

Website + Discoverability Setup

Created By: GroverHQ

Version: 4.2

A complete setup designed to get a business found on Google — a fast, SEO-optimized website paired with a fully optimized Google Business Profile.

1. Website + Discoverability Build — One-Time

Google Business Profile Optimization

- Categories & services setup
- Keyword-rich business description
- Photo & listing improvements
- Google Maps pin & radius optimization
- NAP (Name, Address, Phone) consistency check
- Google Business Profile health monitoring

Static SEO-Optimized Website

- Home, Products/Services, About, Contact pages
- Integrated Google Maps preview
- Curated showcase for selected products or projects
- High-conversion CTAs
- WhatsApp-first enquiry flow
- Fast, lightweight static build
- Mobile-first responsive design
- Clean, modern layout
- Includes 2 rounds of revisions
- **Hosting paid by GroverHQ**
- **Domain owned by the client;** GroverHQ assists with purchase and technical setup

Complete SEO Foundation Setup

- Meta titles & descriptions
- Geo-targeted local keyword injection
- Header hierarchy
- Image optimization & SEO alt tags
- Sitemap & robots.txt
- Google Search Console setup & indexing
- JSON Schema setup

Included Bonus: First month of GBP + Website Maintenance (below) included free.

2. GBP Management + Website Maintenance — Ongoing (monthly)

Google Business Profile Management

- Review responses (weekly)
- Media uploads (weekly)
- Google Business Posts (monthly)
- Google Business Profile health checks
- Keyword alignment for categories & services
- NAP consistency monitoring
- Geo-targeted ranking check (5–10 keywords)
- Duplicate listing check (quarterly)
- Spam review removal assistance (if flagged)

Website Technical & SEO Maintenance

- Uptime & security monitoring
- SSL & hosting health checks
- Speed test
- Broken links check
- Error log scan
- Image compression checks
- Mobile responsiveness check (quarterly)
- Minor SEO fixes (titles, descriptions, alt tags, headings)
- Internal linking fixes
- Sitemap & robots validation
- Indexing checks & Search Console review
- Schema basics validation
- Fixing small content errors (typos, spacing, formatting)
- Improvement suggestions

Reporting

- Weekly mini-reports
 - Quarterly full report
 - Insights analysis (calls, direction requests, profile views)
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3. Exclusions (for clarity)

- Custom app backend or software development
 - Dynamic, custom-built web portals (see add-ons below)
 - UI redesigns of the base template
 - New pages, sections, or features outside the agreed scope
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4. Upgrade Policy

- Modular system — add-ons can be added anytime
 - No part of the initial build is wasted
 - Upgrades delivered as independent mini-projects
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5. Timeline & Delivery

- Go-live: **3 weeks** from receiving content (logo, images, text)
 - Google Business Profile optimization runs in parallel with the build
 - Weekly progress updates
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6. Payment Terms

- For latest pricing, refer <https://groverhq.com/packages/>
 - 50% advance, 50% on delivery (one-time build)
 - Ongoing maintenance billed monthly
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7. Add-Ons (Optional)

Common feature requests that go beyond the base website and maintenance. Priced on request.

- **E-Commerce Store (Lite)** — up to 25 products, WhatsApp-first checkout, manual shipping
- **E-Commerce Store (Full)** — full catalog, cart + checkout, payment gateway, shipping/taxes
- **Payment Gateway Integration** — accept online payments directly (Razorpay, etc.)
- **Appointment Booking + Google Meet Integration** — online scheduling with automatic links
- **CRM & Lead Management** — capture, track, and follow up on enquiries in one place
- **Customer Login Portal** — accounts, order history, saved details
- **Blog / Content Management** — for businesses that want to publish regularly
- **Multi-Language Support** — serve visitors in more than one language
- **Live Chat Widget** — an on-site chat option beyond WhatsApp
- **Loyalty & Rewards Program** — points, referrals, repeat-customer incentives
- **Advanced Analytics Dashboard** — deeper reporting than standard Search Console
- **Inventory Management** — stock tracking and low-stock alerts for product-based businesses

- **Staff Scheduling** — shift planning and roster management for team-based businesses
- **Custom Quotation / Invoice Generator** — generate branded PDF quotes and invoices
- **Google Ads Management** — setup and ongoing management
- **Meta Ads Management** (Facebook/Instagram/WhatsApp) — setup and ongoing management