



# Pricing Proposal to **Build** Your Digital Venture **And Gain** Sustainable Success

Elevate Your Online Presence with Build and Gain:  
Crafting Exceptional Websites and Amplifying Digital  
Marketing Success


**AKP BUILD AND GAIN OPC PVT. LTD.**

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# Website Design Pricing Plans:

## BASIC PLAN:

### Feature Includes:

1. 8 Page Website
2. Template Based Design
3. Mobile Responsive
4. Social Media Integration
5. 6 Months Free Support
6. Timeframe 2 Weeks

## PRICE :

₹9999/-

## STANDARD PLAN:

### Feature Includes:

1. 18 Page Website
2. Custom Design
3. Lead Capture CRM
4. Social Media Integration
5. 12 Months Free Support
6. Payment Gateway Integration
7. SEO Based Content
8. Google Indexing
9. Timeframe 3 Weeks

₹14,999/-

## PREMIUM PLAN:

### Feature Includes:

1. 22 Page Website
2. Custom Design
3. All Device Responsive
4. E-Commerce Platform
5. Payment Gateway Integration
6. Lead Capture CRM
7. Social Media Integration
8. Google Indexing
9. SEO Based Content
10. 12 Months Free Support
11. Timeframe 3 Weeks

₹24,999/-

# DIGITAL BUSINESS OPTIMIZATION

Supercharge your brand online! Optimize your website for Google Ads and Social Media. We'll elevate your visibility, engagement, and conversions. Dominate the market with our expert touch. Ready to lead? Let's make your brand unforgettable!

## Website Optimisation For Google Ads:

| Feature Includes:  | Quantity: | Price:  |
|--|-----------|---------|
| <ol style="list-style-type: none"><li>1. Keyword Analysis</li><li>2. Image Optimisation</li><li>3. SEO Friendly Content</li><li>4. Section Revamping</li><li>5. Speed Optimisation</li><li>6. Website Security</li><li>7. Error and Bug Fixing</li></ol> | 1 Website | ₹3000/- |

## Social Media Optimization:

| Feature Includes:  | Quantity:             | Price:  |
|--|-----------------------|---------|
| <ol style="list-style-type: none"><li>1. Social Media Account Analytics</li><li>2. Business Verification</li><li>3. Hashtag Analytics</li><li>4. Optimise the old post<br/>( If required )</li></ol> | 1 Social Media Handle | ₹1000/- |

# Social Media Handling Plans:

## Handling 1 Social Media Page:

### STARTER PLAN:

### PRICE:

#### Feature Includes:

1. Expert Post Consultation
2. 15 Keywords/Hashtag Promotion
3. 3 Post per week
4. Backlinking Creation
5. Post Creation
6. Caption Creation
7. Upto 1000 Followers

**₹5000/- Per Month**

### PREMIUM PLAN:

#### Feature Includes:

1. Expert Post Consultation
2. 30 Keywords/Hashtag Promotion
3. 5 Post per week
4. Backlinking Creation
5. Premium Post Creation
6. Trending/Keyword Based Caption Creation
7. Upto 2000 Followers
8. Analytics of Competitors Audit

**₹8000/- Per Month**

# Social Media Handling Plans:

## Handling Multi. Social Media Pages:

### **BUSINESS STARTER:**

#### **Feature Includes:**

1. Instagram, Facebook, Twitter
2. Expert Post Consultation
3. 30 Keywords/Hashtag Promotion
4. 3 Post per week – ( Same Post in all Pages)
5. Backlinking Creation
6. Premium Post Creation
7. Caption Creation
8. Organic Followers
9. Competitor Analytics And Audit

#### **Price:**

**₹10,000/-  
Per Month**

### **BUSINESS PREMIUM :**

#### **Feature Includes:**

1. 5-7 Social Media Handle as per your Choice
2. Expert Post Consultation
3. 30 Keywords/Hashtag Promotion
4. 5 Post per week – ( Different Post in all Pages)
5. Backlinking Creation
6. Premium Post Creation
7. Trending/Keyword Bases Caption Creation
8. Organic Followers Each
9. Competitor Analytics And Audit

**₹12,000/- Per  
Month**

# SEO (BASIC PLAN):

## ON-PAGE SEO:

### Feature Includes:

- 1.Keyword (10-15)
- 2.Title Tags
- 3.Meta Tags (og meta, twitter meta, dc meta)
- 4.Optimize page titles and meta descriptions
- 5.Alt Text & Image Optimization
- 6.Article Tags
- 7.Publish high-quality content
- 8.Unique Content Optimization
- 9.Heading Tags: H1, H2, H3, H4, H5, H6 Tags
- 10.Robot file Update
- 11.Schema.org Optimization
- 12.SEO Friendly URL
- 13.Internal Linking
- 14.XML Sitemap
- 15.Canonical URL
- 16.Google Webmaster Tool
- 17.Google Analytics
- 18.w3c validation
- 19.Headings and content formatting
- 20.URL optimization
- 21.External links
- 22.Readability
- 23.Visibility

