ZENTAX™ DIGITAL AGENCY - MASTER BLUEPRINT (SEO EDITION)

Version: 3.0 (FINAL - Pricing & Terms Added)
Status: Approved for Development
Domain: zentax.my
Target Audience: Malaysian Corporate, SMEs, Startups (Puncak Alam, KL, Selangor)

1. BRAND IDENTITY & TAGLINES

A. Site Title (Tajuk Website di Tab Browser)

Pilih satu yang paling sesuai untuk setting "Site Title" dalam WordPress General Settings.

- **Option 1 (Professional):** Zentax™ | Premium Web Design & SEO Agency Malaysia
- **Option 2 (Keyword Heavy):** Web Developer Selangor & SEO Services KL | Zentax.my
- **Option 3 (Luxury/Branding):** Zentax | Engineering Digital Excellence

B. Taglines (Slogan)

Gunakan ini di Hero Section atau Marketing Material.

- **Primary Tagline (The Vibe):** *Engineering Digital Excellence.*
- **Secondary Tagline (The Promise):** *Build Assets. Not Just Websites.*
- **SEO Tagline (Descriptive):** *High-Performance Web Design & SEO Solutions for Malaysian Businesses.*

2. STRUKTUR SEO & METADATA (WAJIB SET)

Masukkan ini dalam plugin SEO (RankMath / Yoast SEO) untuk setiap page.

Page	SEO Title (Blue Link di Google)	Meta Description (Ayat kelabu di bawah link)
Home	Zentax™	Premium Web Design & SEO Agency Malaysia
About	About Zentax	Top Digital Agency Selangor
Services	Web Design & SEO Services Malaysia	Zentax
Web Dev	Custom Web Design	Corporate & E-commerce

	Malaysia	
SEO	SEO Expert Malaysia	Rank #1 on Google
Contact	Contact Zentax	Start Your Project

3. KANDUNGAN WEBSITE LENGKAP (FULL COPYWRITING)

A. HOMEPAGE (Muka Depan)

Focus Keywords: Web Design Malaysia, High Performance Website, Digital Agency

[HERO SECTION]

- **Code Tagline:** > System.init(Growth_Mode);
- **H1 Headline: Build Digital Assets. Not Just Websites.**
- **Sub-headline:** We engineer high-performance websites that combine **luxury aesthetics** with **powerful SEO architecture**. The preferred digital partner for Malaysian businesses ready to dominate their niche.
- **CTA Buttons:** [START YOUR PROJECT] & [View Our Work]

[TRUST & AUTHORITY]

- **H2: Is Your Website an Asset or a Liability?**
- Body:
  Most websites in Malaysia are stuck in the past. They are slow, unsecured, and invisible on Google. In 2025, a bad website isn't just ugly—it costs you money every single hour. At **Zentax**, we reject cheap templates. We code tailored **digital ecosystems** designed to convert traffic into revenue. Whether you are a startup in **Kuala Lumpur** or a manufacturer in **Puncak Alam**, we code your success.

[CORE SERVICES OVERVIEW]

- **H3: Custom Web Development**
  - *Text:* Immersive UI/UX tailored to your brand identity. Mobile-responsive and optimized for Core Web Vitals speed.
- **H3: Strategic SEO**
  - *Text:* Don't just exist; be found. We help you climb Google rankings for high-value keywords in your industry.
- **H3: Maintenance & Security**
  - *Text:* Peace of mind with 24/7 uptime monitoring, daily cloud backups, and enterprise-grade firewalls.

[WHY CHOOSE US - THE "VIBES" SECTION]

- **H2: Obsessed with Perfection.**
- **Body:** We care about the pixels you see and the code you don't.
  - ✅ **Clean Code Architecture:** No bloatware, just pure performance.
  - ✅ **Google-First Approach:** Built to rank from Day 1.
  - ✅ **Conversion Focused:** Design psychology that drives sales.

B. SERVICE PAGE: WEB DEVELOPMENT

Focus Keywords: Custom Website Design, Corporate Website, E-commerce Malaysia

[HERO]

- **H1: Custom Web Development.**
- **Sub:** Engineered for Speed. Designed for Awe.

[DETAILED CONTENT]
1. Corporate Website Design
Elevate your brand image with a website that screams authority. We build professional platforms for PLCs, GLCs, and SMEs that demand credibility.
2. E-Commerce Solutions
Sell while you sleep. We develop robust WooCommerce platforms that are secure, easy to manage, and optimized for high conversion rates.
3. Landing Pages
Launching a product? We build high-impact single-page sites designed for one purpose: Sales.
[THE TECH STACK]
We use the best tools in the industry:
WordPress | Elementor Pro | React | PHP | HTML5 | CSS3

C. SERVICE PAGE: SEO STRATEGY

Focus Keywords: SEO Malaysia, Google Ranking, SEO Audit

[HERO]

- **H1: Dominating Search Results.**
- **Sub:** Be Seen by Customers Who Are Ready to Buy.

[THE PROCESS]
Step 1: Technical Audit
We fix broken links, slow speed, and crawl errors that are hurting your ranking.
Step 2: Keyword Intelligence
We identify what your customers are searching for (e.g., "Best Contractor KL", "Halal Cosmetic Supplier").
Step 3: Content Optimization
We structure your headlines and metadata to make Google fall in love with your site.
Step 4: Authority Building
We help you earn quality backlinks to establish your domain authority in Malaysia.

D. FAQ SECTION (Sangat Penting untuk SEO Snippets)

Masukkan ini di Homepage atau Page Services. Google suka struktur Q&A.

