



Website & Marketing Proposal

CWP Marketing | Bridlington, East Yorkshire

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About CWP Marketing

CWP Marketing is a modern digital marketing agency helping businesses across the UK grow their online presence. We specialise in website design, SEO, online ads and social media management — combining creative strategy with measurable results. Our mission is to help businesses stand out online with sleek, high-performing websites and marketing campaigns that deliver long-term value.

Additional Work & Hourly Rate

Additional work that falls outside the scope of the selected package or ongoing subscription/contract is billed at an hourly rate of **£85 per hour**.

Audit Packages

Get a clear understanding of what's working — and what's holding your business back online.

Our audit provides a detailed review of your website, SEO, and digital presence, identifying key issues, missed opportunities, and quick wins to improve performance, visibility, and conversions.

You'll receive a **comprehensive written report** along with a **1-hour consultation call**, where we walk you through the findings and outline exactly what to do next.

Package	Description	Price
Website Audit Package	Identify what's holding your website back from generating leads or sales. We carry out a full review of your website, analysing performance, user experience, mobile responsiveness, and SEO setup. You'll receive a detailed report highlighting issues, quick wins, and	From £349 (one-off payment) (Final price depends on site size, complexity, platform & support level)

	recommended improvements to make your site faster, more effective, and conversion-focused.	
Social Media Audit Package	<p>Understand how your social media is performing and how to improve engagement and growth.</p> <p>We review your profiles, content, branding, and engagement to identify what's working and what needs improvement. You'll receive clear recommendations to help you grow your audience, improve consistency, and attract more customers.</p>	<p>From £249 (one-off payment)</p> <p>(Final price depends on site size, complexity, platform & support level)</p>

Website Design Packages

Our **Website Design Packages** focus on creating a professional, modern, and user-friendly online presence for your business. Each site is fully customised to reflect your brand, optimised for mobile devices, and designed to make a lasting impression on your visitors.

From simple one-page websites to fully featured business sites, we ensure your design is fast, functional, and easy to navigate — giving your customers the best possible online experience.

☑ *A domain name is your website's address — for example, **www.yourbusiness.co.uk**. Domain names are purchased separately and owned by the client. We'll help you choose, register, and connect your domain during your website setup. They usually cost around **£10-£15 per year**, depending on the provider.*

☑ *Please note: website hosting is not included. Hosting is provided exclusively through our Website Maintenance Packages only, which also cover ongoing updates, backups, and security.*

Package	Description	Price
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Redesign	A complete refresh of your existing website to give it a modern, professional look. Includes updated layouts, colours, fonts, and visuals while keeping your content intact. Your site will be rebuilt to be mobile-friendly, fast, and user-focused.	Contact us for a personalised quote.
Landing Page	A high-converting single-page website designed to generate leads, enquiries or bookings. Ideal for local businesses, promotions, events and advertising campaigns. Includes responsive design, contact form integration, clear call-to-actions, and basic SEO setup.	STARTING FROM £399 (one-off payment) (Final price depends on site size, complexity, platform & support level)
Starter Website	A professional 2-5 page website ideal for businesses wanting a clean, modern, and reliable online presence. This package includes responsive design, a basic contact form, and basic on-page SEO setup.	STARTING FROM £999 (one-off payment) (Final price depends on site size, complexity, platform & support level)
Professional Website	A feature-rich 5-10 page website designed for growing businesses that need more functionality and content. This package includes responsive design, a contact form, an image gallery, a blog section, social media integration, and enhanced on-page SEO setup.	STARTING FROM £1,999 (one-off payment) (Final price depends on site size, complexity, platform & support level)
E-Commerce Website	A full e-commerce site with product pages, shopping cart, checkout, payment gateway, admin dashboard, and store management tools.	STARTING FROM £3,999 (one-off payment) (Final price depends on site size, complexity, platform & support level)

Maintenance Packages & Hosting

Our **Website Maintenance Packages** keep your website **secure, up to date, and performing at its best**. This includes regular software updates, plugin checks, backups, and resolving any technical issues that arise — ensuring your site runs smoothly every day.

☑ All hosting services are included exclusively within our maintenance packages. To keep your website online and protected, an active maintenance plan is required.

