

PROPOSAL AND SERVICES GUIDE

A clearer route to visibility, enquiries and growth.

A reusable guide to KSJ Growth services, investment options, delivery and next steps for new and growing businesses.

THREE CLEAR STARTING POINTS**£249****VISIBILITY AUDIT**

One-off diagnosis

£350**VISIBILITY GROWTH**

From / month

£1,995**TOTAL BUSINESS**

One-off launch

PREPARED BY KSJ GROWTH

Liverpool | Supporting businesses across the UK

THE COMMERCIAL PROBLEM

Being online is not the same as being easy to find and easy to choose.

Many small businesses have disconnected websites, social profiles, email, branding and advertising. KSJ Growth brings those moving parts into one practical plan built around visibility, enquiries and measurable progress.

01

VISIBILITY

Build the foundations that help customers discover the business through Google, local search and clear online profiles.

02

ENQUIRIES

Improve the path from search or social discovery to a confident contact, call or form submission.

03

GROWTH

Use reporting, content, optimisation and advertising to build on what is producing useful business activity.

A GOOD FIT FOR

- New businesses that need a professional online launch.
- Established businesses that are difficult to find or not generating enough enquiries.
- Owners who want clear priorities before committing to ongoing marketing.

KSJ TOTAL BUSINESS

A complete online launch in one coordinated package.

Designed for new and growing businesses that want to launch properly without coordinating several different suppliers.

£1,995

ONE-OFF LAUNCH INVESTMENT

Optional ongoing support from £499/month

WHAT IS INCLUDED

- Website built and launched
- Domain purchase and website hosting handled
- Business email setup
- Logo and branding support
- SEO foundations from day one
- Social profile setup and support
- Meta and Google Ads campaign setup
- Contact-ready online presence

DELIVERY NOTES

- A typical website can be launched within 48-72 hours once required content, access and approvals are available.
- Advertising spend, premium third-party software and specialist functions are not included unless stated in writing.
- Ongoing support is optional and tailored after launch.

VISIBILITY SERVICES

Start with diagnosis or move into consistent implementation.

ONE-OFF

KSJ Visibility Audit

£249

A practical diagnosis of what is helping, what is holding visibility back and what should happen next.

- Website and indexing review
- Google Business Profile checks
- Local competitor comparison
- Prioritised action plan

ONGOING

KSJ Visibility Growth

From £350/month

Ongoing implementation for businesses that want regular SEO and local visibility improvements.

- On-page and local SEO
- Content and internal-link improvements
- Google profile alignment
- Performance review and reporting

CHOOSING THE RIGHT ROUTE

I do not know what is wrong

Start with the £249 Visibility Audit

I know SEO needs regular work

Choose Visibility Growth from £350/month

I need the whole business launched

Choose KSJ Total Business at £1,995

SEO can improve visibility, but no ethical provider can guarantee a specific ranking, traffic level or sales result.

A STRAIGHTFORWARD PROCESS

Clear scope. Visible progress. No mystery between agreement and delivery.

01 DISCOVER

We clarify the business, customers, current online presence and the outcome you want.

02 SCOPE

You receive a written recommendation covering deliverables, investment, dependencies and exclusions.

03 BUILD OR IMPROVE

KSJ Growth completes the agreed website, SEO, profile, branding or campaign work.

04 REVIEW AND APPROVE

You review the work, provide any agreed feedback and approve the launch or next stage.

05 LAUNCH AND MEASURE

The work goes live and, where relevant, performance is measured through Search Console and Analytics.

PAYMENT AND SCOPE

Payment stages, delivery dates and any third-party costs are confirmed in the client-specific written proposal before work begins.

FOUNDER-LED DELIVERY

Practical marketing experience, applied directly to your business.



Denny Cartwright

FOUNDER, KSJ GROWTH

Denny brings firsthand business ownership experience, including managing Meta and Google advertising for a previous recruitment company. His NHS work also informs a structured, accountable approach to planning and delivery.

KSJ Growth is founder-led, so strategy and implementation stay close to the commercial goal rather than disappearing into layers of account management.

LIVE SEO CASE STUDY - EARLY VERIFIED DATA

41

SEARCH APPEARANCES

28-day view

1

ORGANIC CLICK

First recorded

2.4%

CLICK-THROUGH RATE

Early sample

TRANSPARENT PROOF, NOT OVERSTATED CLAIMS

KSJ Growth publicly documents its own SEO work, indexing, search appearances and adjustments. These figures are an early baseline, not a promise of identical results for another business.

PERSONALISE BEFORE SENDING

Your recommended route

Complete these fields for the prospect, then save or print a personalised copy.

CLIENT OR BUSINESS NAME

PROPOSAL DATE

VALID UNTIL

RECOMMENDED PACKAGE

INVESTMENT

TARGET START

SCOPE SUMMARY

EXCLUSIONS, DEPENDENCIES AND THIRD-PARTY COSTS

This guide is not a contract. Final scope, payment terms, delivery dates, ownership and cancellation terms are confirmed in a separate written services agreement.

READY TO MOVE FORWARD

Turn interest into a clear next action.

1 Confirm the recommended package and any requested changes.

2 Receive the final written scope, services agreement and invoice.

3 Provide the agreed access, content, branding and approvals.

4 Begin delivery on the confirmed start date.

START THE CONVERSATION

inquiries@ksjgrowth.com

<https://ksjgrowth.com/contact-us/>

VISIBILITY | ENQUIRIES | GROWTH

Prices and availability may change. The current written proposal takes precedence over this general services guide.