



Burke Ai & Website Build

Burke Demolition Ltd
1st Floor Suite, Manor Way,
Rainham, Essex, RM13 8RA

All Advertising Ltd
Robert Noon
1st Floor Suite, Manor Way,
Rainham, Essex, RM13 8RA

Dear Alfie,

It is with great enthusiasm that I present our proposal for the development of your new AI-powered digital platform. As your business positions itself for growth within a competitive marketplace, this initiative is designed to elevate your brand presence, enhance lead generation, and establish a long-term foundation for automated outreach and visibility.

Combining our Gold AI CMS Website Package with our bespoke AI Business Outreach Programme, this solution has been crafted to give you a distinctive edge. The result is a system that not only showcases your services professionally but also actively connects with potential clients, using intelligent automation to maintain regular, personalised communication across both LinkedIn and email.

What Sets This Project Apart?

Our digital approach is centred on innovation and real-world results. We offer:

- **AI-Enhanced CMS Website** – A professionally designed WordPress site with weekly AI-generated blog content and a trained AI assistant that evolves with your business.
- **Bespoke AI Outreach Campaigns** – AI creates and delivers tailored messages to up to 50 key prospects each month, maintaining a consistent multi-touchpoint strategy.
- **Integrated Marketing Readiness** – Your website will be fully optimised for SEO and AI indexing from day one, with optional GEO marketing and PPC campaigns available to accelerate your reach.
- **Content Partnership** – We highly recommend engaging Andrea Ince to produce high-quality, sector-relevant content that reflects your tone and vision.
- **Hands-On Support & Training** – From in-office training to monthly performance insights, our team is dedicated to your success.

Next Steps

We are genuinely excited about the opportunity to deliver this transformative digital project for your business. I would be happy to walk you through the proposal in more detail and begin the next steps towards development.

Thank you for considering All Advertising. We are committed to delivering market-leading solutions that produce measurable impact.

Robert Noon

Burke Ai Development

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PROJECT SCOPE OF WORK & DELIVERABLES

Executive Summary

We are excited to present this proposal to Burke for the delivery of a high-performance digital growth platform, designed to establish a bold online presence while automating critical lead generation processes. At the heart of this strategy is our **Gold AI CMS Website Package**, integrated with an advanced **AI Business Outreach Programme**. Together, these solutions form a powerful digital foundation for growth, visibility, and efficiency.

The website will serve as both a digital showcase and operational tool — blending intuitive design with intelligent automation, weekly AI-driven content, and on-brand presentation. Meanwhile, the outreach programme will enable proactive engagement with key prospects through personalised AI-generated messaging, sent across LinkedIn and email. This proposal also outlines optional add-ons including a robust GEO & SEO campaign and a strategic PPC programme to accelerate exposure in both traditional and AI-powered search environments.

Project Overview

The digital platform we are proposing will provide Burke with a fully custom WordPress website, designed from the ground up with a unique look and feel aligned with your brand identity. It will include up to 15 bespoke pages, a contact page, legal compliance pages, AI-generated blog content, and a dedicated AI assistant trained to support your communications and content strategy.

In addition to the core web platform, the AI Business Outreach programme will deliver structured, intelligent messaging to a pool of up to 50 targeted prospects each month. These multi-touchpoint campaigns will operate across both LinkedIn and email, with at least five follow-ups per contact, all crafted to feel natural, relevant, and timely. Our intention is to not only create a compelling and high-converting website but to embed within it an intelligent ecosystem that continuously drives inbound interest and lead engagement on your behalf.

Website Design, Development & AI CMS

Your website is more than just a digital brochure — it's the first impression, the conversion engine, and increasingly, the nerve centre of your marketing activity. Our **Website Design, Development & AI CMS** package has been created to deliver a high-performance, visually distinctive online presence that works for your business 24/7. Built on WordPress and enhanced with our bespoke AI integrations, this package includes everything from custom page layouts and intelligent blog automation to a fully trained AI assistant designed to scale with your business. The result is a site that not only looks professional but actively contributes to lead generation, SEO, and brand credibility.

Gold AI CMS Website Package

Setup Fee £1,500

Monthly Fee: £800

- Bespoke CMS Website (WordPress)
- Bespoke Design Concept
- Custom Template Build
- Up to 15 Pages (with supplied content – imagery & text)
- Contact Page, with google locate and form
- Ai chatbot
- Legal Pages (Cookies, Terms, Privacy Policy)
- Google Analytics & Webmaster Tools configuration
- AI Blog (1 weekly blog & posted to social/linkedin)
- AI-Trained Business Assistant (1 Connect Module = Blog)
- Monthly Ai Updates and training
- Office assistant setup and training (personal assistants available POA)
- Website Training Session
- Hosting
- Website updates & Maintenance
- 1 hour of website changes per month included
- 1 hour Telephone support per month

Content Creation (Recommended):

The biggest challenge with any website is creating content that we can use. I would highly recommend Andrea to your business to come in provide a review and create all the enhanced copy for the website.

