

# Maqro Strategies — Website & Digital Strategy Proposal

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Date: [[Insert Date]]

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## Executive Summary

You want a modern Squarespace website and a cohesive digital strategy with clear, simple options. This proposal presents a website-first plan with optional add-ons (SEO and Social). Pricing is transparent and pick-and-choose.

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## Goals

- Launch a credible, modern website on Squarespace (use existing domain/hosting)
  - Establish a professional brand identity (logo and optional brand kit)
  - Build the SEO and content foundation for discoverability
  - Prepare the social ecosystem (profiles, templates, cadence)
  - Provide ongoing support and optimization
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## Scope & Deliverables

### Phase 1 — Website (Squarespace)

- Site architecture: up to 6 pages (Home, About, Services, Contact + 2)
- One AI/automated process (e.g., lead funnel)
- Copy polish (light editing)
- Visual design & layout within Squarespace
- Forms (contact/lead capture) + notifications
- Basic performance and accessibility pass
- Domain mapping and go-live support
- Two revision rounds included

### Phase 2 — SEO Foundation (Initial Setup)

- On-page SEO: titles, meta, headings, slugs
- Technical basics: sitemap, robots, indexing
- Local SEO: Google Business Profile setup/refresh

### Phase 3 — Social Setup (Initial Setup)

- Profile setup/refresh (LinkedIn company, Instagram, Facebook, TikTok as desired)
- Visual templates (3–5 reusable post templates)
- 4-week starter content plan (headlines + prompts)

## Ongoing Support

- Content updates and small enhancements
- Monthly analytics report (traffic, top pages, actions)

## Inputs and Deliverables (Concise)

Brand Kit (optional, \$300 or \$800 bundled with logo)

- Deliverables: color palette, typography, spacing/usage rules, social/avatar crops, 1-page brand sheet PDF
- Inputs needed: 5–10 reference brands or Pinterest board, 5 adjectives, name styling (MAQRO/Maqro Strategies), color lean (navy ok) and no-go colors (no red)

Website (included in Website scope)

- Deliverables: up to 6 pages, 1 AI/lead funnel, forms, basic on-page SEO, go-live
- Inputs needed: page copy, 8–12 photos (or approve stock), contact email, social links, site title/meta, 10–15 keywords, GBP access

Pricing (Pick-and-Choose)

All one-time items: 50% deposit, 50% at launch. Hourly rate for out-of-scope work: \$95/hr (night/weekend: \$125/hr).

Summary Matrix

Service	Description	Price	Includes	Notes
Website (Squarespace)	Up to 6 pages, no custom functionality. 1 AI/automated lead funnel. 2 revision rounds.	\$2,200	Design/build, forms, basic on-page SEO, domain hookup, go-live	Extra pages \$250/page
Logo (standalone)	2 concepts + 1 refinement, exports (SVG/PNG/favicons)	\$500	Final logo assets	
Brand Kit (optional)	Colors, typography, usage guide (1-page)	\$300	PDF brand sheet	Bundle with logo = \$800 total
Support (monthly)	Content updates and fixes (up to 3 hrs/mo), 24/7 bug availability within included hours	\$150/mo	Monthly reporting & analytics	Extra time at \$95/hr (night/weekend \$125/hr)
SEO (monthly)	Manage and optimize 1 page daily; monitored keywords; GBP management	\$250/mo	On-page tuning + tracking	Monthly reporting included
Social (quarterly plan)	Create 3 months of content in week 1, then adjust	\$250/mo	Strategy, calendar, refinements	Quarterly cadence; monthly reporting

Notes:

- Complimentary 1-hour double consult (website + tournament automation) logged for records
- Photography/video not included (can source at cost)
- Ad spend (if any) billed directly by platforms
- Client provides copy/images; light polish included

# Timeline

- Week 1: Website build (content, layout, QA)
- Week 2: Finalize, QA, go-live
- Ongoing: SEO and Social per monthly plans

Total: ~4 weeks to go-live (dependent on content approvals)

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# Process

1. Kickoff & content collection (questionnaire complete)
  2. Sitemap, wireframes, and copy refinement
  3. Build & iterate in Squarespace (shared preview)
  4. Launch support + training (optional Loom walkthrough)
  5. Transition to support, SEO, and Social (as selected)
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# Acceptance & Next Steps

- Approve package and monthly tier
- Pay initial deposit (50%)
- Schedule kickoff and share Squarespace access

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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