H2: Frequently Asked Questions

Q: How much does a website cost at Zentax?
A: We believe in transparent value. Our custom "Startup Package" starts from RM 1,999, while our "Corporate High-Performance" builds range from RM 4,000 to RM 15,000+ depending on complexity. Contact us for a precise quote.
Q: How long does it take to complete a website?
A: A standard professional website typically takes 3 to 5 weeks from design to launch. We prioritize quality assurance and speed testing.
Q: Do you provide hosting and domain?
A: Yes, we manage everything. We recommend high-speed cloud hosting servers located in Singapore/Malaysia for the best local latency.
Q: Will my website be mobile-friendly?
A: Absolutely. We adopt a "Mobile-First" design philosophy, ensuring your site looks stunning on iPhones, Androids, and tablets.
Q: Can you help me rank #1 on Google?
A: While no one can guarantee #1 (beware of those who do), our SEO-first architecture gives you the best possible foundation to compete for the top spot.

4. PRICING PACKAGES & DELIVERABLES (STRATEGI HARGA)

Gunakan jadual harga ini di halaman "Services" atau hantar sebagai Proposal PDF. Harga bermula dengan angka psikologi.

Intro Text:
"We don't compete on price; we compete on value. Your website is a 24/7 employee. Invest accordingly."

A. WEB DEVELOPMENT PACKAGES (One-Off Payment)

Package	Startup / Landing	SME Business (Best Value)	E-Commerce / Custom
Starting Price	RM 1,999	RM 3,999	RM 5,999+
Ideal For	Personal Brand, Single Product, Event	Corporate, Service Biz, Professional	Online Store, Large Catalog

Pages	1 Long-Form Page (Landing)	5 - 8 Pages (Home, About, Services, etc)	Up to 15 Pages + Products
Design	Modern Template Customization	**Fully Custom UI/UX Design**	Custom Store Layout
Mobile	✅ Mobile Responsive	✅ Mobile First Architecture	✅ Mobile App-Like Feel
SEO	Basic Setup	✅ **Advanced On-Page SEO**	✅ Product SEO Schema
Speed	Fast Loading	⚡ **Core Web Vitals Optimized**	⚡ Database Optimization
Features	WhatsApp Button, Contact Form	Blog, Social Integration, Google Maps	Payment Gateway (FPX/Stripe), Cart
Support	2 Weeks Support	1 Month Priority Support	2 Months Priority Support
Domain/Host	Included (1 Year .com)	Included (1 Year .com/.my)	Included (High Performance VPS)

B. "THE ZENTAX STANDARD" (Included in ALL Web Packages)

Tunjukkan ini supaya client rasa harga anda berbaloi.

- 🔒 **Free SSL Certificate** (Security Lock)
- 🎥 **Video Training Tutorial** (How to edit your site)
- 📊 **Google Analytics Setup** (Track your visitors)
- 🚀 **Image Optimization** (Auto-compression)
- 💬 **WhatsApp Chat Integration**

C. SEO MONTHLY RETAINER (Recurring Income)

Fokus kepada ROI (Pulangan Pelaburan).

1. LOCAL KICKSTART (RM 1,500 / month)
Best for: Local businesses targeting Puncak Alam/Selangor.
- ✅ Keyword Research (Focus: 5-10 Local Keywords)
- ✅ Google My Business Optimization (Map Pack)
- ✅ Monthly Technical Audit

- ✅ Basic Content Tweaks
- ✅ Monthly Performance Report

2. NATIONAL DOMINATION (RM 3,000 / month)
Best for: Companies targeting whole Malaysia.
- ✅ Advanced Keyword Strategy (Focus: 20+ High Volume Keywords)
- ✅ **Content Creation:** 2 SEO Articles (1000 words) per month
- ✅ **Backlink Building:** High Authority Guest Posts
- ✅ Competitor Analysis (Spying)
- ✅ 24/7 Rank Tracking Dashboard

D. ZENTAX CARE PLANS (Maintenance)

Pastikan client tahu website perlu "servis" macam kereta.

1. SECURE ESSENTIALS (RM 199 / month or RM 1,999 / year)

- ✅ 24/7 Uptime Monitoring
- ✅ Daily Cloud Backups
- ✅ WordPress Core & Plugin Updates
- ✅ Monthly Security Scan
- ✅ *Peace of Mind Guarantee*

2. PERFORMANCE PRO (RM 399 / month)

- ✅ Everything in Essentials
- ✅ **Speed Optimization:** Monthly Database Cleaning & Image Compression
- ✅ **Content Updates:** Up to 3 hours of edits (text/image changes) per month.
- ✅ Priority WhatsApp Support (Skip the queue)

E. A LA CARTE & ADD-ONS (Optional Extras)

Menu tambahan jika client minta benda pelik-pelik.

- **Professional Logo Design & Branding Kit:** RM 500 - RM 1,500
- **SEO Blog Writing (1000 words):** RM 250 / article
- **Professional Copywriting (Per Page):** RM 350
- **Stock Photography License:** RM 150 / pack
- **Multilingual Setup (BM/English/Mandarin):** RM 800+

5. PAYMENT TERMS & PROCESS (Professionalism)

Letakkan di bahagian bawah Pricing atau dalam Proposal PDF.

Our Payment Structure:

1. **50% Deposit** required to secure your slot and begin work.
2. **50% Balance** due upon project completion, strictly before final handover/launch.

Timeline:

A typical project takes 3-5 weeks. We value your time and ours.

E. FOOTER (Bahagian Bawah Sekali)

Headline: Ready to upgrade your digital presence?
Sub: Let's build your legacy today.
Quick Links: Home | Services | Portfolio | Contact
Legal: Privacy Policy | Terms of Service
Contact Info:
Puncak Alam, Selangor, Malaysia.
Email: hello@zentax.my
WhatsApp: +601x-xxxxxxx
> System.End(Blueprint);