FINDABILITY GAP

Why a digital presence can still undersell a good business.

04 WHAT STARTER CREATES

The essential conditions every option is designed to improve.

05 COMPARE THE PACKAGES

One view of scope, delivery and investment.

06 STARTER ESSENTIAL

A clean, credible starting presence.

07 STARTER CORE

More depth, alignment and enquiry readiness.

08 STARTER COMPLETE

A fuller website and stronger measurement foundation.

09 DELIVERY PROCESS

How we move from discovery to launch.

10 INVESTMENT & NEXT STEP

Hosting, scope boundaries and how to begin.

Good business. Poor findability.

Customers often decide whether to call, visit or move on before they ever speak to the business owner.

01 DISCOVERY

Missing or inconsistent where customers search.

02 CLARITY

Services, location or value are not immediately clear.

03 CONFIDENCE

The presence lacks current proof and credibility cues.

04 ACTION

There is no simple call, WhatsApp or enquiry path.

THE CUSTOMER SEES

**What appears when they
search becomes the first
version of your reputation.**

A stronger starting presence makes the next decision easier: understand the offer, trust the business and take action.

**Be found.
Be trusted.
Be chosen.**

A focused foundation for visibility, trust and action.

Every package applies the FOUND Framework to the level of scope purchased.

F**FINDABILITY**

Be present where customers already search.

O**OFFER CLARITY**

Make the service, location and value easy to grasp.

U**UPKEEP**

Launch a current, functional and mobile-ready presence.

N**NOTABILITY**

Use proof and credibility to reduce doubt.

D**DIRECTNESS**

Make calling, messaging or enquiring obvious.

The purpose is not to make the business look busy online. It is to make the business easier to choose.

Three levels. One clear starting point.

Choose the depth that matches what your business needs

AT A GLANCE

	ESSENTIAL R2,500	CORE R4,000	COMPLETE R6,000
Website	1 page / 4 sections	1 page / 6 sections	Up to 5 pages
Content	Client copy placed	Copy refined	Priority-page copywriting
Google profile	Setup or tidy-up	Setup + optimisation	Setup + optimisation
Social alignment	1 profile	Up to 2 profiles	Up to 3 profiles
Enquiry path	Call or WhatsApp	WhatsApp + form	Forms + tracked actions
Search setup	Page basics	Basic on-page SEO	On-page + local SEO basics
Measurement	FOUND baseline	FOUND baseline	Baseline + analytics
Reviews / delivery	1 / 2-3 weeks	2 / 3-4 weeks	2 / 4-5 weeks

RECOMMENDED FOR MOST ESTABLISHED SMALL BUSINESSES

Starter Core balances clarity, profile alignment and enquiry readiness.

SIMPLE STARTING PRESENCE

Starter Essential

R2,500

ONCE-OFF

BEST FOR

New or very small businesses that need a professional starting presence without extra complexity.

TYPICAL DELIVERY

2-3 weeks

REVIEW ROUNDS

1

A clean digital foundation for a business that needs the essentials in place.

INCLUDED IN THIS PACKAGE

- Template-based one-page website with up to 4 focused sections
- Core brand colours and supplied logo applied
- Client-supplied copy and images placed
- Google Business Profile setup or essential tidy-up
- One priority social profile aligned
- Clear call or WhatsApp action path
- FOUND baseline
- One focused review round

SCOPE NOTE

Package pricing applies within the limits shown. Additional pages, advanced integrations, ecommerce, specialist content or photography are quoted separately.

RECOMMENDED

Starter Core

R4,000

ONCE-OFF

BEST FOR

Established small businesses whose offline reputation is stronger than their current online presence.

TYPICAL DELIVERY

3-4 weeks

REVIEW ROUNDS

2

The best balance of website depth, profile alignment and enquiry readiness.

INCLUDED IN THIS PACKAGE

- Custom-branded one-page website with up to 6 sections
- Copy refinement for services, location, proof and calls to action
- Google Business Profile setup and optimisation
- Up to two priority social profiles aligned
- WhatsApp action and structured enquiry form
- Domain connection and basic on-page SEO
- FOUND baseline
- Two focused review rounds

SCOPE NOTE

Package pricing applies within the limits shown. Additional pages, advanced integrations, ecommerce, specialist content or photography are quoted separately.

FULLER STARTING PRESENCE

Starter Complete

R6,000

ONCE-OFF

BEST FOR

Businesses with several services, locations or proof points that need more space to explain and convert.

TYPICAL DELIVERY

4-5 weeks

REVIEW ROUNDS

2

More room for the business story, service detail, proof and measurable customer action.

INCLUDED IN THIS PACKAGE

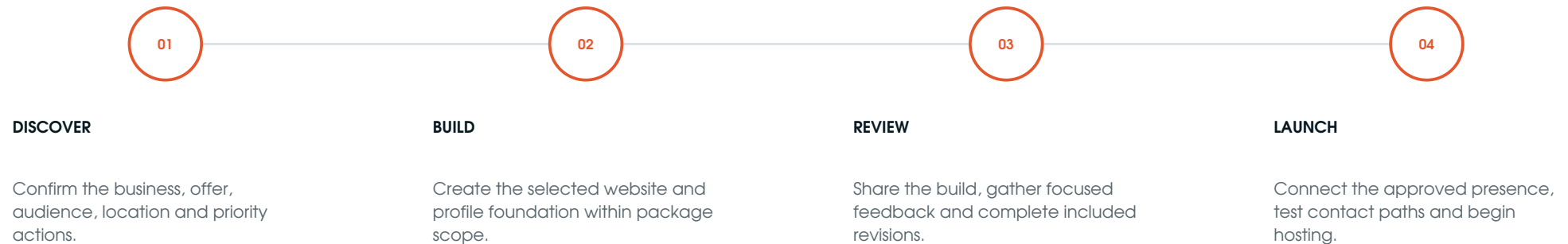
- Template-based website with up to 5 core pages
- Full brand alignment across the website
- Priority-page copywriting support
- Google Business Profile setup and optimisation
- Up to three priority social profiles aligned
- Structured forms and tracked contact actions
- Basic on-page and local SEO setup
- Analytics connection and FOUND baseline
- Two focused review rounds

SCOPE NOTE

Package pricing applies within the limits shown. Additional pages, advanced integrations, ecommerce, specialist content or photography are quoted separately.

A focused route from discovery to launch.

Timelines begin once onboarding information, access and the project deposit have been received.



WHAT WE NEED FROM YOU

- Business information and service details
- Logo, approved colours and brand assets
- Website or profile access where applicable
- Images, proof and customer-facing information
- Timely, consolidated feedback and final approval

Choose the right starting point. We will confirm the scope.

A formal quotation confirms the selected package, final scope, payment dates and any optional additions before work begins.

STARTER ESSENTIAL

A simple, credible presence

R2,500

STARTER CORE

More depth and enquiry readiness

R4,000

STARTER COMPLETE

A fuller website and measurement base

R6,000

AFTER LAUNCH

Hosting from **R99 / month**

Static hosting, SSL, routine backups
and uptime monitoring.

Optional Care from R750 / month for
agreed small updates and basic
checks

PAYMENT

50% to begin / balance before launch

NEXT STEP

Request your scope confirmation

findability.co.za