



ALVAYRIA  
**WEBSITE DEVELOPMENT &  
DIGITAL MARKETING**

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



**Alvayria Consulting**

At our core, we exist to be your problem solver, liberating you to concentrate on what truly matters- your business.





WHO WE ARE

## About Us

**Alvayria Consulting began as a website development company in 2014. With an enthusiasm for innovation, we quickly expanded our offerings to match our clients' changing needs.**

We take pride in our rigorous attention to detail, unwavering commitment to quality, and client-centric approach that stresses cooperation and long-term relationships. We take the time to understand your unique difficulties, goals, and aspirations, ensuring that each solution we give is tailored to your needs. As opportunities arose, we took them to create data management applications and machine learning solutions. Our dedication to quality distinguishes us.



WHAT WE DO

## Our Services



### Web Development

We create distinctive websites that are user-friendly and put much emphasis on enhanced user experience while blending aesthetics with ease of navigation to create a more appealing online presence.



### Search Engine Optimization

We offer advanced SEO Solutions to increase your online visibility, covering keyword analysis, unique content, and strategizing services for higher rankings, increased organic traffic, and long-term success.



#### SEO-Focused Blog Posts

Writing SEO-focused blog posts means creating content that not only engages your readers but also helps your website rank higher in search engine results. This involves using relevant keywords, writing clear and informative articles, and structuring your posts so they are easy for both users and search engines to read. By regularly publishing high-quality, SEO-friendly blog posts, you can attract more visitors to your site and keep them coming back for more.



#### Website Traffic Analytics

Website traffic analytics is the process of analyzing data about the visitors to your website. This includes information on how many people visit, where they come from, how they find your site, and what they do once they're there. By understanding these patterns, you can make informed decisions to improve your website's performance, such as enhancing user experience, targeting marketing efforts more effectively, and increasing conversions.



#### SSL Certification and Hosting

SSL (Secure Sockets Layer) certification is a security measure that encrypts data exchanged between your website and its visitors, ensuring it remains private and secure. Hosting refers to the service that stores your website's data and makes it accessible on the internet. Both SSL certification and reliable hosting are essential for protecting your website from cyber threats, building trust with your users, and ensuring your site runs smoothly and quickly.



#### Paid Campaign Management

Paid campaign management involves creating and overseeing online advertising campaigns, such as pay-per-click (PPC) ads on Google or social media ads on platforms like Facebook. This service includes researching keywords, designing ads, setting budgets, and tracking the performance of the ads to ensure they reach the right audience and achieve the desired results. Effective paid campaign management can drive targeted traffic to your site, increase brand awareness, and boost sales or conversions.



PAYMENT PLAN

# Our Costing Layout

**INDUSTRY: CONSTRUCTION**

**Business Name:** Arthur Construction LLC  
**Business Contact:** Arthur Nazarov ☒  
**Address:** 330 Elizabeth Ave, Somerset NJ 08873  
**Phone:** 908-342-0484  
**Email:** arthur@ac.com  
**Billing Email:** billing@ac.com



### Website \$399/mo.

- 10-page website design and management
- SEO internal & external
- 2 Social media design credits
- 4 Blog posts a month posted weekly
- Website Traffic Analytics with Google
- SSL certificate & hosting
- 1 paid campaign management credit



### Ecommerce \$499/mo.

- 10-page website design and management
- SEO internal & external
- 2 Social media design credits
- 4 Blog posts a month posted weekly
- Website Traffic Analytics with Google
- SSL certificate & hosting
- 1 paid campaign management credit

### Website Objectives:

This website aims to boost visibility and credibility, showcasing projects and expertise to attract clients. It provides detailed service information, facilitates customer engagement, and features resources that position the company as an industry leader, enhancing opportunities for business growth and customer education.

### Pages to be designed:

Home, About Us, Contact Us, Terms and Conditions, Appointment Booking, Our Services, Page for Service 1, Page for Service 2, Page for Service 2, Blog

### Add-ons

Pages Included: 10	Add-on Pages: 0	(\$15/mo. each)   Total =\$0
Blogs Included: 4	Add-on Blogs: 0	(\$20/mo. each)   Total =\$0
Design Credits Included: 2	Add-on Design Credits: 0	(\$20/mo. each)   Total =\$0
Paid Campaigns Included: 1	Add-on Paid Campaigns: 0	(\$25/mo. each)   Total =\$0
Products Included: 0	Add-on Products: 0	\$.50/mo. each   Total =\$0
Email Campaigns Included: 0	Add-on Email Campaigns: 0	(\$20/mo. each)   Total =\$0

**Quotation for your project: \$399/ month billed monthly with ACH debit with bank account, credit card, debit card. ☒**



WORKING WITH US

# Understand Services with Alvayria Consulting



## Understanding Our Monthly Subscription Model:

### Ensuring Efficiency and Quality:

At Alvayria Consulting, we're committed to delivering top-notch website management and digital marketing services tailored to your needs. Our monthly subscription model is designed to ensure that you receive consistent support and expertise from our team, allowing us to allocate resources effectively and deliver results that exceed your expectations.



## Tailored Support with Flexibility:

We understand that every client has unique requirements and goals for their online presence. While we possess the skillset and capabilities to develop content and execute marketing strategies, we firmly believe in collaboration with our clients. You have the ultimate say in the details that go into your website and digital marketing efforts. While we can offer guidance and suggest ideas, your input and direction are invaluable in shaping the outcome.



## Utilizing Your Monthly Credits:☒

To ensure that you get the most value out of our services, we provide a range of credits each month, including design credits, email credits, additional blogs, paid advertisement, and other services. These credits are intended to empower you to drive your digital initiatives while leveraging our expertise and support. We want to deliver precisely what you need without charging you for services that go unused.



## Consistency and Quality Assurance:☒

Consistency is key to successful digital marketing efforts. Our team operates on a structured schedule to ensure that your content is delivered on time and meets the highest quality standards. Our relationship managers work closely with you to set goals for your website, allowing us to align our efforts with your objectives effectively.



## Planning for Add-On Services:☒

While we're committed to meeting your evolving needs, we encourage thoughtful planning when it comes to add-on services. Shifting from one add-on to another on a month-to-month basis can disrupt our workflow and impact the quality of service we provide to you and our other clients. If you anticipate the need for additional services, we recommend planning for them over extended periods to allow us to allocate resources accordingly.



## Managing Credits and Throughput:☒

To maintain efficiency and track our throughput, we allow you to roll credits for up to three months. However, beyond this period, credits do not accumulate. This ensures that we can effectively manage our workload and deliver services in a timely manner. For example, if you decide to use a significant number of blog posts within a short timeframe, it may impact our ability to maintain our planned activities across multiple domains.

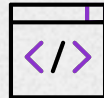


**Website development as a service involves creating and maintaining websites for individuals, businesses, or organizations. Think of it as hiring a team of experts to build and keep your online presence running smoothly. Here's a simple breakdown of what it includes:**



## Planning and Design

This is the stage where the developers work with you to understand what you want your website to look like and what you need it to do. They help plan out the structure, decide on the layout, and create a design that matches your brand.



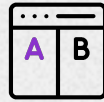
## Building the Website

Developers use coding languages like HTML, CSS, and JavaScript to create the actual website. They turn the design into a functional site that people can visit and interact with.



## Content Creation

This involves adding text, images, videos, and other media to your website. It's about making sure all the information you want to share is presented clearly and effectively.



## Testing

Before the website goes live, developers test it to make sure everything works correctly. They check for broken links.

**Thank you for considering Alvayria Consulting, we would love to connect with you and learn more about your business.**