

## ✅ FINAL DAILYYOU CONTENT STRUCTURE & WORKFLOW (Section-Based)

Each blog post will follow this structure, but it's **dynamic and flexible** — adjusted depending on the keyword, search intent, and product relevance.

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### ✍️ SECTION 1: DIRECT ANSWER (AI + Google Optimized)

- **Purpose:** Satisfy the search intent immediately (just like AI overviews or Google featured snippets).
  - **Format:** Short, clear, authoritative paragraph answering the main question or topic.
  - **Tone:** First-person professional, helpful — "Here's the truth: yes, cinnamon can support weight loss, but not on its own..."
  - **Length:** ±100–150 words
  - ✅ Optimized for both AI selection and Google ranking.
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### ✍️ SECTION 2: PROFESSIONAL PERSPECTIVE / CONTEXT

- "As a health coach, I've worked with so many women who..."
- Use this to **add empathy, authority, and tone**
- Helps reader feel **understood and personally addressed**

- Can include a mini case study or story.
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### **SECTION 3: ROOT CAUSE / EDUCATION**

- Explain the “why” behind the issue (e.g. “Why you may be storing belly fat”)
  - This is your **trust-building moment**. Use links to scientific or expert sources like:
    - NIH (<https://www.nih.gov/>)
    - Healthline (<https://www.healthline.com/>)
    - Mayo Clinic (<https://www.mayoclinic.org/>)
    - PubMed (<https://pubmed.ncbi.nlm.nih.gov/>)
  - Include 1–2 links to support key points
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### **SECTION 4: PRACTICAL STRATEGIES THAT WORK**

- Real, helpful strategies the reader can start today
- Could be a numbered list or sub-sections (e.g. “Try this 1-hour morning routine”)
- **One of these tips should align with a Blossom product**

- E.g., “Use metabolism-enhancing drops in the morning” → link to B Drops
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## **SECTION 5: PRODUCT MENTION / INTEGRATION (Soft Sell)**

- “If you're looking for a product to support this, my go-to is our B Drops.”
  - Not salesy — **advice-based**
  - Include 1–2 internal links to the product page
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## **SECTION 6: QUOTES, STATS OR SHORT CASES (OPTIONAL)**

- Sprinkle in quotes from reputable sources or studies
- Add a real or fictional customer case — even if anonymized

“I had a client named Sethu who was stuck in a plateau...”

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## **SECTION 7: RELATED QUESTIONS (FAQ STYLE)**



- Use PAA-style questions from your keyword list or related tools
- Short answers — **aim to win featured snippets**

- 2–3 questions only, unless the topic justifies more
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## **SECTION 8: FINAL THOUGHTS & CTA**

- Reassure the reader
  - Suggest a next step (another blog, product, bundle)
  - Use soft language like “You’ve got this — and we’re here to support you every step of the way.”
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## **IMAGES WORKFLOW**

- As soon as we complete the full post, I’ll generate:
    -  1 Featured Image (1920x1080)
    -  2 Inline Images (to be placed between sections)
  - **Image Prompts** will match tone, age group, and product message.
  - No text. Clean, visual, lifestyle or emotional imagery.
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## **SEO FOOTER DATA (For Each Post)**

At the end of each post, I’ll provide:

<b>Data Point</b>	<b>Example</b>
<b>SEO Title</b>	Cinnamon Water for Weight Loss: What Works and What Doesn't
<b>Meta Description</b>	Find out if cinnamon water helps burn fat and how to actually make it work for weight loss. Clear tips, no fluff.
<b>Categories to Select</b>	Fat Burn & Metabolism, Morning & Evening Routines

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## **Summary of Workflow**

1. **Pick a great keyword (QA-style, relevant)**
2. **Write the post in sections (2–3 sections per batch)**
3. **Generate 3 Images after full post is done**
4. **Add SEO title, meta, and categories at the end**
5. **Move on to next post (in same or next topical cluster)**

# **We Build Digital Experiences That Bring Your Clientele Close To You.**

We're a Digital Marketing Agency & we're experts  
in SEO & Website Design.

