

Maqro Strategies — Website Development Proposal

****Prepared for:**** Chad Penney (Maqro / Maqro Strategies)

****Prepared by:**** Kaizen Strategic AI (Gabriel Lacroix)

****Date:**** [[Insert Date]]

1. WEBSITE DEVELOPMENT SERVICE

Core Website Package — \$2,200

****Includes First Month of Support FREE**** (valued at \$150)

Item	Details
Pages	Up to 6 pages (Home, About, Services, Contact + 2 custom)
Features	Contact forms • Lead capture • Email notifications
AI Funnel	One automated lead qualification/nurturing system
SEO Basics	Titles, Meta descriptions, Headers, Sitemap, Robots.txt
Setup	Domain connection • Squarespace configuration • Go-live
Support	First month FREE (3 hrs/month, 24/7 emergency, Analytics)
Revisions	2 rounds included

Additional Website Services

- ****Extra Pages:**** \$250 per additional page (beyond 6 included)
- ****Custom Functionality:**** Quote based on requirements

2. BRAND IDENTITY SERVICES (Optional)

Logo Design — \$500

2 concepts → 1 refinement → Final assets (SVG, PNG, favicons)

Brand Kit — \$500

Complete brand foundation including:

- Color palette with usage guidelines
- Typography selection and hierarchy
- Spacing rules and layout guidelines
- Social media avatar crops
- Brand usage guide (PDF)
- ****BONUS:**** 2 digital strategy sessions (1 hour each, valued at \$250)

Logo + Brand Kit Bundle — \$800

Everything above combined (save \$200)

****What the Brand Kit Gives You:****

The brand kit + digital strategy sessions provide all the foundation materials you need for the website:

- Brand positioning and messaging
- Content direction and copy frameworks
- Visual direction and image guidance
- Target audience definition
- SEO keyword strategy (10-15 keywords identified)

If you prefer to provide all content and brand materials yourself, the brand kit is optional.

3. MONTHLY SERVICES (Optional Add-Ons)

Monthly Support — \$150/month

- Content updates and fixes (up to 3 hrs/month)
- 24/7 emergency response within included hours
- Additional hours at \$95/hr (24/7 availability)
- Monthly traffic and performance reports

SEO Management — \$250/month

- 1 page optimized daily
- Keyword tracking and ranking monitoring
- Google Business Profile management
- Monthly performance reports

Social Media Content — \$250/month

- Quarterly contract (3-month commitment)
- 3 months of content planned in week 1
- Reusable templates and brand assets
- Content calendar and strategy
- Monthly refinements

****SPECIAL OFFER:**** Sign up for Social Media (3-month commitment) and get ****first month of SEO FREE**** (valued at \$250)

4. WHAT YOU PROVIDE

Item	Details
Content	Page copy, Site title, Meta description (or use brand kit)
Images	8–12 photos (or approve stock selections)
Assets	Contact email, Social links, Existing logo (if available)
SEO	10–15 keywords, Google Business Profile access (or use brand kit)
Access	Squarespace login credentials

5. TIMELINE & PROCESS

Timeline

****Website Only:**** ~2 weeks to go-live

- **Week 1:** Content collection • Sitemap • Build • Layout • QA
- **Week 2:** Finalize • QA • Test • Launch

Brand Kit adds ~1 week | Additional services start after website launch

The Process

1. Kickoff call + content handoff (or brand kit if selected)
2. Sitemap + copy review
3. Build in Squarespace (preview link shared)
4. Launch + training (optional walkthrough)
5. Done! (or start monthly services)

6. NEXT STEPS

- ☐ Approve service packages and optional add-ons
- ☐ Pay 50% deposit
- ☐ Share Squarespace access and initial content
- ☐ Schedule kickoff

Signature: _____ **Date:** _____

Prepared by Kaizen Strategic AI — "Work less, Achieve more."