- *Andrea Ince – £50/hour (paid directly)*
- *Estimated 1–2 days (£400–£800) for full content pack*
- POA for photography or content writing not supplied

Optional - GEO & SEO Campaign

In today's rapidly evolving digital landscape, it's no longer enough to be found just on Google. Businesses must now also position themselves to be discoverable in generative engines like ChatGPT, Gemini, and Anthropic, which are increasingly shaping how

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consumers search for and receive information. Our GEO & SEO Campaign is designed to secure visibility across both worlds — traditional search and AI-powered search. Through precise optimisation of localised content, strategic keyword implementation, and proprietary citation techniques, we ensure your business is accurately represented and ranked in both index-based and generative results. This dual approach not only drives organic traffic but also establishes long-term digital authority where your future customers are now searching.

Monthly Fee: £500 (ex VAT)

- Targeted SEO & GEO coverage for 1 territory
- Unlimited SEO terms, 10 GEO terms
- Upgrade to 25 GEO terms (add £500 per month)
- Minimum 12-month term

Optional - Google Adwords PPC Campaign

Our **Google AdWords Campaign** is designed to give your business instant visibility at the exact moment potential customers are searching. With targeted ad placement across Google Search and Display networks, this service helps you capture high-intent traffic and turn interest into enquiries. As part of the campaign, we also include a **retargeting strategy** — ensuring that anyone who visits your website but doesn't convert is reminded of your brand through **strategically placed banner ads** across the web. All banners are custom-designed in-house to align with your brand and campaign goals, giving you a consistent and professional presence throughout the user's journey.

Setup Fee: £500 one-off**Management Fee:** £275/month**Suggested Ad Spend:** £380/month

- Google Credit Offer (e.g., £380 matched budget – TBC)
- Dedicated account manager
- Daily monitoring of campaigns
- Monthly progress meeting and Reporting
- Minimum term: 3 months

Optional - AI Business Outreach Programme

LinkedIn remains one of the most powerful platforms for B2B engagement — but cutting through the noise requires more than just sending connection requests. Our AI Business Outreach Programme harnesses the precision of artificial intelligence to deliver bespoke, conversational messaging directly to decision-makers. Trained on your business tone, services, and goals, the AI crafts and sends a sequence of personalised messages to each prospect — ensuring meaningful, relevant interactions that feel human, not automated. With up to 50 carefully targeted contacts per



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month and a minimum of five tailored touchpoints per person, this campaign builds awareness, rapport, and opportunities — all while you stay focused on running your business.

Monthly Fee: £1,500 (ex VAT)

Setup Fee: FREE (*as AI Assistant is included in website package*)

- AI-driven LinkedIn & Email outreach
- Bespoke messaging tailored to your targets
- AI contacts up to 50 prospects/month
- Minimum of 5 message touchpoints per contact

Unplanned components, ideas, revisions, and project scope happen - when there is an unexpected event that will incur a cost, we will notify you ahead of time and will not work on this unless we receive clear approval for increased budget and timeline.

Our Hourly adhoc rate: £75/hour (£140/hour for development), billed to the quarter of an hour through our online billing and desktop hour tracking software. However, most additional projects and/or project modifications will be scoped and bid on fix-price basis.

OUR TEAM & ABOUT US

We have built over 300 online business projects since 2009. Our company is owned fully by Robert Noon, who has an extensive digital agency background since 1995. Robert will manage your project and our team members will play a part in the build over the duration of your project.

Please reference our website, "<https://www.alladvertising.co.uk/7259-2/>", for more information.

Each of our projects are taken through an innovative process that we have designed over the last 6 years, yet continue to refine to create the best possible experience. We use a combination of online tools, customer interactions, and milestones to ensure that your project goes from execution to

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completion within the allotted time & budget with the best end product.

METHODOLOGY

How it Works

Lets start off by looking at the steps we'll be taking to get your project from start to finish.

1. *Discovery* - through a process of surveys and meetings we'll gather all the information we need to have the best understanding of your business and goals.
2. *Architecture* - just like a building, a website needs a solid blueprint. Together we'll determine the best way to organize your website and sketch out a rough outline.
3. *Content* - with a solid blueprint in place it will be your job to collect, organize, edit, and deliver to us content for each page of the website.
4. *Design* - at the same time you are working on content our team will be creating non-functioning comprehensive layouts showing possible design directions.
5. *Development* - with all the necessary architecture, content, and design elements in hand we'll create the first working version of your website.
6. *Launch* - getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we'll go through the final launch checklist.
7. *Warranty* - your site is now live! Over the coming weeks our team will be training you on how to manage the website and helping you solve any issues.

Communicating Effectively

During your project communication will be non-stop with emails, phone calls, and online meetings. Here is how we make it happen.

- *Email* – websites@alladvertising.co.uk is the only email you need to remember. Everyone here regularly checks this account and the person best suited to reply will always do so quickly.
- *Phone* – 01708 952 952 (EXT 207) is the direct line of your project manager, Robert Noon. Your calls are always welcome between 9am and 5pm GMT, Monday through Friday.
- *Meetings* - we use google meets for online meetings to review milestones and deliverables. Make sure you have the software installed before our first meeting.

HELPDESK & EDUCATION

We want you to get the most out of your website. For this to happen, you must be asking questions and continually learning. We offer an assortment of different training, education, support, & helpdesk products and agreements.

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PHONE HELPDESK

TERMS We will provide one user with unlimited helpdesk support. Helpdesk allows for direct email and phone support for our Platform. Helpdesk does not include design or development labor.

Helpdesk services are offered Monday through Friday from 9AM to 5PM GMT.

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