



Proposal for Website Development Services for

# Rod Garage Door Repair and Services LLC

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## Overview

This proposal outlines the creation of a simple, professional website for Rod Garage Door Repair and Services LLC, a local business specializing in garage door repairs and installations. Starting from scratch with no online presence, this website will provide a central place for customers to learn about services, contact the business, and request estimates.

The website will make it easy for people to find Rod Garage Door Repair online, see what services are offered, and connect directly with the business. We'll also include options to request an estimate through a quick, user-friendly form. To help the business show up in local online searches, we'll add features that make the site easier to find when people search for garage door services in the area. Additionally, we'll assist with setting up a Google Business listing, which will make the business more visible in local search results and on Google Maps.

As part of this project, we'll handle all the technical setup, including finding a suitable website name (domain) and setting up hosting to keep the website online. We'll also create a custom email address for the business that matches the website name, adding a professional touch that helps build customer trust.

Our goal is to create a straightforward, reliable website that works well on any device and gives customers a clear, easy way to learn about Rod Garage Door Repair and reach out when they need help.

## Proposed Services

To create a cohesive and professional online presence for Rod Garage Door Repair and Services LLC, we will begin by designing a custom logo. This logo will serve as the foundation for the business's brand identity, establishing the color scheme and style that will carry through to the website. Following the logo design, we'll focus on building a user-friendly, professional website tailored to the needs of your business and target audience.

If you already have a logo, we can work with your existing design as-is or modify it to better align with the brand and style you envision. If your current logo is in a low-resolution format, we can recreate it to ensure it's suitable for both online and print use, giving your brand a polished, professional look across all platforms.

### 1. Website Hosting & Domain Registration

- **Domain Name Management:** Since your business, Rod Garage Door Repair and Services LLC, currently does not have a domain name (website address), we'll help you choose and register a professional, easy-to-remember domain name. This is the name people will type to find your business online, such as "rodgaragedoorrepair.com." We will handle the registration process for you to make it easy, ensuring the domain is secured and set up correctly.
- **Suggested Domain Names:** To build a website, you need a domain name. The following domain names are currently available and affordable:

- rodgaragedoorrepair.com
  - rodgaragedoor.com
  - rodgaragedoors.com
  - normangarage.com
  - okgaragedoorrepair.com
  - garagedoorsbyrod.com
  - garagedoorprook.com
  - garagedoorfixok.com
- **Privacy Protection:** We'll include privacy protection for your domain at no extra cost, which helps keep your contact details private and reduces unwanted spam.
  - **Website Hosting:** We will set up affordable, reliable hosting for your website. Hosting is the service that keeps your website live and accessible online. We'll handle all the technical setup, including installing any necessary software to keep your website secure and running smoothly. We'll also include a free SSL certificate, which protects your site and displays the "secure" padlock icon in visitors' browsers.
  - **Email Hosting:** We'll create a custom email address for you that matches your website's domain name (e.g., info@rodgaragedoorrepair.com). This email address will give your business a professional look and help build trust with customers. The email will be hosted along with the website, so you won't need to worry about managing it separately.
  - **Want more control or to reduce costs?** Our default approach is to provide fully managed services, handling all aspects of the setup and management so you can focus on running your business. However, if you prefer more control or want to reduce costs, there are additional options available.
    - **Option 1: Fully Managed Service** *(Recommended)*  
We will purchase the domain name and hosting on your behalf and handle all setup and ongoing management. This includes regular updates, security monitoring, and technical support, ensuring everything runs smoothly with minimal effort on your part.
    - **Option 2: Assisted Setup**  
If you prefer, you can purchase the domain name and hosting directly from a provider of your choice. We have a [list of reputable domain registrars](#) and for web hosting, [HawkHost](#) has great affordable shared hosting plans with recurring discounts. We'll assist with the initial setup, which includes installing and configuring everything you need. This option provides you with more control over the account while keeping setup simple with our guidance.
    - **Option 3: Guided Setup**  
For a more hands-on approach, you can handle the purchasing and setup

process yourself. We'll provide guidance and instruction, walking you through each step to ensure everything is set up correctly. This is a budget-friendly option that requires a bit more effort on your end but keeps costs down.

