

Subscription Service Proposal

Prepared by: _____

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1. Overview

Presenting a risk-free web development model: we build or migrate your website at no up-front cost. In exchange, you commit to a 12-month subscription for ongoing maintenance, analytics, and optional digital-marketing services, ensuring your site remains secure, performant, and results-driven.

2. Service Tiers

Basic (\$50 – \$75 per month)

Hosting & SSL

Core CMS/plugin updates (monthly)

Weekly backups

Quarterly analytics summary

Standard (\$100 – \$150 per month)

Everything in Basic, plus:

Monthly analytics report with insights & recommendations

Up to 2 hours of content edits

Security scans & malware removal

Premium (\$200 – \$300 per month)

Everything in Standard, plus:

SEO health check & keyword tracking

Up to 5 hours of custom changes

Priority support (24 hr SLA)

A/B test setup & reporting

3. Contract Structure

Term: 12-month minimum commitment, auto-renewing annually unless canceled with 30 days' notice.

Billing & Payment: Monthly invoicing via Stripe (recurring); late fees of 5% per month on overdue balances.

Scope & SLAs: Defined monthly allowance of work hours; unused hours do not roll over. Response times: 48 hours for Basic, 24 hours for Premium.

Termination: Client may cancel after the initial 12 months with 30 days' written notice; provider may terminate with 60 days' notice if scope changes materially.

Ownership & IP: Provider retains ownership of theme/template; client owns content and domain. Services may be suspended if subscription payments are not received.

4. Core Service Inclusions

Google Business Profile check-in

Uptime monitoring alerts

Basic on-page SEO audit

Social media content calendar (4 posts/month)

Automated email newsletter (template + one send/month)

Speed optimization report

Call-to-action & landing-page review

5. Standalone Add-Ons

Paid-ads management (setup & monitoring for one Google or Facebook campaign, up to \$500 ad spend)

Conversion-rate optimization (A/B test for one hero section or button)

Marketing automation flows (e.g. form → drip email via Zapier)

Reputation management (monitor & solicit one set of Google/Facebook reviews)

6. Next Steps

- 1. Review and select your desired tier and any add-ons.**
- 2. Sign the service agreement to schedule your kickoff.**
- 3. Provide access credentials (hosting, CMS, analytics, etc.).**

For questions or to proceed, please contact:

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