

pdm.

Purpose Driven Marketing

website

design, creation, build.



Content

Welcome

What We Offer

Website Packages

What's Included

Other Services

FAQ

Project Roadmap

Thank You

Well hey there.

From my small business to yours, we would like to thank you for being here and considering Purpose Driven Marketing for your new website build.

Our aim is always to make your business stronger, so anything we do will always be with that goal in mind. A shiny new website is the best place to start. A website done right, opens up so many opportunities for your online presence and creates the perfect foundation for business growth. So here's to hopefully going on that growth journey together!

Thanks again,

Carla Unuwai





What we offer

The digital space can be daunting but the best place to start is with a well built website and some good people with your best interests behind it. So good for you, you found exactly that right here with PDM. You even get useful information written by an actual human and not a ChatGPT bot! *tongue in cheek*

SEO

Search Engine Optimisation
Where the real deal is at, once you crack it in the organic leads space you are creating ongoing quality leads for your business without spending that monthly ads budget. SEO is the perfect long term strategy for business growth.

Google Ads

As Veruca said it in Willy Wonka, "I want it now". You need leads and you need them yesterday. Google Ads is the answer to anyone wanting and ready for that growth now. With the right strategy in place Google Ads can create the right business growth instantly.

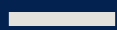
Websites

The foundation for any business. Those word of mouth deals can get you far but only so far. Websites do not need to be complicated, expensive or daunting. Let your website represent your brand, personality and quality at the end of a click.

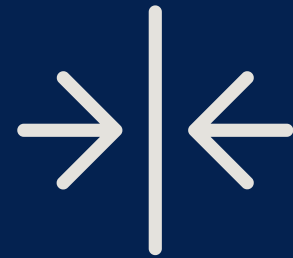
Website Packages



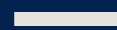
Basic Tool
\$2500 + GST



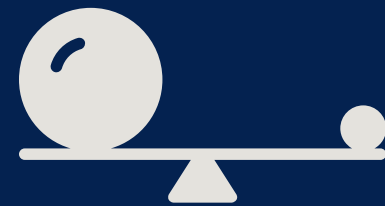
One page wonder type of deal. Some businesses have one main service that can be explained on a 'extended home page' type of site. This is the most cost effective way to get yourself a site.



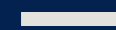
Middle Man
\$4500 + GST



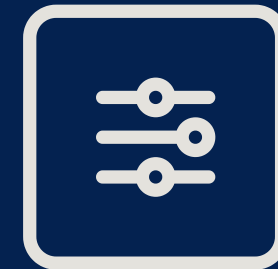
This is where most business' fit. Your 15-20 page websites that include your home page, services, an about us page and a few extras that give you a strong SEO advantage. Tradies this one is for you!



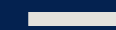
The Big One
\$6500 + GST



Bring in the big guns. This is perfect for E-Comm sites that have a heap of products to list, or businesses that need to showcase more than 3-5 services need some extra bells and whistles



Create Me Custom
\$8000 + GST



You are looking for something completely custom to your needs and we have your back. With unlimited changes in the design stage we can create a site exactly as you imagined.

Packages Inclusions

	PAGES INCLUDED	DESIGN ROUNDS	CONTENT	EDITS	SUPPORT
Basic Tool \$2500 + GST	1 Page Design	2x Design Edit Rounds	Written Content Included. All Images must come from you or stock images will be used.	2x rounds of edits at build stage, these are (not design changes at this point).	3 months of support. Once you start using the website you may notice small things needing attention.
Middle Man \$4500 + GST	15-20 Pages	3x Design Edit Rounds	Written Content Included. All Images must come from you or stock images will be used.	3x rounds of edits at build stage, these are (not design changes at this point).	3 months of support. Once you start using the website you may notice small things needing attention.
The Big One \$6500 + GST	20-30 Pages	5x Design Edit Rounds	Written Content Included. All Images must come from you or stock images will be used.	Unlimited rounds of edits at build stage, these are (not design changes at this point).	3 months of support. Once you start using the website you may notice small things needing attention.