## OFF-PAGE SEO:

### Feature Includes:

- 1.Social Bookmarking Submission
- 2.Form Submission and Discussion
- 3.Blog Creating and Posting
- 4.Article Submission
- 5.Blog Marketing and Blog Commenting
- 6.Classified Advertising
- 7.Search Engine Submission
- 8.Creating Shareable Content
- 9.Backlink Creating

**Price: ₹10,000/- Per Month**

**Google My Business Listing- 3000/- (INR)**

# SEO (STANDARD PLAN):

## ON-PAGE SEO:

### Feature Includes:

- 1.Keyword (15-20)
- 2.Title Tags
- 3.Meta Tags (og meta, twitter meta, dc meta)
- 4.Optimize page titles and meta descriptions
- 5.Alt Text & Image Optimization
- 6.Article Tags
- 7.Publish high-quality content
- 8.Unique Content Optimization
- 9.Heading Tags: H1, H2, H3, H4, H5, H6 Tags
- 10.Robot file Update
- 11.Schema.org Optimization
- 12.SEO Friendly URL
- 13.Internal Linking
- 14.XML Sitemap
- 15.Canonical URL
- 16.Google Webmaster Tool
- 17.Google Analytics
- 18.w3c validation
- 19.broken link fixing
- 20.Headings and content formatting
- 21.URL optimization
- 22.External links
- 23.Page loading speed
- 24.Readability
- 25.Visibility

## OFF-PAGE SEO:

### Feature Includes:

- 1.Social Bookmarking Submission
- 2.Form Submission and Discussion
- 3.Blog Creating and Posting
- 4.Article Submission
- 5.Blog Marketing and Blog Commenting
- 6.Image Promotion & Image Sharing
- 7.Classified Advertising
- 8.Search Engine Submission
- 9.Creating Shareable Content
- 10.Backlink Creating

**Price: ₹18,000/- Per Month**

**Google My Business Listing- 3000/- (INR)**



# SEO (PREMIUM PLAN):

## ON-PAGE SEO:

### Feature Includes:

- 1.Keyword (20-25)
- 2.Title Tags
- 3.Meta Tags (og meta, twitter meta, dc meta)
- 4.Optimize page titles and meta descriptions
- 5.Alt Text & Image Optimization
- 6.Article Tags
- 7.Publish high-quality content
- 8.Unique Content Optimization
- 9.Heading Tags: H1, H2, H3, H4, H5, H6 Tags
- 10.Robot file Update
- 11.Schema.org Optimization
- 12.Google Speed Optimization
- 13.SEO Friendly URL
- 14.Internal Linking
- 15.XML Sitemap
- 16.Canonical URL
- 17.Google Webmaster Tool
- 18.Google Analytics
- 19.w3c validation
- 20.broken link fixing
- 21.Headings and content formatting
- 22.URL optimization
- 23.External links
- 24.Page loading speed
- 25.Readability
- 26.Visibility

## OFF-PAGE SEO:

### Feature Includes:

- 1.Social Bookmarking Submission
- 2.Directory Submission
- 3.Form Submission and Discussion
- 4.Blog Creating and Posting
- 5.Article Submission
- 6.Blog Marketing and Blog Commenting
- 7.Image Promotion & Image Sharing
- 8.Classified Advertising
- 9.Question and Answer Discussion
- 10.Search Engine Submission
- 11.Google My Business & Local Listing
- 12.Creating Shareable Content
- 13.Press Release
- 14.Backlink Creating

**Price: ₹25,000/- Per Month**

**Google My Business Listing- FREE**

# Graphic Design:

## LOGO PLANS:

### Standard Logo Design Plan:

1. Unique Concept Creation
2. Custom Color Palette:
3. Typography Selection
4. Two Rounds of Revisions:
5. High-Quality Formats: JPG, PNG, PDF
6. Ownership Rights

## PRICE:

₹999/-

### Business Logo Design Plan:

1. Comprehensive Brand Analysis
2. Multiple Concept Presentations
3. Color Psychology Integration
4. Typography Customization
5. Up to Three Rounds of Revisions
6. High-Quality Formats: JPG, PNG, PDF
7. Ownership Rights