Plan	Features	Price
Basic	<ul style="list-style-type: none">• Website hosting included• Basic plugin updates (monthly)• Security checks & uptime monitoring• Monthly backups• Email support within 48 hours	£60 Month
Advanced	<ul style="list-style-type: none">• Everything in Basic, plus:• Priority technical support (within 24 hours)• Speed & performance optimisation• Content & image updates (minor text and image changes within the existing layout, up to 2 hours per month); major changes such as redesigns, new pages, or new features are charged separately at £85 per hour, agreed in advance• Malware scanning & removal• Monthly performance & traffic report	£135 Month
Elite	<ul style="list-style-type: none">• Everything in Advanced, plus:• Unlimited minor updates (text changes, image swaps, product or page edits within the existing layout); major changes such as redesigns, new pages, or new features are charged separately at £85 per hour, agreed in advance	£295 Month

	<ul style="list-style-type: none"> • Real-time monitoring & daily security checks • SEO & performance analysis • Full website management & design tweaks • Dedicated account manager 	
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SEO Packages

Our **SEO Packages**, on the other hand, are all about **improving your visibility on Google and driving more traffic** to your site. These include keyword optimisation, content improvements, and strategies to help your business rank higher in search results.

Package	Description	Price
Local SEO	Designed for small businesses wanting to attract nearby customers. Includes keyword optimisation for your town/area, Google Business Profile management, and local directory listings.	£399 Month
Growth SEO	For businesses looking to grow traffic beyond their local area. Includes full on-page SEO, keyword tracking, monthly reports, blog optimisation, and link-building strategy.	£599 Month
Dominate SEO	A complete SEO management plan. Includes advanced keyword targeting, competitor analysis, content strategy, backlinks, and continuous optimisation for high-ranking results.	£750 Month

Social Media Management Plans

Our Social Media Management service helps grow your brand online through consistent, engaging content across your platforms. We handle post creation, scheduling, captions, and engagement so you can focus on your business while we build your online presence.

Plan	Description	Price
Essential	<ul style="list-style-type: none"> • Management of 1 platform • 3 branded posts per week • Hashtag research & post scheduling • Basic engagement (likes/comments) 	£350 Month
Growth	<ul style="list-style-type: none"> • Management of up to 2 platforms • 5 branded posts per week • Comment responses & engagement • Monthly analytics report 	£599 Month
Ultimate	<ul style="list-style-type: none"> • Management of up to 3 platforms • Daily posting and active community engagement • Content strategy & campaign planning • Ad management & performance reports 	£995 Month

Paid Ads Management Packages

Important: The prices below cover **our management and optimisation services only**. Your **ad spends (the money paid directly to Meta, Google, or other platforms)** is **not included** in these prices. You'll pay the ad platforms directly and have full control over your budget. *(Recommended ad spend ranges are listed for guidance.)*

Plan	Description	Price
Essential	<p>Recommended ad spend: £150–£300/month</p> <p>Perfect for: Small local businesses testing ads for the first time</p> <p>Platforms: 1 platform</p> <p>Includes:</p> <ul style="list-style-type: none"> • Ad strategy & goal setup • Ad account setup (if needed) • 1 campaign (up to 2 ad sets) 	£395 Month

	<ul style="list-style-type: none"> • Custom ad copy & creative guidance • Audience targeting • Monthly performance report • 1 optimisation or revision per month <p>☑ <i>Ideal for building awareness or testing new offers.</i></p>	
Growth	<p>Recommended ad spend: £300–£700/month</p> <p>Perfect for: Businesses wanting consistent leads or sales</p> <p>Platforms: 2 platforms</p> <p>Includes:</p> <ul style="list-style-type: none"> • Everything in Essential, plus: • Up to 3 campaigns (retargeting, conversions, awareness) • Ad creative design (images or short videos) • Advanced audience research • Conversion tracking setup (pixel/events) • Bi-weekly performance updates • Continuous optimisation <p>☑ <i>Best for growing brands ready to scale results.</i></p>	£900 Month
Ultimate	<p>Recommended ad spend: £1,000+/month</p> <p>Perfect for: Established</p>	£1,500 Month

