

Website & Digital Marketing Proposal for Bombay Sizzlers

To:

The Owner/The Management Team

Bombay Sizzlers

<https://bombaysizzlersirving.com>

From:

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October 17 2025

Subject: Proposal for Dynamic Website Development and Complete Digital Marketing Solutions

Dear Bombay Sizzlers Team,

I hope this message finds you well.

After exploring *Bombay Sizzlers*' current digital presence and website, I see a great opportunity to elevate your restaurant's online visibility and customer engagement through a dynamic, modern, and conversion-driven platform supported by a strong digital marketing strategy.

1. Objective

To create a dynamic website and implement a full-scale digital marketing solution that will:

- Increase **online orders and reservations**
- Strengthen **brand visibility**
- Improve **search engine ranking (SEO)**
- Boost **customer engagement** through consistent marketing and ad campaigns

2. Proposed Services

A. Website Design & Development

- Fully responsive **dynamic website** with smooth navigation
- Integrated **online ordering system** and **payment gateway**
- Admin dashboard for offers and reservations
- **SEO-optimized** site structure and mobile performance

Deliverables:

- 1 custom website (Javascript-based)
- Online ordering
- Customer support

B. Search Engine Optimization (SEO)

- Keyword research and optimization (local + food niche)
- On-page and off-page SEO
- Google Business Profile optimization

Goal: Rank higher for searches like *“best Indian restaurant in Irving”* and *“sizzlers near me.”*

C. Digital Marketing & Branding

1. Social Media Management

- Handle **Facebook, Instagram**
- Daily/weekly posts, stories, and engagement
- Campaigns for events, offers, and menu highlights

2. Ads Management

- Facebook & Instagram Ads (Targeting Irving & nearby areas)
- Google Ads (Local Search & Display Campaigns)
- Retargeting strategy to convert visitors into customers

3. Email Marketing

- Monthly newsletters for promotions & events
- Integration with website sign-ups

4. Event Banner & Creative Design

- Eye-catching banners and posters for special events, discounts, and promotions
- Consistent brand visuals across platforms