₹2500/-

### Enterprise Logo Design Plan:

1. Comprehensive Brand Analysis
2. Multiple Concept Presentations
3. Color Psychology Integration
4. Typography Customization
5. Up to Four Rounds of Revisions
6. High-Quality Formats: JPG, AI, PNG, PDF
7. Editable Source Files
8. Brand Style Guide
9. Ownership Rights
10. Two 3D Mockups

₹2999/-

### 3D Logo Design Plan:

1. Dynamic 3D Conceptualization
2. Realistic Rendering
3. Material and Lighting Effects
4. Multiple Viewing Angles
5. Up to Four Rounds of Revisions
6. 3D Source Files

₹3999/-

**\*\*These features are tailored to cater to different levels of design complexity and client requirements, providing flexibility and customization in our logo design plans.**

# Graphic Design:

## CUSTOM GRAPHIC PLANS:

## STARTING PRICE:

|                                |                 |
|--------------------------------|-----------------|
| 1. Poster Design               | ₹299/-          |
| 2. Letterhead                  | ₹199/-          |
| 3. Business Card (Single Side) | ₹699/-          |
| 4. Business Card (Both Side)   | ₹999/-          |
| 5. Company Brochure            | ₹500/- Per Page |
| 6. Standard Banner             | ₹199/-          |
| 7. Premium Banner              | ₹499/-          |
| 8. Flyer                       | ₹199/-          |
| 9. Envelope Design             | ₹299/-          |

**\*\*Price may vary depending upon the requirements of the work.**

# BUSINESS GRAPHICS KIT

## 1. Enterprise Logo Design Plan:

- 1. Comprehensive Brand Analysis
- 2. Multiple Concept Presentations
- 3. Color Psychology Integration
- 4. Typography Customization
- 5. Up to Four Rounds of Revisions
- 6. High-Quality Formats: JPG, AI, PNG, PDF
- 7. Editable Source Files
- 8. Brand Style Guide
- 9. Ownership Rights
- 10. Two 3D Mockups

## 2. Letterhead

- Unique Concept Creation
- Custom Color Palette:
- Typography Selection
- Two Rounds of Revisions
- High-Quality Formats: JPG, PNG, PDF
- Ownership Rights

## 3. Business Card

- Both Side Design
- Unique Concept Creation
- Custom Color Palette
- Typography Selection
- Two Rounds of Revisions
- High-Quality Formats: JPG, PNG, PDF
- Connected QR (If Required)

## 4. Premium Banner

- Unique Concept Creation
- Two Rounds of Revisions
- High-Quality Formats: JPG, PNG, PDF
- Connected QR (If Required)

# Graphic Design:

Price: ~~₹4699/-~~ ₹3499/-

# Meta & Google Ads Campaign:

## META ADS CAMPAIGN:

### Feature Includes:

1. Compelling Creatives
2. Audience Targeting
3. Budget Optimization
4. Conversion Tracking
5. Engaging Ad Formats
6. Competitor Ads Research

## PRICE:

**₹500/- Per  
Day(Suggested)\*\***

## GOOGLE ADS CAMPAIGN:

### Feature Includes:

1. Strategic Keyword Selection
2. Compelling Ad Copy
3. Landing Page Optimization
4. Budget Management
5. Audience Targeting
6. Conversion Tracking

**₹1000/- Per  
Day(Suggested)\*\***

**\*\*Campaign Creation & Management Charges 40% Of the Campaign Charges will be charged.**





# THANK YOU FOR YOUR APPRECIATE

Thank you for considering our proposal! We are genuinely excited about the possibility of working with you. Your project aligns perfectly with our expertise and passion, and we are eager to bring our skills to the table to achieve outstanding results. We look forward to the opportunity of creating something impactful together. Let's embark on this journey collaboratively and turn your vision into reality!

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## CONTACT US :



### Call

[+91 9933960989](tel:+919933960989)



### Mail

[Info@buildandgain.com](mailto:Info@buildandgain.com)



### Web Address

[www.buildandgain.com](http://www.buildandgain.com)

# Terms And Conditions:

## WEBSITE DESIGN:

### Terms & Conditions for Website Design Services - AKP BUILD AND GAIN OPC PVT. LTD.

#### 1. Advance Payment:

- a. All projects require a 50% non-refundable advance payment to initiate the work.
- b. Work on the project will begin only when you receive and confirm the advance payment.

#### 2. Additional Changes and Customization:

- a. The prices mentioned cover the agreed-upon scope of work.
- b. Any additional changes or customization requested by the client beyond the agreed scope will incur additional charges.
- c. The extent of additional work and associated costs will be discussed and agreed upon before implementation.

