

Digital Marketing & Growth Proposal

Prepared for Alfred Russo

Streamline Plumbing Services | Sydney, Australia

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Digital Marketing Strategist | SEO & Growth Consultant

Executive Summary

Hi Alfred,

Thank you for reaching out regarding your plumbing business.

Based on your objective of generating more clients online, I've prepared a comprehensive six-month digital growth strategy designed to establish Streamline Plumbing Services as a trusted and highly visible plumbing company throughout Sydney.

Rather than focusing solely on building a website, this proposal is designed to build a complete online lead generation system that attracts potential customers, converts them into enquiries, and strengthens your brand's authority over time.

The strategy combines:

- Brand Identity Development
- Custom Website Design & Development
- Search Engine Optimization (SEO)
- Local SEO
- Google Business Profile Optimization
- Content Marketing
- Technical SEO
- Conversion Rate Optimization (CRO)
- Ongoing Website Maintenance
- Monthly Reporting & Strategy

The primary objective is simple:

Generate more qualified phone calls, quote requests, and booked plumbing jobs through organic online marketing.

Investment

Initial Brand & Website Setup

AUD \$2,000 (One-Time)

This initial investment covers the complete setup of your online brand and digital foundation.

Brand Identity

- Custom Logo Design (up to 3 initial concepts)
 - Logo revisions
 - Brand colour palette
 - Typography selection
 - Basic brand guidelines
 - Social profile logo files
 - High-resolution logo package
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Website Design & Development

- Premium custom WordPress website
 - Modern and professional design
 - Mobile-responsive layout
 - Conversion-focused user experience
 - Click-to-call functionality
 - Contact forms
 - Quote request forms
 - Service pages
 - Location pages
 - About Us page
 - Gallery
 - Customer Testimonials
 - FAQ Section
 - Contact Page
 - Privacy Policy
 - Basic copywriting assistance
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Website Optimization

- Website speed optimization
 - Image optimization
 - Core Web Vitals optimization
 - SSL configuration
 - Security setup
 - Backup configuration
 - Spam protection
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Analytics & Tracking

- Google Analytics
 - Google Search Console
 - Google Tag Manager
 - Conversion tracking
 - XML Sitemap
 - Robots.txt
 - Bing Webmaster Tools
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SEO Foundation

- Comprehensive keyword research
 - Competitor analysis
 - Website architecture planning
 - Initial on-page SEO
 - Meta titles & descriptions
 - Schema markup
 - Internal linking strategy
 - URL optimization
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Google Business Profile

- Complete profile optimization
 - Service configuration
 - Categories optimization
 - Business description
 - Service listings
 - Website connection
 - Initial Google Posts
 - Photo optimization
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Ongoing SEO & Digital Marketing

AUD \$2,000 per Month

This monthly investment focuses on continuously increasing your rankings, website traffic, and qualified leads.

6-Month Growth Roadmap

Month 1

Brand Launch & SEO Foundation

Branding

- Finalize logo
- Brand identity
- Website planning

Website

- Design and develop custom website
- Mobile optimization
- Speed optimization
- Lead generation forms
- Conversion-focused layout

SEO

- Technical SEO audit
- Keyword research
- Competitor analysis
- Site structure optimization
- Metadata optimization
- Internal linking
- Schema implementation

Google Business Profile

- Full optimization
- Service setup
- Business description
- Images
- Initial Google Posts

Analytics

- Google Analytics
- Google Search Console
- Google Tag Manager
- Conversion tracking

Deliverables

- Website launched
- Brand identity completed

- SEO foundation established
 - Google tools configured
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Month 2

Local SEO Expansion

Develop suburb-focused service pages targeting areas such as:

- Sydney CBD
- Inner West
- Parramatta
- Ryde
- Chatswood
- North Sydney
- Bondi
- Eastern Suburbs
- Northern Beaches
- Sutherland Shire

Additional suburbs will continue to be added throughout the campaign.

Content

- Four SEO-optimized blog articles
- FAQ expansion
- Service page enhancements

Google Business Profile

- Weekly Google Posts
- New images
- Review strategy
- Q&A optimization

Local SEO

- Citation building
- NAP consistency
- Local directory submissions

Goal

Increase local visibility for suburb-specific plumbing searches.

