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# PROPOSAL FOR GCOBS AND SON CLEANING SERVICES

## BUSINESS HISTORY

Gcobs and Son Cleaning Services is a small family-owned cleaning company founded in 2018 in Grahamstown. The company was founded to help meet the growing demand for professional and trustworthy cleaning services in numerous diverse places.

## MISSION AND VISION

Their vision is to provide top-notch cleaning services that exceed clients' expectations and are professional, dependable, and environmentally friendly. Their mission is to become the most desired cleaning services provider company in the Eastern Cape by merging outstanding service, innovation, and customer satisfaction.

## TARGET AUDIENCE

The business target market is Grahamstown and the surrounding residents, offices, schools, small businesses, and retail stores

# WEBSITE GOALS AND OBJECTIVES

The most important goals of the intended site are to be well-known on the web, to acquaint the customers with the services of the company, and to offer the clients the possibility to book the services online, utilizing the website. The site will have a comment page where there will be a space to write down the testimonials, before-and-after photos of the cleaned surroundings, and proof of the popularity of the company. The most critical KPIs of the site will be increased site traffic, quote request questions, and online booking volume, increased growth using the site, and increased user interaction in pages viewed and duration spent on the site.

# PROPOSED WEBSITE FEATURE AND FUNCTIONALITY

The website will have a Home page with the company overview, a basic Service page with packages and charges, an About Us page where the users can learn more about the company and mission, a contact page with phone numbers, WhatsApp connectivity, and Google Maps location. additional features that will be added are an online booking form, a work photo gallery that has been done by the company, and a blog that will have cleaning tips

# DESIGN AND USER EXPERIENCE

The design needs to be simple and modern with a blue and white color scheme. The font will be readable and clear with sans-serif fonts. The layout will be clean, with neat and organized navigation that is easily accessible to users.

TECHNICAL REQUIREMENTS

The site will be hosted on an original and trademarked domain name. It will be coded in HTML and CSS, with JavaScript used for the interactive parts, and will include online booking and contact forms. Search engine ranking will be optimized according to SEO standards.

# TIMELINE AND MILESTONE

•Week 1: design planning and gathering of information

•Week 2: design mock-ups creation and approval

•Week 3: building the website and uploading content

•week 4: editing and posting

•week6: launch and marketing

# BUDGET

The estimated budget is R4,500, which will include one-year registration of the domain name, one-year hosting, web development and design, and installation of SEO. The cost of maintaining the website monthly will be R500.

SITEMAP

# REFERENCES

Brown, T. (2020) The role of online presence in small business growth. Cape Town: SA Business Press.

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Jones, M. (2022) Digital marketing strategies for service-based businesses. Johannesburg: BizTech Publications.

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