KARWEXA DIGITAL SOLUTIONS

AI Solutions • Web Development • Business Strategy • Nairobi, Kenya

PROPOSAL
Web & Technical SEO

Prepared For: [Client / Company Name]
Date: [Date]
Prepared By: KARWEXA Digital Solutions
Location: Nairobi, Kenya

1. PROJECT OVERVIEW

[Client Name] requires a modern, high-performance website engineered to convert visitors into active leads. KARWEXA Digital Solutions will build a complete digital ecosystem tailored to your business objectives in Kenya and international markets.

2. SCOPE OF WORK

- **Website Architecture & UX:** Custom responsive layout built on WordPress, fully optimized for fast loading and mobile-first experience.
- **Technical SEO & Indexing:** Comprehensive Rank Math SEO integration, XML sitemap generation, robots.txt setup, and Google Search Console indexing.
- **GA4 Analytics & Intelligence:** Google Analytics 4 configuration with event tracking, conversion goals, and internal IP filter rules.
- **Lead Automation Engine:** Interactive forms with instant automated client auto-responders and admin email notification alerts.
- **Security & Optimization:** SSL certificate deployment, database caching, anti-spam protections, and page speed calibration.

3. DELIVERABLES & TIMELINE

Phase / Deliverable	Key Activities	Timeline
Phase 1: Architecture	Wireframing, hosting/domain setup, layout structural configuration.	Days 1–3
Phase 2: Development	Page design, content integration, contact forms & workflow setup.	Days 4–7
Phase 3: SEO & Launch	GA4 analytics verification, SEO testing, speed tuning & deployment.	Days 8–10

4. INVESTMENT & PAYMENT TERMS

Total Project Investment: KES 120,000 (or USD 950)
Payment Terms: 50% upfront deposit upon contract signing; 50% upon final delivery and project sign-off.

Accepted for [Client Company]:

Authorized Signature & Date

For KARWEXA Digital Solutions:

Authorized Representative & Date