7. TERMS & CONDITIONS

Payment Terms

- **One-time Services:** 50% deposit upon contract signing, 50% at launch
- **Monthly Services:** Billed monthly in advance
- **Late Fees:** 1.5% per month on overdue amounts
- **Hourly Extras:** \$95/hr standard (\$125/hr nights/weekends)

Project Scope & Limitations

- **Website Package:** Includes up to 6 pages, 1 AI funnel, basic SEO setup, 2 revision rounds
- **AI Funnel:** Automated lead capture/qualification system using Squarespace Forms + integrations
- **Forms:** Standard contact forms with email notifications
- **SEO Basics:** On-page SEO implementation only; no link building or advanced strategies
- **Support:** First month included with website; thereafter \$150/month for 3 hrs or can cancel
- **Revision Rounds:** Major content/structure changes; minor text edits unlimited during build
- **Additional Work:** Outside of defined scope billed at hourly rate

Client Responsibilities

- Provide all content, images, and materials within agreed timelines
- Respond to feedback requests within 48 hours
- Approve project milestones to proceed to next phase
- Provide accurate information and access credentials
- Test functionality and report issues promptly

Company Responsibilities

- Deliver all agreed services according to specifications
- Maintain professional quality standards
- Provide progress updates and transparent communication
- Deliver on-time and within defined scope
- Ensure all work is tested and functional before handoff

Intellectual Property

- **Website Code & Content:** Client owns upon final payment completion
- **Brand Kit Materials:** Client owns upon final payment completion
- **Company IP:** Kaizen Strategic AI retains rights to methodologies, frameworks, and templates
- **Third-party Assets:** Subject to their respective license agreements
- **Case Studies:** Company may use anonymized project information for marketing

Confidentiality

- Company will maintain strict confidentiality of client information
- Client data handled according to Canadian privacy laws (PIPEDA/PIPA)
- Secure, encrypted systems for data storage and transmission
- Client information not shared without written consent

AI & Technology Disclaimers

- AI tools and outputs provided "as-is" without warranty
- Company does not guarantee specific AI outcomes or accuracy
- Client responsible for reviewing and validating AI-generated content
- AI implementations tested and validated before deployment
- Third-party AI services subject to their own terms and limitations

Support & Maintenance

- ****First Month:**** Included with website package (3 hrs, 24/7 emergency)
- ****Ongoing Support:**** \$150/month for 3 hrs or hourly rate for ad-hoc needs
- ****Emergency Response:**** 24/7 availability for issues within supported scope
- ****Updates & Changes:**** Billed at standard hourly rate after first month
- ****Hosting & Domains:**** Client responsible for ongoing costs and management

Limitation of Liability

- Company's total liability limited to total amount paid for specific project
- Company not liable for indirect, consequential, or punitive damages
- Company not liable for losses due to third-party service failures
- Client assumes responsibility for testing and validating all implementations
- Company provides services, not guarantees of specific business outcomes

Termination

- Either party may terminate with 30 days written notice
- Company may terminate immediately for non-payment or breach of terms
- Client responsible for payment of work completed up to termination date
- Upon termination, company will return client data and provide transition support
- Monthly services can be cancelled with 30 days notice

Force Majeure

- Company not liable for delays or failures due to circumstances beyond reasonable control
- Includes natural disasters, government actions, internet outages, third-party service failures

Governing Law

- This agreement governed by laws of British Columbia, Canada
- Any disputes resolved through binding arbitration in Terrace, BC
- Each party bears own legal costs unless otherwise determined

Changes to Terms

- Company may update terms with 30 days notice
- Material changes communicated via email
- Continued use of services constitutes acceptance of new terms

Severability

- If any provision unenforceable, remaining provisions remain in effect
- Invalid provisions modified to be enforceable while preserving intent

Notes

- Complimentary 1-hr consult (website + tournament automation) on file
- Photography/video extra (can source)
- Ad spend billed directly by platforms
- Light copy polish included in brand kit offering

Contact Information

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This proposal constitutes a legal contract upon signature by both parties.