#### 3. Platform Specific:

- a. The prices provided are applicable for WordPress websites only.
- b. If the client prefers a different platform, pricing adjustments will be made accordingly.

#### 4. Free Hosting and Services:

- a. All projects include 1 year of free hosting, business email setup, and database security services.
- b. Post the complimentary period, hosting and additional services will be subject to renewal at the prevailing rates.

#### 5. Product Upload:

- a. The base pricing does not include product upload.
- b. For product upload services, an additional fee of ₹20 per product upload will be applicable.

#### 6. Non-Refundable Payment:

- a. Any payment made towards the project is non-refundable, including the 50% advance payment.

#### 7. Final Payment and Website Go-Live:

- a. The remaining 50% payment is due upon completion of the project.
- b. The website will only go live after receipt and confirmation of the final payment.

#### 8. Project Timeline:

- a. The estimated timeline provided is indicative and subject to change.
- b. Delays may occur due to factors beyond the control of both parties.

#### 9. Domain Not Included:

- a. Domain registration is not included in the pricing and is the responsibility of the client.

#### 10. Design Changes after 70-80% Completion:

- a. After reaching 70-80% completion of the design or development, major changes to the design may not be possible.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary information, feedback, and approvals within agreed timelines.
- Late payments may incur interest charges.
- We reserve the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

By engaging in services with **AKP BUILD AND GAIN OPC PVT. LTD.**, the client acknowledges and agrees to abide by these terms and conditions.

# Terms And Conditions:

## DIGITAL BUSINESS DEVELOPMENT:

### Terms & Conditions for Digital Business Optimizations - AKP BUID AND GAIN OPC PVT. LTD.

#### 1. Advance Payment:

- a. 100% of the project cost is required as a non-refundable advance payment to initiate the work.
- b. Work on the project will commence only upon receipt and confirmation of the full advance payment.

#### 2. Additional Changes and Customization:

- a. The prices mentioned cover the agreed-upon scope of work.
- b. Any additional changes or customization requested by the client beyond the agreed scope will incur additional charges.
- c. The extent of additional work and associated costs will be discussed and agreed upon before implementation.

#### 3. Platform Specific:

- a. The prices provided are applicable for WordPress websites only.
- b. If the client prefers a different platform, pricing adjustments will be made accordingly.

#### 4. Non-Refundable Payment:

- a. Any payment made towards the project is non-refundable, including the 100% advance payment.

#### 5. Project Timeline:

- a. The estimated timeline provided is indicative and subject to change.
- b. Delays may occur due to factors beyond the control of both parties.

#### 6. Performance Improvement Disclaimer:

- a. The optimization of the website may result in improvements of up to 50-60%.
- b. The remaining 40-50% improvement is contingent on the existing configuration and quality of hosting provided by the client.
- c. We will work to enhance performance within the limits of the existing infrastructure.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary information, access, and cooperation within agreed timelines.
- Late payments may incur interest charges.
- We reserves the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

By engaging in services with **AKP BUID AND GAIN OPC PVT. LTD**, the client acknowledges and agrees to abide by these terms and conditions.



# Terms And Conditions:

## SOCIAL MEDIA HANDLING:

### Terms & Conditions for Social Media Handling - AKP BUID AND GAIN OPC PVT. LTD

#### 1. Payment Terms:

- a. 100% advance payment is required per month to initiate and continue work on all social media projects.
- b. Monthly renewal payments must be made before the start of each subsequent month to ensure uninterrupted service.

#### 2. Additional Posts or Customization:

- a. The prices mentioned cover a predefined number of posts and agreed-upon customization.
- b. Any additional posts or customization beyond the agreed scope will incur additional charges.
- c. The extent of additional work and associated costs will be discussed and agreed upon before implementation.

#### 3. Non-Refundable Payment:

- a. Any payment made towards the project, whether for the initial setup or monthly renewal, is non-refundable.

#### 4. Performance Improvement Disclaimer:

- a. Social media optimization may result in improvements of up to 50-60% in engagement and reach.
- b. The remaining 40-50% improvement is dependent on the effectiveness of the ads campaign running concurrently.

#### 5. Responsibility for Page Reach:

- a. We are not responsible for a decrease in page reach resulting from activities conducted without consulting us.
- b. Any unauthorized or non-compliant activities undertaken independently by the client may impact social media performance.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary brand assets, information, and approvals within agreed timelines.
- Late payments may result in the suspension of services.
- We reserves the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

By engaging in services with **AKP BUID AND GAIN OPC PVT. LTD**, the client acknowledges and agrees to abide by these terms and conditions.