	<p>businesses focused on aggressive growth Platforms: Up to 3 platforms</p> <p>Includes:</p> <ul style="list-style-type: none"> • Everything in Growth, plus: • Unlimited campaigns & ad variations • Custom video ads & A/B testing • Landing page optimisation support • Competitor & market analysis • Weekly performance reporting • Priority support & monthly strategy call <p><i>☑ For businesses serious about maximising ROI and scaling fast.</i></p>	
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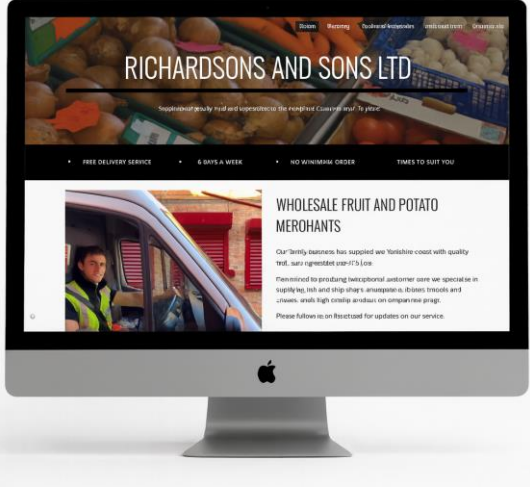
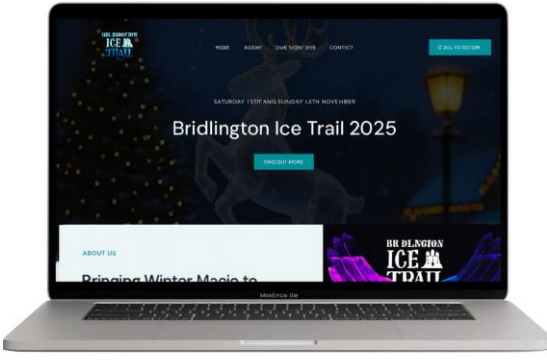

Our Bundles

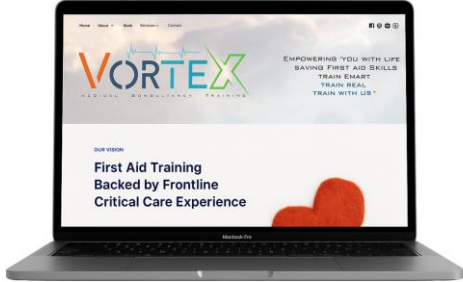
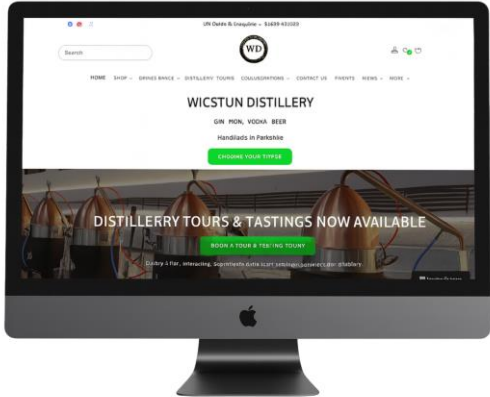
Our **Bundles** combine our most popular services into one simple, great-value package — ideal for new businesses wanting a complete online setup without ongoing monthly costs.

Ongoing hosting and updates are available separately through our Website Maintenance Packages.

Plan	Description	Price
Starter Bundle	<ul style="list-style-type: none"> • Starter 2-5 page website design package • 2 months of local SEO 	£1,599 (one-off payment)

Our Portfolio

Package	Website
Starter	 <p data-bbox="844 766 1307 800">https://www.richardsonsveg.co.uk/</p>
Starter	 <p data-bbox="860 1344 1291 1377">https://bridlingtonicetrail.co.uk/</p>
Professional	 <p data-bbox="885 1816 1258 1852">https://cwpmarketing.co.uk/</p>

<p>Professional</p>	 <p>https://vortexmedical.co.uk/</p>
<p>E-Commerce</p>	 <p>https://wicstun-distillery.co.uk/</p>

Next Steps

Once you've selected your packages, please contact us to finalise your proposal. We'll send you a formal agreement and begin onboarding your project.

Contact: info@cwpmarketing.co.uk | Phone: +44 7983 086335

VAT: CWP Marketing is not VAT registered. All prices shown are the final price — no VAT will be added.