## **Digital Marketing Quotation**

**Quotation for Digital Marketing Services**

**Client Name:** Centuria Real Estate

**Date:** 04 July 2025

**Prepared By:** Symaxx Digital

## 1 Executive Summary

Thank you for considering Symaxx Digital to help launch and grow **Centuria** into a market-leading real estate brand.

Today, most property buyers begin their journey online, yet many agencies still rely on third-party portals or word-of-mouth referrals. Our proposal is designed to put Centuria in control of its own growth: building a professional, fully owned online presence that attracts qualified buyers and sellers every day.

Through a blend of **SEO, paid advertising, and a modern listing website**, we will help you reach a broader audience, generate consistent leads, and establish credibility that sets Centuria apart. This proposal outlines exactly how we'll achieve that.

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## 2 Your Current Situation

Based on our discovery discussions, here's what we've understood:

- **You have experience and credibility** through your track record with Relisted Services.
- You do not yet have a dedicated online platform for Centuria.
- Social media presence is minimal and not yielding predictable results.
- You want to establish your own brand independent of third-party listings.
- There is an opportunity to dominate local property searches in Pretoria and surrounding areas.

Without an owned digital platform, Centuria is **reliant on other companies** to generate leads. This increases your long-term costs and limits your ability to build brand equity.

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## 3 The Vision

Our goal is to help you create a **trusted, independent real estate brand** that:

- ✓ Ranks prominently on Google when potential buyers search for homes and properties in your target regions.
- ✓ Builds a warm, qualified audience that follows Centuria on social media.
- ✓ Generates direct inquiries through your own website and marketing channels.
- ✓ Positions Centuria as a professional, modern alternative to traditional agencies.

Over time, this will **lower your cost per acquisition**, increase sales volume, and grow your brand's long-term value.

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## 4 Growth Potential & Opportunity

Here's why this strategy is a powerful investment:

### Search Demand in Your Area

- Over **60,000 searches every month** for Pretoria and Centurion property-related keywords (e.g., "houses for sale Pretoria," "apartments in Centurion," "buy property Gauteng").
- Many of these searches are from high-intent buyers ready to act.

### Missed Opportunities

- You currently have **0% share of organic search visibility**, meaning every lead is going to other agencies or property portals.
- With an SEO-focused website, you could rank for these lucrative keywords and capture a share of the demand.





## Revenue Impact

- Just ranking for the top 10–20% of these searches could produce thousands of new monthly visitors.
- Assuming even a **1% conversion rate**, this could translate into dozens of qualified inquiries per month.
- With average commissions per property sale ranging from **R50,000–R150,000**, the revenue potential is significant—easily multiplying current sales volumes.



## Strong Social Engagement

- The warm traffic from SEO and ads can fuel social media growth organically.
- Instead of relying on paid followers or cold audiences, your Facebook and Instagram will fill with qualified prospects who already know your brand.



## Fast Lead Generation

- While SEO compounds over time, paid ads on Google and Facebook can deliver leads immediately.
- A dual approach allows Centuria to start strong while building long-term momentum.

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## 5 Recommended Approach

Below is a detailed overview of the **strategy and deliverables** we recommend for Centuria's launch and sustained growth.

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### 1. Website Development & Listing Platform

**Objective:** Create a modern, SEO-ready real estate website to showcase properties and capture leads.

**Features:**

- Fully responsive design for desktop and mobile
- Property listing system with filtering and search



- High-quality image galleries and video support
- Google Maps integration for each property
- Lead capture forms connected to email and WhatsApp
- Blog area for property guides and updates
- Fast-loading, secure hosting
- Google Analytics tracking
- Ability to expand as your inventory grows

**Outcome:** You control your listings, build authority, and generate direct inquiries without middlemen.

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## 2. SEO & Content Marketing

**Objective:** Rank for high-value keywords that drive qualified traffic.

### Key Actions:

- Keyword research focused on Pretoria, Centurion, and Gauteng buyers
- On-page SEO optimization of all property pages
- Creation of area guides and evergreen content to attract organic search traffic
- Local SEO enhancements (Google Business Profile optimization)
- Link building to improve authority
- Monthly reporting and adjustments

