

the

appealguru

Digital Growth & Automation Experts

WEBSITE

DESIGN & DEVELOPMENT



BUILD YOUR OWN DIGITAL SALES ENGINE

▶ www.theappealguru.com



WHY THESE SERVICES?

the

appeal guru

Today's customers research online before making decisions.

- ▶ **Before contacting a business, customers**
 - Search on Google
 - Visit websites to check credibility
 - Compare brands online
 - Look for trust signals
- ▶ **Businesses without strong websites face**
 - Loss of customer trust
 - Dependence on marketplaces or social platforms
 - High commissions & limited brand control
 - No ownership of customer data

OUR SOLUTION

- A conversion-focused website that works as a **24/7 digital salesperson**, turning visitors into inquiries and customers.

TRAFFIC

TRUST

INQUIRY

CONVERSION



▶ www.theappealguru.com

the

appealguru

OUR PROCESS

Marketing-First Website Development Framework



- ▶ **Step 1: Strategy & Planning**
 - Business positioning & user journey mapping
 - Conversion-focused structure planning
- ▶ **Step 2: Design & Development**
 - Modern, mobile-responsive design
 - Fast-loading & SEO-friendly architecture
- ▶ **Step 3: Conversion Integration**
 - Lead capture systems
 - WhatsApp & inquiry integrations
 - Clear call-to-action structure
- ▶ **Step 4: Optimization & Launch**
 - Performance testing
 - Marketing-ready setup for ads & campaigns

RESULT: A WEBSITE BUILT FOR BUSINESS GROWTH, NOT JUST APPEARANCE.

▶ www.theappealguru.com



CASE STUDY 1

▶ SERVICE BASED BUSINESS

▶ The Challenge

- Dependent on referrals & social media inquiries
- No centralized online presence

▶ The Strategy

- Conversion-focused website
- Lead capture & WhatsApp integration
- SEO-ready structure

▶ www.theappealguru.com

▶ Results (4 Months)

**HIGHER
QUALITY
INQUIRIES**

**IMPROVED
CUSTOMER
TRUST DURING
SALES
DISCUSSIONS**

**CONSISTENT
INBOUND LEADS
FROM ONLINE
SEARCHES**



CASE STUDY 2

▶ SERVICE BASED BUSINESS

▶ The Challenge

- Selling only through marketplaces
- High commission costs
- No customer ownership

▶ The Strategy

- Direct-to-consumer website launch
- Product-focused landing pages
- Marketing funnel integration

▶ www.theappealguru.com

▶ Results (6 Months)

**INCREASED
DIRECT
SALES**

**IMPROVED
PROFIT
MARGINS**

**CUSTOMER
DATABASE
CREATION FOR
REPEAT SALES**

CASE STUDY 3

► **REAL ESTATE BUSINESS**

► **The Challenge**

- Leads dependent on property portals
- Low brand recall

► **The Strategy**

- Project-focused website structure
- Landing pages aligned with ad campaigns
- Inquiry tracking integration

► www.theappealguru.com



► **Results (6 Months)**

**BETTER LEAD
QUALITY
COMPARED TO
PORTAL LEADS**

**INCREASED
DIRECT
INQUIRIES**

**STRONGER
BRAND
CREDIBILITY**

the

appealguru

EXPECTED GROWTH TIMELINE



- ▶ **Month 1**
 - Strategy planning & website development
- ▶ **Month 2**
 - Website launch & marketing integration
- ▶ **Month 3-4**
 - Increased inquiries from ads & organic traffic
 - Improved conversion rates
- ▶ **Month 5+**
 - Website becomes central revenue & lead-generation asset

www.theappealguru.com

WHY START NOW?

Your website is the foundation of all digital marketing

► Without it

- Ads lose effectiveness
- Social media traffic goes nowhere
- Customers hesitate to trust your brand

- Every month without a strong website means lost opportunities and continued dependency on third-party platforms

- Build your own digital asset instead of growing someone else's platform

the

✓ appealguru



www.theappealguru.com

THE OPPORTUNITY

Turn Your Existing Marketplace Success Into a Scalable Brand

► You already have

- Winning products
- Marketplace validation
- Sales data

► Now it's time to build

- Your Brand
- Your Customers
- Your Own Revenue Channel

the

appeal guru



www.theappealguru.com

PRICING PLANS



Feature	Starter Website Package	Small to Medium Website Package	Enterprise Website Package
Ideal For	Startups & small businesses needing a simple brochure website	Growing businesses needing additional pages & scalability	Established businesses needing advanced custom development
Number of Pages	Up to 5 pages	Up to 10 pages	Unlimited pages
Custom Design			
Mobile Friendly Design			
Unlimited Revisions			
Website Builder	Intuitive website builder included	Intuitive website builder included	Intuitive website builder included
Custom Contact Forms			
Premium Stock Images	Up to 10 images	Unlimited premium imagery	Unlimited premium imagery
Social Media Linking			
Page Speed Optimisation	x		
Google Analytics Setup	x	Setup & Install	Setup & Install
Google Search Console	x	x	Setup & Install
Search Engine Submission	x		
Training Provided	Training video on maintaining the website	Up to 3 training videos	Unlimited training videos
Website Launch Support	Website taken live on your domain	Website taken live on your domain	Website taken live on your domain
Advanced Custom Development	x	x	
Pricing	From £695 + VAT	From £795 + VAT	Enquire for Quote