## 2. AI-Assisted Website Creation

- **Website Setup:** Using AI tools to speed up our processes, we will build the main structure of your website, including key pages like Home, Services, About, and Contact. Using an efficient setup process, we'll create a professional, user-friendly website that provides all the essential information your customers need.
- **Customization:** The website will be customized to match your brand and style, ensuring it reflects the professionalism and quality of Rod Garage Door Repair and Services. We'll apply custom styling as needed to give the website a unique look and feel that resonates with your target audience.
- **Content Development:** We'll create clear, informative content that highlights your services and the value you offer to customers. This includes writing service descriptions, business information, and calls to action that encourage customers to reach out or request an estimate. We'll also add any images that showcase your work or the services you provide, giving customers a sense of what to expect when they choose your business.

## 3. Website Pages

- **Suggested Site Structure:**
  - **Home Page:** A welcoming landing page that highlights your services, showcases your expertise, and builds trust. It will include a brief introduction to Rod Garage Door Repair and Services, a summary of available services, and a call-to-action for requesting a quote.
  - **Services Page:** A detailed overview of the specific garage door repair and installation services offered, including descriptions for each service and what customers can expect.
  - **About Page:** A personal look at your business background, experience, and commitment to quality service. This page will help customers connect with your brand on a personal level.
  - **Contact Page:** A straightforward contact form that allows customers to easily request quotes or inquire about services. We'll also include business contact information, operating hours, and links to your Google Business profile.
- **Optional Pages:**
  - **Testimonials Page:** A dedicated section to display customer testimonials, helping to build trust and credibility.

- **Special Offers Page:** A space to promote any seasonal discounts or limited-time offers, encouraging new customer inquiries.
- **Gallery Page:** Showcase photos of completed projects, demonstrating the quality and scope of your work to potential customers.

*Optional pages are not included in the estimated cost but can be added now or in the future to expand the website's functionality.*

#### **4. Contact & Request Estimate Form**

- **Contact Form:** We will implement a simple, secure contact form using a trusted forms plugin, including spam protection to prevent unwanted messages.
- **Request Estimate Form:** This form will make it easy for customers to request a quote helping you capture leads efficiently.

#### **5. Security & Performance Enhancements**

- **Security:** We will install security features to protect the website from malicious attacks, scan for vulnerabilities, and block suspicious login attempts, ensuring the website remains safe and secure.
- **Caching:** A caching plugin will be set up to optimize the website's performance, making sure it loads quickly for visitors on any device.
- **Image Optimization:** All images will be resized and optimized for fast loading and efficient use of storage, helping the website perform smoothly.

#### **6. Search Engine Optimization (SEO)**

- **Basic SEO Setup:** We'll install and configure an SEO plugin to generate a sitemap and improve search engine visibility, making it easier for local customers to find your website online.
- **On-Page SEO (Optional):**
  - We will optimize page titles, descriptions, and headings for search engines.
  - Keywords relevant to garage door repair and local services will be integrated to improve search rankings.
  - Alt text for images and structured data will be added where applicable, helping search engines understand and rank your content.

#### **7. Email Setup (Optional)**

- **Professional Email Address:** We'll set up a professional email address, such as info@rodgaragedoorrepair.com, to help your business look professional and build customer trust. The email will be hosted with the website, keeping everything simple and organized.

## 8. Preview & Revisions

- **Real-Time Preview:** You will have access to a live preview link as the site is being developed.
- **Revisions:** We will work closely with you to incorporate feedback and make any necessary changes during the build process.

## 9. Marketing Services

- **Google Business Profile Setup:** A Google Business profile helps potential customers find your business in local searches and on Google Maps, making it a valuable tool for attracting local clients. We will set up your profile, ensuring all business details are accurate and optimized for visibility. This service includes adding contact information, service details, photos, and any other relevant information. Prices start at \$35.

## What You'll Receive

By choosing the solution outlined in this proposal, you will receive a custom, modern, and professional website designed to represent Rod Garage Door Repair and Services LLC. Your website will be built to showcase your services, attract local customers, and make it easy for clients to contact you. The website will be optimized for search engines (SEO) to increase visibility in local searches and will include high-quality, relevant content.