**Outcome:** Consistent, scalable inbound leads from motivated buyers.

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## 3. Paid Advertising (Google & Social Media)

**Objective:** Drive immediate traffic and inquiries while SEO ramps up.

## Channels:

- **Google Ads** targeting searches like “houses for sale in Centurion”
- **Facebook & Instagram Ads** to build awareness and remarket to site visitors

## Benefits:

- Precise targeting of buyers by location, income, and intent
- Flexible budgets that scale up as performance improves
- Ability to quickly test offers and messaging

**Outcome:** Steady pipeline of fresh leads from day one.

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## 4. Social Media Optimization

**Objective:** Grow your audience and establish credibility.

### Approach:

- Professional setup of your Facebook, Instagram, and LinkedIn pages
- Consistent posting of listings, success stories, and community content
- Use of website traffic for retargeting and follower growth
- Monthly content planning and reporting

**Outcome:** Build an engaged following and stay top-of-mind with prospects.

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## 5. Ongoing Support & Communication

**Objective:** Ensure smooth execution and continuous improvement.

### Details:

- Dedicated account manager for Centuria
- Weekly check-ins via WhatsApp or Zoom

- Monthly performance reporting
- Proactive recommendations and optimizations

**Outcome:** A true marketing partner who is always on hand to help.

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## 6 Deliverables & Timeline

### Phase 1 (Weeks 1–4):

- Website design and property listing setup
- Social media profiles finalized
- SEO foundation implemented

### Phase 2 (Weeks 4–8):

- Launch Google Ads and Facebook Ads campaigns
- Publish first content pieces and property guides

### Phase 3 (Ongoing):

- Continuous SEO optimization
  - Paid ads management
  - Monthly content and reporting
  - Regular strategy reviews
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## 7 Why Symaxx Digital

Choosing Symaxx means you're partnering with a team that:

- Has helped dozens of brands dominate search rankings
- Specializes in real estate lead generation
- Combines SEO, paid ads, and conversion-focused design
- Offers dedicated, hands-on support
- Understands how to build sustainable growth without relying solely on third parties

This is not just a service—it's an investment in your independence, brand equity, and bottom line.

## 8 Refund & Performance Guarantee

We are so confident in our process that we offer a **conditional performance guarantee**:

If, after 90 days of full implementation, you do not see meaningful improvement in search rankings and inbound leads, we'll refund your investment—no questions asked.

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## 9 Next Steps


1. Review this proposal with your team and investors.
  2. Decide whether you'd like to proceed with all or part of the strategy.
  3. Confirm your preferred timeline.
  4. We'll send a detailed quotation and agreement.
  5. Begin onboarding and project kick-off.
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## 10 Contact Details

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# **We Build Digital Experiences That Bring Your Clientele Close To You.**

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in SEO & Website Design.

## **Digital Marketing Quotation**

**Quotation for Digital Marketing Services**

**Client Name:** Centuria Real Estate

**Date:** 04 July 2025

**Prepared By:** Symaxx Digital

#	Details	Cost
1	Domain & Unlimited Emails.	R500/yr. (Included)
2	Lite Speed Web Hosting	R5000/yr. (Included)
3	Website Design & Management	R60,000 (Included)
4	Premium SEO & Technical Optimisation	R30,000/pm.
5	Google Webmaster Tools & Analytics Setup	R5,000 (Included)
6	Pay-Per-Click Ads Setup & Management (Google, Facebook, Instagram)	R20,000 (Included)
7	Graphics & Banner Creation	R8,000 (included)
8	Content Research	R5,000 (Included)
9	Content Implementation	R7,000 (Included)
10	Email Marketing Setup & Automation	R16,000 (Optional)
11	Social Media Setup & Optimisation	R8,000 (Included)
	<b>You only pay</b>	<b>R30,000</b>

✓ **Included Services** are complementary to your Digital Marketing and covered in your investment.

