



// PROPOSAL

Get found by Calgary clients — and turn them into bookings.

A clean, professional landing page for your accounting practice — corporate tax returns, financial statements, and personal tax. Built to be found everywhere your clients look: Google, Bing, **and** AI assistants like ChatGPT and Claude. Fast, secure by design, and made to turn visitors into booked consultations. Built in Alberta, priced for a solo practice.

// WHAT WE BUILD

- Custom single-page landing site — mobile-ready, fast-loading
- Brand-new domain registration & DNS setup
- Enterprise-grade managed hosting + SSL certificate
- Google setup — Business Profile, Search Console & sitemap
- Starter local SEO — Calgary-targeted, accountant schema markup
- Open Graph / social share cards — looks right when shared
- Version-controlled backups — every change saved, any version restorable
- Contact / quote-request form — emails straight to your inbox
- "Book a free consult" — calendar booking (Calendly / Google) wired in
- Spam & bot protection on the form
- Bing setup — Places for Business & Webmaster Tools
- AI search visibility — ChatGPT, Claude, Perplexity & Google AI Overviews
- Security-first build — no CMS to hack, hardened headers, HTTPS everywhere
- Enterprise DDoS protection & bot filtering

// INVESTMENT

ONE-TIME SETUP & LAUNCH

\$1,499

CAD + GST · covers everything above, fully built, launched & submitted to Google + Bing

HANDOVER WALKTHROUGH

Included

One 30-min call once you're live — how leads reach you, how to read your enquiries. Extra help at \$125/hr.

RECOMMENDED

CARE RETAINER

\$100/mo

CAD · hosting, security & support included

- Hosting, SSL & security updates
- Off-site version-controlled backups — any version restorable
- Domain renewal managed for you
- Up to 2 content changes/month
- Form & booking kept working
- Priority email response

GROWTH RETAINER

\$169/mo

CAD · for a practice actively chasing new clients

- Everything in Care
- Ongoing local SEO — keep climbing in Calgary search
- Unlimited minor updates
- Monthly analytics & enquiry report
- Seasonal content refresh (tax-season landing copy)
- Same-day response

All prices in Canadian dollars. GST (5%) added at invoicing.

// EXACTLY WHERE YOUR MONEY GOES

ONE-TIME COSTS			
Landing page build, domain, Google + Bing & starter SEO	Code to Cloud		\$1,499 CAD
Handover walkthrough (30 min)	Code to Cloud		Included
MONTHLY COSTS			
	Paid to	Care	Growth
Retainer — hosting, support & maintenance	Code to Cloud	\$100	\$169
Web hosting & SSL	Code to Cloud	Included	Included
Total per month		\$100	\$169
No platform fees · no per-sale fees · no surprises		\$0 beyond your retainer	
ANNUAL COSTS			
Domain name renewal		At cost	~\$14-20 CAD/yr
Year 1 included in setup fee. Invoiced annually at wholesale cost — no markup, no admin fee. Renewal management included in your retainer.			

// FOUND BY AI, NOT JUST GOOGLE

More and more people no longer "Google" an accountant — they *ask* one. They type "who's a good corporate tax accountant in Calgary?" into ChatGPT, Claude, Perplexity, or Google's AI Overviews, and act on the answer. If your site isn't structured for those systems to read and trust, you simply won't be in the conversation.

We build your page the way AI assistants expect: clean, machine-readable structure, a dedicated AI profile that tells AI systems exactly who you are and what you offer, and structured data that ties your name, services, and Calgary service area together. Combined with classic Google + Bing SEO, you're discoverable across **every** channel a client might use — search engines and AI alike.

SEARCH ENGINES

Google + Bing

Profiles, indexing & sitemap

AI ASSISTANTS

ChatGPT · Claude

Perplexity · Google AI

LOCAL SEO

Calgary-targeted

Accountant schema markup

You work with confidential financial information, so your online presence has to be trustworthy from the ground up. Most small-business sites get hacked because they run WordPress or a plugin-heavy CMS — a constant stream of vulnerabilities to patch. **Yours won't.**

Your site is built without a vulnerable content-management system — no database and no admin login to break into, so there is effectively nothing to hack. It sits behind an enterprise-grade global edge network with DDoS protection, bot filtering, automatic HTTPS, and hardened security headers. Form submissions are spam-protected and delivered straight to you. And because every version is backed up off-site, the site can be restored to any earlier point in minutes if anything ever goes wrong.

ATTACK SURFACE

No CMS, no DB

Nothing to break into

PROTECTION

Global edge network

DDoS · bots · HTTPS

RECOVERY

Off-site backups

Restore in minutes

Website

One landing page with scrolling sections (hero; services — corporate tax returns, company financial statements & personal tax; about/credentials; why-choose-me; contact). Copy and photos provided by you — copywriting help available at \$125 CAD/hr if you'd like it.

Forms & booking

Contact / quote-request form delivered to one email address, with spam protection. "Book a consult" button wired to your Calendly or Google Calendar (free tier is fine).

Domain name

1 brand-new domain registered & configured (e.g. esterbrenner.ca). Year 1 included in setup. Renews annually — invoiced at wholesale cost with no markup or admin fee. Renewal management included in your retainer.

SEO & AI visibility

Starter on-page SEO: titles, meta descriptions, Open Graph cards, sitemap, and AccountingService / LocalBusiness schema markup, optimised for Calgary search terms. Google Business Profile, Search Console, Bing Places & Webmaster Tools set up and the site submitted for indexing. A dedicated AI profile and machine-readable structure so AI assistants (ChatGPT, Claude, Perplexity, Google AI Overviews) can read and reference your practice. Ongoing ranking work is part of the Growth retainer.

Security	Built without a content-management system — no database or admin login to compromise. Served behind an enterprise-grade global edge network with automatic HTTPS, hardened security headers, DDoS protection, and bot filtering. Forms are spam-protected. Ongoing security updates are included in your retainer.
Backups	Your site files are stored on an industry-standard version-control platform. Every change is saved as a snapshot, replicated across multiple data centres, completely separate from the server that runs your site. If anything is ever broken, corrupted, or deleted, we can restore to any previous point in minutes.
Revisions	2 rounds of revisions included. Additional rounds billed at \$125 CAD/hr.
Extra pages	Want to grow beyond one page later (e.g. a Services or FAQ page)? Additional pages at \$350 CAD each.
Project kick-off	Scheduled within 5 business days of deposit. 50% deposit required to begin; balance on launch.

Ready to get found online?

Reply to this proposal or book a call — we'll get your page scheduled and have you live within weeks.

kevin.evans@codetocloud.io