

Pivot2Connect



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Websites & Local SEO that get real enquiries For established business owners who are tired of promises and just want the phone to ring OUR SERVICES MANAGED WEBSITES Our Managed Website Partnership provides established businesses with a comprehensive solution—a professional website with regular updates and technical support, all for a predictable monthly fee with no upfront design costs. Essential Website Care Up to 5 pages built from your brief Hosting, SSL, security, updates Minor monthly content updates Technical support Basic on-page SEO (titles, meta, H1) WhatsApp / call CTA setup Mobile optimised No setup fee Popular Growth Website Care Up to 8–10 pages (services, about, contact, blog/archive layout) Everything in Essential Blog/news template created Lead form + basic automations (email to office, thank-you page) Quarterly website review No setup fee Authority Website Care Up to 15 pages / multi-service Everything in Growth 4 content/visual changes per month Landing page for campaigns Priority turnaround (48–72 hrs) Monthly performance snapshot (traffic + enquiries) No setup fee The Partnership Process Businesses requiring frequent website updates to reflect changing offerings Organisations without in-house digital expertise seeking a reliable partner Established entrepreneurs who value predictable monthly expenses over large capital investments Businesses in dynamic industries where digital presence requires regular refreshing The Pivot2connect Difference Unlike traditional website

development that focuses solely on the initial build, our Managed Website Partnership provides ongoing expertise and support. We understand that established entrepreneurs need more than just a website—you need a digital partner who understands your business and responds to your evolving needs. We’ve specifically designed this service for businesses that require regular updates and ongoing optimisation without the hassle of managing technical details or incurring unpredictable costs for every change.

ONE-TIME WEBSITE BUILD Get a professionally designed, custom-built website with a one-time investment. Ideal for businesses that prefer to pay upfront and maintain their site with minimal ongoing costs.

Starter Website Up to 5 pages built from your brief On-page SEO for primary service WhatsApp / call CTA setup Mobile optimised Basic monthly care plan from R450

Business Website 8–12 pages Blog / news Service area pages (Pretoria East, Centurion etc.) Conversion-led design (WhatsApp, click-to-call) Contact Form Map Mobile optimised Monthly Care Plan from R850

Premium Website 15–20 pages / Multi-location / Medical Schema, FAQs, Lead Magnets Blog Conversion-led design Contact form Map Integrations Mobile optimised Monthly Care Plan from R1,200

Monthly Maintenance Includes WordPress core updates and security patches Plugin updates and compatibility management Regular backups and security monitoring Hosting management and technical support Minor content updates (major changes available at hourly rate)

Who Benefits Most Established businesses with stable content that requires infrequent updates Organisations preferring capital expenditure over ongoing operational costs Businesses seeking greater control and ownership of their digital assets Companies with specific functionality requirements that benefit from WordPress’s extensive ecosystem

LOCAL SEO & GOOGLE BUSINESS PROFILE Make sure your business shows up when local customers search for your products or services. We will set up and optimise your Google Business Profile to help you attract more local customers and build trust online.

GBP Jumpstart Full profile optimisation Services, categories, description 10 geo-relevant photos uploaded 3 posts loaded “How to get more reviews” script Local Visibility Engine GBP monthly posts (4) Review replies Citation / directory updates 1 service-area page / quarter Monthly report Aggressive Local SEO Everything in the Local

Visibility Enginecontent (2 posts/pages pm)link/acquisition actionsrank tracking for 10–20 keywordsProcess IncludesProfile Creation & Verification?Our team handles the complete setup process, including:Creating or helping you to claim your Google Business ProfileCompleting the verification processEstablishing ownership and proper administrative accessSetting up proper user permissions for your team Strategic Optimisation?We optimise every aspect of your profile for maximum visibility:Strategic selection of primary and secondary business categoriesComprehensive business information with proper formattingService area configuration for location-based businessesKeyword-rich business description that highlights your unique value propositionComplete hours of operation with special hours for holidays? Visual Enhancement?We ensure your visual presence makes the right impression:Professional organization of business photosStrategic selection of cover and profile imagesAddition of relevant category-specific images (products, team, interior, exterior)Image optimization for fast loading and proper display Features Activation?We activate and configure all relevant Google Business Profile features:Products and services listings with descriptionsAppointment booking functionality (if applicable)Messaging capabilities setupReview management systemPosts functionality for ongoing updates?OUTCOMES WHEN WORKING WITH USHow we lead differentlyWe speak business, not tech.You tell us what outcome you want; we handle the technical pieces.Step-by-step, not overwhelm.We fix what matters first, then we keep improving calmly.Local visibility first.We help you show up in Google Maps and 'near me' searches where money changes hands.You stay in control.Clear options, clear costs, you choose pace.

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