# Terms And Conditions:

## SEARCH ENGINE OPTIMIZATION (SEO):

### Terms & Conditions for SEO Services - AKP BUID AND GAIN OPC PVT. LTD

#### 1. Payment Terms:

- a. 100% advance payment is required per month to initiate and continue work on all SEO projects.
- b. Monthly renewal payments must be made before the start of each subsequent month to ensure uninterrupted service.

#### 2. Scope of Work:

- a. Only the features and tasks outlined in the agreed-upon plan will be performed.
- b. No additional work beyond the defined plan will be entertained without prior discussion and agreement.

#### 3. Non-Refundable Payment:

- a. Any payment made towards the project, whether for the initial setup or monthly renewal, is non-refundable.

#### 4. Performance Improvement Disclaimer:

- a. SEO optimization may result in improvements of up to 50-60% in website visibility and rankings.
- b. The remaining 40-50% improvement is dependent on the effectiveness of any concurrent ads campaigns.

#### 5. Responsibility for Page Reach:

- a. We are not responsible for a decrease in website performance resulting from activities conducted without consulting us.
- b. Any unauthorized or non-compliant activities undertaken independently by the client may impact SEO performance.

#### 6. Customized Feature Implementation:

- a. The features mentioned in the plan will be implemented based on the suitability for the client's business.
- b. Not all features will be executed simultaneously every month; the SEO Specialist will determine the most appropriate features for each month's strategy.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary website access, information, and approvals within agreed timelines.
- Late payments may result in the suspension of services.
- We reserves the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

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# Terms And Conditions:

## GRAPHIC DESIGN:

### Terms & Conditions for Graphics Design Services - AKP BUID AND GAIN OPC PVT. LTD

#### 1. Payment Terms:

- a. 100% advance payment is required for all graphics design projects to initiate the work.
- b. Work on the project will commence only upon receipt and confirmation of the full advance payment.

#### 2. Scope of Work:

- a. Only the features and tasks outlined in the agreed-upon plan will be performed.
- b. No additional work beyond the defined plan will be entertained without prior discussion and agreement.

#### 3. Non-Refundable Payment:

- a. Any payment made towards the project, whether for the initial setup or subsequent phases, is non-refundable.

#### 4. Project Timeline:

- a. The estimated timeline provided is indicative and subject to change.
- b. Delays may occur due to factors beyond the control of both parties.

#### 5. Design Changes after 70-80% Completion:

- a. After reaching 70-80% completion of the design, major changes may not be possible.
- b. Major changes, if required, will be considered as a new design project with additional charges.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary design brief, assets, and approvals within agreed timelines.
- Late payments may result in the suspension of services.
- We reserves the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

By engaging in services with **AKP BUID AND GAIN OPC PVT. LTD.** the client acknowledges and agrees to abide by these terms and conditions.

# Terms And Conditions:

## META & GOOGLE ADS OPTIMIZATION:

### Terms & Conditions for Meta & Google Ads Campaign -AKP BUID AND GAIN OPC PVT. LTD

#### 1. Payment Terms:

- a. 100% advance payment is required per month to initiate and continue work on all Meta & Google Ads campaigns.
- b. Monthly renewal payments must be made before the start of each subsequent month to ensure uninterrupted service.

#### 2. Scope of Work:

- a. Only the features and tasks outlined in the agreed-upon plan will be performed.
- b. No additional work beyond the defined plan will be entertained without prior discussion and agreement.

#### 3. Non-Refundable Payment:

- a. Any payment made towards the project, whether for the initial setup or monthly renewal, is non-refundable.

#### 4. Graphic Design Charges:

- a. Graphical design for posts/reels is not included in the package and will be charged separately based on the client's requirements.
- b. The client will be informed of the additional charges before any design work commences.

#### 5. Performance Disclaimer:

- a. The Ads campaign will strive to provide the best possible results.
- b. However, the effectiveness of the campaign is subject to Google and Meta algorithms, as well as market conditions.
- c. We do not guarantee consistent results due to factors beyond our control.

#### General Terms:

- All prices are quoted in (INR ₹) and are exclusive of applicable taxes.
- The client agrees to provide necessary ad assets, information, and approvals within agreed timelines.
- Late payments may result in the suspension of services.
- We reserves the right to revise pricing with a 30-day notice for ongoing services.
- Both parties agree to maintain the confidentiality of proprietary information exchanged during the engagement.

By engaging in services with **AKP BUID AND GAIN OPC PVT. LTD**, the client acknowledges and agrees to abide by these terms and conditions.