In addition to the website, we will provide a custom logo in multiple formats and sizes for both online and print use, giving you flexibility in your marketing efforts. The logo files will be optimized for clarity and ease of use across digital platforms and print materials.

You will have full access to the administrative side of the website and control over any third-party accounts associated with it, ensuring you have the flexibility to manage and update your site independently. The website will be built with your branding and style preferences in mind, creating a cohesive and professional online presence that builds trust with potential customers.

Once the website is complete, we will coordinate with you to launch the site at a time that suits your schedule. Post-launch, we offer support to resolve any issues that may arise, ensuring a smooth transition to your new site. If future changes are needed, you can request updates on-demand or opt for an ongoing maintenance plan to receive continuous support.

Following the launch of the website, we will also set up a Google Business profile for you to increase local visibility, allowing prospective customers to easily find your business, leave reviews, and contact you directly through Google, further enhancing your business's credibility.

## Optional Services

To further enhance your website and marketing efforts, we offer a range of optional services to boost your online presence:

- **Custom Logo Design:** We offer a range of logo design options to meet your specific needs and budget, whether you're looking for a clean text logo, an icon-based design, or a more detailed illustration. Each logo is crafted to represent your brand professionally and memorably.
  - **Logo Recreation from Low-Resolution Image:** If you have an existing logo but only in a low-resolution format, we can recreate it in high resolution, making it suitable for both online and print use. This process ensures your logo looks sharp and professional across all platforms. Prices start at \$35, with additional fees for complex designs.
  - **Simple Text Logo Design:** A text-only logo is a versatile and affordable option, using your business name in a clean, easy-to-read typeface that reflects your brand's style. Prices start at \$60.
  - **Text Logo with Simple Icon:** This option includes your business name with a simple icon that complements the text, adding a recognizable element to your brand identity. Prices start at \$90.
  - **3D Logo Design:** For a more dynamic look, we can create a 3D version of your logo, adding depth and visual interest to make your brand stand out. 3D logos work well for industries where a bold, innovative presence is essential. Prices start at \$150.
  - **Mascot/Illustration Design:** This is a highly detailed logo that includes a custom mascot or illustration, ideal for brands that want a memorable, character-driven logo. Whether it's a simple silhouette or a full illustration, this style is designed to leave a lasting impression. Prices start at \$350.
  - **Branding Guide:** For a cohesive brand presence, we can provide a branding guide that includes guidelines for logo usage, colors, fonts, and other design elements to ensure consistency across all of your marketing materials. Prices start at \$200.
- **Additional Pages:** If you'd like to expand your website, we offer additional pages for \$25 per page. This includes a clean, professional layout with standard text and images. For advanced styling, custom graphics, or interactive elements, additional fees may apply depending on the level of customization required.
- **Advanced Website Customization:** For a more unique look and feel, we offer custom design elements and advanced styling options for \$500, which can include specific animations or interactive features.
- **Online Booking System:** Simplify customer requests by adding an online booking form where customers can easily request service appointments. This feature is available for an additional \$150.

- **Photo Gallery:** Display photos of completed projects or before-and-after examples in a gallery format. A gallery page can be added for \$50, with up to 15 photos included.
- **Promotional Video Creation (1-2 minutes):** A short promotional video at the top of your homepage can help attract more interest. We can create a 1-2 minute video for \$150, using stock footage and AI-generated voice narration, or you can provide your own video or voiceover for a more personal touch.
- **Keyword Research:** Boost your visibility with keyword research tailored to the garage door repair industry. We'll identify valuable search terms and phrases to target, improving your SEO strategy and helping more customers find your services. Prices start at \$99.
- **Marketing Strategy:** If you'd like to promote your services more effectively, we offer a tailored marketing strategy starting at \$50. This includes guidance on social media, content promotion, and email marketing to reach a local audience.
- **Graphic Design:** In addition to your logo, we offer design services for business cards, flyers, and other marketing materials. Prices range from \$60 to \$250+, depending on the project's complexity, and we offer discount printing options for physical marketing materials.