★ **Optional Services** are strategic upgrades that can help you gain more visibility, traffic, and bookings as your company grows.

## Monthly Package Fee

**R30,000/month**

*(Minimum 6-month partnership)*

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## What's Included

Below is a breakdown of what you'll receive as part of this premium SEO package. All other services are included at no additional charge to ensure your success.

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### **1. Premium SEO – R30,000/month**

#### **Description:**

A high-impact SEO strategy to drive targeted organic traffic and dominate search rankings for Pretoria and beyond. This includes:

- Keyword research & mapping for top property searches
  - Full on-page optimization of property listings & area pages
  - Technical SEO fixes & speed improvements
  - Local SEO to rank in “near me” searches
  - Backlink development & outreach
  - Conversion tracking and monthly reports
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### **2. Website Design & Development – R60,000 (Included)**

#### **Description:**

A fully customized real estate website to showcase your listings, drive inquiries, and position Centuria as a trusted property partner. Includes:

- Mobile-friendly, modern design
- Listings with advanced search filters
- Lead capture forms & CRM integration
- WhatsApp and call-to-action buttons
- Blog and area guides



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### **3. Google Ads Setup & Management – R15,000/month (Included)**

#### **Description:**

Strategic Google Ads campaigns targeting buyers and sellers searching in your service areas. Includes:

- Campaign setup & keyword targeting
  - Compelling ad copy & creative
  - Conversion tracking
  - Weekly optimization
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### **4. Facebook & Instagram Ads Setup & Management – R12,000/month (Included)**

#### **Description:**

Engage potential clients on social media with targeted campaigns driving website traffic, leads, and retargeting warm audiences.

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### **5. Email Marketing & Automation – R10,000 (Included)**

#### **Description:**

Setup and management of email campaigns to nurture your existing database and convert prospects, including:

- Welcome and drip sequences
  - Monthly newsletters
  - Property showcase blasts
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### **6. Custom Graphics & Content – R8,000/month (Included)**

#### **Description:**

Professional visuals to showcase your listings and reinforce your brand across web and social platforms.

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## **7. Content Strategy & Blog – R5,000/month (Included)**

### **Description:**

Monthly articles and area guides to build trust, drive SEO traffic, and position you as an authority.

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## **8. Google Analytics & Search Console Setup – R5,000 (Included)**

### **Description:**

Installation and configuration to track all website activity and measure success of campaigns.

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## **9. Social Media Optimization – R6,000 (Included)**

### **Description:**

Polished, fully branded Facebook and Instagram profiles to maximize credibility and engagement.

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## **Total Value if Priced Separately**

**~R156,000 first month + R60,000 monthly**

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## **Your Investment**

**R30,000/month** all-inclusive

*(You only pay for Premium SEO—everything else is included to drive your success.)*

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## **Refund Guarantee**

If, after **90 days of implementation**, you do not see measurable improvements in your search visibility or inbound inquiries, you may request a **full refund of all fees paid**.

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## Payment Terms

- **First Payment:** R30,000 due before project commencement
  - **Billing Cycle:** Monthly in advance
  - **Notice Period:** 30 days to cancel after the initial 6-month term
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## Bank Details

**Account Name:** Symaxx (PTY) LTD

**Bank:** FNB (First National Bank)

**Account Number:** 63150953355

**Type:** Business Account

# **We Build Digital Experiences That Bring Your Clientele Close To You.**

We're a Digital Marketing Agency & we're experts  
in SEO & Website Design.

