



// PROPOSAL

Help more people find their way to you.

A warm, professional website for your counselling practice — couples & individual therapy, EFT, IFS, and ART. Built to be found everywhere people look for help: Google, Bing, **and** AI assistants like ChatGPT and Claude — and to turn a quiet visit into a booked free consultation. Private by design. Built in Alberta.

// WHAT WE BUILD

- Custom website — single landing page or multi-page (your choice)
- "Book a free 20-min consult" — calendar booking wired in
- Mobile-ready, fast-loading on any device
- Google setup — Business Profile, Search Console & sitemap
- Local SEO — Mountain View, Olds, Didsbury & area
- Open Graph / social share cards — looks right when shared
- Version-controlled backups — every change saved, any version restorable
- Confidential enquiry form — emails straight to you
- Domain connected & configured — existing or brand-new
- Enterprise-grade managed hosting + SSL certificate
- Bing setup — Places for Business & Webmaster Tools
- AI search visibility — ChatGPT, Claude, Perplexity & Google AI
- Privacy-first — no ad-trackers, visitor data never sold
- Security hardened — HTTPS everywhere, nothing to hack

// TWO WAYS TO START — YOUR CHOICE

OPTION A

SINGLE LANDING PAGE

\$1,499

CAD + GST · one-time · the lean way to get found and start booking

- One page, every service on it
- Hero, services, about & booking in one scroll
- Fastest, most affordable to launch
- Add more pages later anytime (\$350 each)

OPTION B

MULTI-PAGE SITE

\$2,899

CAD + GST · one-time · 5–6 pages for stronger reach

- A dedicated page per service — Couples, Individual, EFT, IFS, ART
- Plus About, FAQ & Contact pages
- Ranks for more service & town searches
- Room to tell your story in depth

Both options include a free 30-minute handover walkthrough once you're live, your free 20-minute consult booking wired in, and full Google + Bing + AI setup. Extra training at \$125 CAD/hr.

// MONTHLY – SAME FOR EITHER OPTION

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 growing its caseload

- Everything in Care
- Ongoing local SEO — across your service-area towns
- Unlimited minor updates
- Monthly traffic & enquiry report
- Seasonal content refresh
- Same-day response

Same retainer whichever build you pick – a static site costs the same to maintain at 1 or 6 pages. All prices CAD. GST (5%) added at invoicing.

// EXACTLY WHERE YOUR MONEY GOES

ONE-TIME COSTS – PICK ONE

Option A — single landing page (build, domain, Google + Bing, SEO)	Code to Cloud	\$1,499 CAD
Option B — multi-page site, 5–6 pages (build, domain, Google + Bing, SEO)	Code to Cloud	\$2,899 CAD
Handover walkthrough (30 min)	Code to Cloud	Included

MONTHLY COSTS – SAME FOR EITHER OPTION

	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 booking-software fees from us · no surprises **\$0** beyond your retainer

ANNUAL COSTS

Domain name renewal

We connect your existing domain, or register a new one if you'd prefer (year 1 included). Renewal invoiced annually at cost — no markup; we manage it as part of your retainer.

At cost ~\$14–20 CAD/yr

More and more people no longer "Google" a therapist — they *ask* one. They type "who's a good couples counsellor near Olds?" into ChatGPT, Claude, Perplexity, or Google's AI Overviews, and reach out to whoever it names. If your site isn't structured for those systems to read and trust, you simply won't be in the conversation.

We build your site the way AI assistants expect: clean, machine-readable structure, a dedicated AI profile that tells AI systems exactly who you are, your approach (EFT, IFS, ART), and the towns you serve, plus structured data tying it all together. Combined with classic Google + Bing SEO, you're discoverable across **every** channel someone in need might use — search engines and AI alike.

SEARCH ENGINES

Google + Bing

Profiles, indexing & sitemap

AI ASSISTANTS

ChatGPT · Claude

Perplexity · Google AI

LOCAL SEO

Mountain View & area

Counsellor schema markup

People reach out to a counsellor at vulnerable moments. They need to feel — the instant they land on your page — that their privacy is safe. We build with that in mind from the ground up.

Your enquiry form is confidential, delivered only to you and never sold or shared, with no advertising trackers harvesting who's visiting. The connection is encrypted (HTTPS), and the site is built without a vulnerable content-management system — no database or admin login to break into, so there's effectively nothing to hack. Everything is backed up off-site and can be restored in minutes if anything ever goes wrong.

CONFIDENTIALITY

No ad-trackers

Visits never sold

CONNECTION

Encrypted

HTTPS everywhere

RESILIENCE

No CMS to hack

Off-site backups

Website

Option A: one landing page with scrolling sections (hero; services — couples & individual counselling, EFT, IFS, ART; about you & your credentials; how it works; book a consult). **Option B:** 5–6 pages — a dedicated page per service plus About, FAQ and Contact. Copy and photos provided by you — copywriting help available at \$125 CAD/hr if you'd like it.

Forms & booking

Confidential enquiry form delivered to one email address, with spam protection. "Book a free 20-min consult" button wired to your booking tool (e.g. Jane, Calendly, or Google Calendar — free tier is fine).

Domain name

We connect your existing domain, or register a new one if you'd prefer (year 1 included in setup). Renewal invoiced annually at cost with no markup; we manage it as part of your retainer.

SEO & AI visibility	Starter on-page SEO: titles, meta descriptions, Open Graph cards, sitemap, and Counsellor / ProfessionalService structured data, optimised for your service-area towns (Mountain View County, Olds, Didsbury, Carstairs, Sundre and area). 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.
Privacy & security	No advertising trackers and no resale of visitor data. Confidential enquiry form delivered only to you. Encrypted HTTPS throughout. Built without a content-management system — no database or admin login to compromise. Forms spam-protected. Ongoing security updates 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	Starting with Option A and want to add pages later (e.g. a dedicated Couples Counselling 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 help more people find you?

Reply to this proposal or book a call — tell me which option fits and we'll get you scheduled and live within weeks.

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