## Estimated Timeline

We understand the importance of delivering your website efficiently while ensuring high quality. Below is our estimated timeline for project completion:

- **Logo Design:** 2-5 business days
- **Hosting & Domain Setup:** 1-2 business days
- **Initial Website Setup:** 2-3 business days
- **Page Creation, Graphics Editing, and Content Generation:** 3-5 business days
- **Content Refinement & Page Customization:** 2-5 business days
- **Final Revisions & SEO Optimization:** 1-3 business days

**Total estimated time:** 11-23 business days (depending on the extent of revisions and customization).

## Cost Breakdown

Service	Estimated Cost
Text Logo with Simple Icon	\$90
Domain Name Registration	\$18/year each
Website Hosting	\$60/year
Website Design & Setup	\$450
Content Editing & Layout Customization	\$150
Contact Form Setup & Quote Form	Included
SEO Plugin Setup	Included



Service	Estimated Cost
Security & Performance Setup	Included
Basic On-page SEO Optimization	\$100
Email Setup	Included
Revisions & Final Changes	Included
Google Business Profile Setup	\$35

**Total Estimated Cost: \$903**

*Note: The estimated cost does not include any applicable discounts or specials, and is subject to change depending on your service selections.*

## Budget-Friendly Solutions

At *Making The Impact LLC*, our goal is to provide high-quality web and graphic design solutions that fit within your budget. If the estimated cost exceeds your budget, we offer several budget-friendly alternatives to help you reduce costs while still meeting your basic needs.

You can opt to **decline certain services** or **request less customization**, which will lower the cost, though it may affect the final look and functionality of the website. For example, you can choose to:

- **Provide Your Own Logo:** You can create a simple logo using online tools like Canva, or use an existing logo to reduce design costs.
- **Use Independent Hosting and Domain Services:** Purchasing hosting and domain services on your own can reduce upfront costs, depending on the provider you select.
- **Set Up Your Google Business Page:** Google provides easy, step-by-step instructions to help you set up your own business page, making it an option to handle this on your own.
- **Skip Content Editing and Customization:** Choosing minimal content editing means we'll use standard layouts and styles with fewer adjustments or customizations.
- **Decline on-page SEO Optimization:** If increasing online visibility isn't a priority right now, you can opt to skip basic on-page SEO setup.

**If you decline the above services**, the cost for building the website and creating the necessary pages with minimal customization will be **\$450**.

You also have the flexibility to decline services now and add them later, ensuring you remain within budget while still having the option to expand in the future. Our solutions are designed to be both affordable and flexible.

In addition, we offer [DIY-assisted services and training](#). This option provides tailored guidance and support, allowing you to build your own website with our help at a lower cost.

## Payment Terms

- **For projects under \$1,000:** Full payment due upfront upon agreement.

- **For projects over \$1,000:** 50% due upfront as a deposit, with the remaining 50% due upon completion.

**Payment Plans:** We understand that paying the full cost of a website upfront can be challenging for some businesses, and others may feel cautious about making a large initial investment. To make it more manageable, we offer payment plans upon request, subject to approval. Payment plans apply to labor-related services only, while costs for domain names, website hosting, or any third-party services are due upfront.

**Payment Methods:** We accept payments online through credit card, PayPal, Venmo, or Bitcoin. If you prefer to pay by check, please note that work will begin once the check has been received and cleared by the bank.

## Next Steps

If this proposal meets your expectations, we can discuss specific details such as hosting, domain registration, and feature selection. Upon agreement, we will send an invoice and contract for the services provided. After receiving payment, we will begin the setup process immediately.

You can contact us at [customerservice@makingtheimpact.com](mailto:customerservice@makingtheimpact.com) or call/text us at **405.310.9329**, and we'll be happy to assist you further.

## Final Thoughts

By leveraging efficient setup tools, we can keep costs affordable while delivering a professional, functional website tailored to your business needs. The website will be optimized for search engines to improve your visibility and help attract more local customers.

If you have any questions or would like to adjust this proposal, we're here to discuss your needs and ensure you receive a website that aligns with your vision.

Thank you for considering Making The Impact LLC for your project. We look forward to helping you create an online presence that supports your business's growth. If you have any questions, please don't hesitate to reach out!



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