

# 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 Engine  
content (2 posts/pages pm)  
link/acquisition actions  
rank tracking for 10–20 keywords

**Process Includes** Profile Creation & Verification  
Our team handles the complete setup process, including:  
Creating or helping you to claim your Google

Business Profile  
Completing the verification process  
Establishing ownership and proper administrative access  
Setting 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 categories  
Comprehensive business information with proper formatting  
Service area configuration for location-based businesses  
Keyword-rich business description that highlights your unique value proposition  
Complete hours of operation with special hours for holidays  
Visual Enhancement  
We ensure your visual presence makes the right impression:  
Professional organization of business photos  
Strategic selection of cover and profile images  
Addition 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 descriptions  
Appointment booking functionality (if applicable)  
Messaging capabilities setup  
Review management system  
Posts functionality for ongoing updates  
OUTCOMES WHEN WORKING WITH US  
How we lead differently  
We 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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