Month 3

Authority Building

Content Marketing

- Four additional SEO blogs
- Internal linking improvements
- Educational plumbing content
- Seasonal content

SEO

- High-quality backlink outreach
- Citation expansion
- Technical SEO improvements
- Crawl optimization

Website Improvements

- User experience enhancements
- Landing page optimization
- Conversion improvements

Goal

Increase domain authority and improve rankings for medium-competition keywords.

Month 4

Lead Generation Growth

Expand focus on high-converting services including:

- Emergency Plumbing
- Blocked Drains
- Hot Water Systems
- Gas Fitting
- Leak Detection
- Burst Pipes
- Pipe Relining
- Bathroom Plumbing
- Kitchen Plumbing
- Commercial Plumbing

Additional SEO

- New suburb pages

- Content clusters
- Service-specific optimization
- FAQ expansion

Google Business

- Weekly updates
- Promotions
- Customer engagement

Goal

Increase qualified enquiries from multiple service areas.

Month 5

Scaling Organic Growth

SEO Enhancements

- Content refresh
- Internal linking expansion
- Advanced schema implementation
- Performance optimization

Reputation Management

- Google review campaign
- Review response management

Conversion Optimization

- CTA improvements
- Contact form optimization
- Landing page refinements

Goal

Increase rankings for highly competitive plumbing keywords.

Month 6

Optimization & Future Growth

Comprehensive review of campaign performance including:

- Keyword rankings
- Organic traffic growth
- Lead generation analysis
- Conversion tracking
- Competitor benchmarking
- ROI review
- Website performance audit
- SEO strategy refinement

Develop a roadmap for the next 12 months of continued growth.

Goal

Position Streamline Plumbing Services for long-term market leadership in Sydney.

Monthly Deliverables

Every month includes:

- Technical SEO maintenance
 - Local SEO optimization
 - Google Business Profile management
 - Four SEO-optimized blog articles
 - Website updates
 - Keyword rank tracking
 - Competitor monitoring
 - On-page SEO improvements
 - Conversion Rate Optimization (CRO)
 - Performance reporting
 - Monthly strategy consultation
 - Content updates
 - Image optimization
 - Internal linking improvements
 - Technical website maintenance
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Expected Outcomes

By the end of the initial six-month campaign, the objective is to achieve:

- Significant increase in organic website traffic
- Improved visibility on Google Search and Google Maps
- Higher rankings for targeted plumbing keywords
- Increased phone enquiries and online quote requests
- Stronger local brand recognition
- Enhanced online credibility through reviews and content
- Sustainable lead generation that continues to grow over time

While no SEO provider can guarantee specific rankings due to the ever-changing nature of search engine algorithms and market competition, businesses typically begin seeing measurable improvements within the first three to six months, with stronger and more consistent results achieved through ongoing optimization.

Why Work With Me

My approach extends beyond simply building websites.

I create complete digital marketing systems that help local service businesses consistently generate leads through search engines.

My expertise includes:

- Website Design & Development
- Search Engine Optimization (SEO)
- Local SEO
- Google Business Profile Optimization
- Content Marketing
- Technical SEO
- Conversion Rate Optimization (CRO)
- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)
- AI Search Visibility
- Website Performance Optimization
- Analytics & Data Tracking

Every recommendation and strategy is guided by measurable business outcomes, ensuring your marketing investment contributes directly to long-term business growth.

Total Investment

Service	Investment
Brand Identity & Website Setup (One-Time)	AUD \$2,000
Ongoing SEO & Digital Marketing	AUD \$2,000/month

Next Steps

If you're happy to proceed, we'll schedule an initial discovery call to discuss your business, target service areas, current marketing efforts, and long-term growth objectives.

Following the discovery session, work will commence immediately with brand development, website planning, and technical SEO implementation. The goal is to launch your new website during the first month while simultaneously building the SEO foundation necessary to drive long-term organic growth.

I look forward to partnering with Streamline Plumbing Services and helping establish a stronger online presence that consistently generates high-quality leads throughout Sydney.

Prepared by:

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