Other Services

SEO

SEO, or Search Engine Optimisation, is the process of improving your website to rank higher in search engine results, which drives more organic traffic to your site. By strategically optimising your content and structure, we ensure that your business connects effectively with your ideal audience. Although it takes time to see results, SEO is a powerful tool for sustainable growth, building your online visibility and credibility over the long term. Our goal is to make your business stronger by increasing engagement and driving consistent growth through expert SEO strategies.

GOOGLE ADS

Google Ads is an online advertising platform that allows your business to display ads to potential customers who are directly searching for products or services like yours on Google. When someone searches for relevant keywords, your ad can appear at the top of the search results. You only pay when someone clicks on your ad, making it a cost-effective way to attract interested customers. Google Ads is the best way to achieve fast results and leads, as it quickly increases your visibility and drives immediate traffic to your site. By creating targeted ad campaigns, we help your business achieve greater visibility, higher click-through rates, and more conversions, ultimately driving growth and success.

FAQ's

Is content included in my package?

Written content is included as part of our service, but you have options. If you prefer, you can write the content yourself, or you can edit and refine the content that we provide. We aim to make the process as flexible and convenient for you as possible, ensuring that your website truly reflects your voice and vision.

Do you provide hosting for my site?

We do not provide hosting or domain purchase services directly. However, we will guide you through the process of purchasing these from a third-party provider. Our goal is to ensure you find reliable and cost-effective solutions that best suit your needs.

What platform will my site be built on?

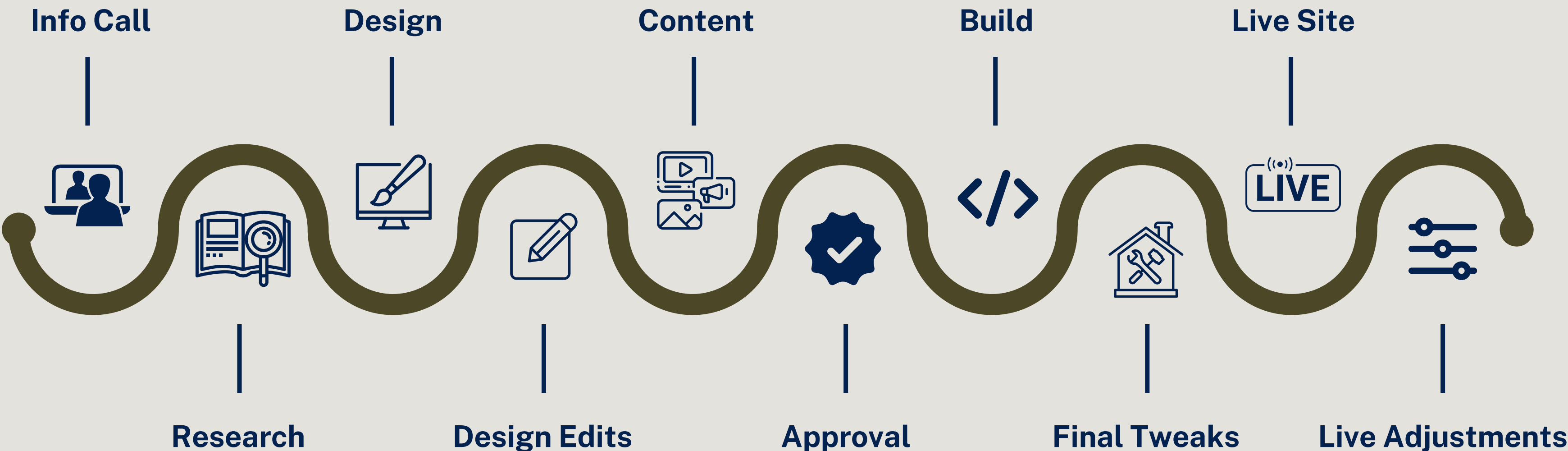
Your site will be built on WordPress, a robust and flexible platform perfect for your business needs. WordPress is an excellent choice because it is user-friendly, highly customizable, and has a wide range of plugins to enhance functionality. Moreover, WordPress is inherently good for SEO, offering various tools and features to help your site rank higher in search engine results, ensuring greater visibility for your business.

Will you handle my marketing after the site is completed?

If you would like to continue working with Purpose Driven Marketing, we can certainly discuss a tailored marketing plan that fits your business and budget. Please refer to our 'Other Services' page to explore the full range of marketing services we offer. We're here to support your ongoing growth and success.



Project Roadmap



Thank you.



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