## **Digital Marketing Quotation**

**Quotation for Digital Marketing Services**

**Client Name:** Studio Delta

**Date:** 04 July 2025

**Prepared By:** Symaxx Digital

#	Details	Cost
1	Domain & Unlimited Emails.	R500/yr. (Included)
2	Lite Speed Web Hosting	R5000/yr. (Included)
3	Website Design & Management	R45,000 (Included)
4	Premium SEO & Technical Optimisation	R40,000/pm.
5	Google Webmaster Tools & Analytics Setup	R5,000 (Included)
6	Pay-Per-Click Ads Setup & Management (Google, Facebook, Instagram)	R20,000 (Included)
7	Conversion Optimised Product Landing Pages	R8,000 (Included)
8	Graphics & Banner Creation	R8,000 (included)
9	Content Research	R5,000 (Included)
10	Content Implementation	R7,000 (Included)
11	Email Marketing Setup & Automation	R16,000 (Optional)
12	Social Media Setup & Optimisation	R8,000 (Included)
	<b>You only pay</b>	<b>R40,000</b>

✓ **Included Services** are complementary to your Digital Marketing and covered in your investment.

★ **Optional Services** are strategic upgrades that can help you gain more visibility, traffic, and bookings as your company grows.



## We Build E-commerce Marketing Engines That Convert

Thank you for considering **Symaxx Digital** to partner with **Studio Delta**.

This proposal outlines a robust digital growth strategy crafted to:

- **Drive high-quality traffic to your e-commerce store**
- **Dominate search rankings for your best-selling and priority products**
- **Grow sales with targeted Google & social media advertising**
- **Build long-term authority in your niche and brand credibility across South Africa**

This is not simply about updating your online presence—it's about transforming your digital ecosystem into a sustainable revenue engine.

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## Strategic Overview

Your quotation has been designed around three primary goals:

### 1. Accelerate Revenue Growth with Search and Ads

We'll combine premium SEO and laser-focused paid campaigns to consistently attract customers searching for your products.

### 2. Increase Visibility and Market Share

With an e-commerce SEO strategy targeting your most profitable keywords, you'll be found by buyers exactly when they're ready to purchase.

### 3. Build Long-Term Brand Equity

A professional, conversion-focused website, compelling product content, and cross-channel visibility will make you the obvious choice over competitors.

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## Service Descriptions & What You're Getting

### **1. Domain & Unlimited Emails – R500/year (Included)**

We secure and manage your professional domain and create unlimited branded emails for seamless communication and credibility.

### **2. LiteSpeed Web Hosting – R5,000/year (Included)**

Fast, secure hosting optimised for e-commerce sites with daily backups and near-instant load times.

### **3. Website Design & Management– Included**

We build a modern, mobile-responsive website or refresh your current platform to maximise conversions, including custom product templates, category pages, and sales-focused layouts.

### **4. Premium SEO & Technical Optimisation – R40,000/month**

This monthly service includes:

- Extensive keyword research (e.g., “modern sideboards,” “bathroom cabinets South Africa”)
- Content creation and onsite SEO
- Technical fixes and speed optimisation
- High-authority backlink acquisition
- Local SEO tracking and competitor analysis
- Monthly reporting dashboards

### **5. Google Webmaster Tools & Analytics Setup – Included**

Proper indexing, performance tracking, and analytics integration to measure ROI.

### **6. Pay-Per-Click Ads – Included**

Setup and management of Google Ads, Facebook, and Instagram campaigns to deliver fast results while SEO ramps up.

### **7. Conversion Optimised Product Landing Pages – Included**

Custom landing pages for your highest-value products and categories to maximise conversions.

### **8. Graphics & Banner Creation – Included**

Professionally designed product banners, promotional graphics, and ad creatives aligned with your brand.

## 9. Content Research & Keyword Strategy – Included

Deep-dive research into the highest-potential search terms to target buyers and beat competitors.

## 10. Content Implementation & Onsite SEO – Included

Strategic placement of keywords, meta tags, and product descriptions to improve visibility.

## 11. Email Marketing Setup & Automation – Included

We'll configure lead capture forms and email sequences to nurture and convert leads.

## 12. Social Media Setup & Optimisation – Included

Full setup and optimisation of your Facebook and Instagram presence, integrated with your website and campaigns.

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## Payment Terms & Quotation Details

### Payment Terms

- **R40,000/month retainer** (all-inclusive)
- Website development, management and marketing services included

### Mode of Payment

- EFT (bank transfer)

### Validity

- This quotation is valid for 30 days from the date of issue.