

# Web Development & Design Package Specific Project Scope



**JANUARY 2026**

**PACKAGE-SPECIFIC PROJECT SCOPE BY:**

Mazsapel Solution  
Performance-Driven Digital Marketing Agency

# Business Starter Package



## Business Authority & Conversion Foundation

Ideal for startups and small businesses that need a professional online presence.

Also, for businesses that want a high-quality, conversion-ready website that builds trust, credibility, and generates leads.

### Includes:

- Up to 15 core pages
- Mobile-responsive design
- Contact form, live chat/chatbot & WhatsApp integration
- Basic On-page SEO setup
- Improved speed & performance optimization
- Copywriting & Conversion-optimization
- Strategic Content management
- Advanced design & customization
- Advanced UI/UX (User interface/User experience) layout
- Enhanced trust & credibility pages & sections
- Dedicated team, project oversight, & Priority support
- Premium high-grade security systems
- Limited revisions

**₦250,000 NAIRA**

# 01 → Business Starter Scope of Work

## Website Structure:

- Up to 15 core pages
- Strategic page hierarchy and navigation
- Mobile-responsive across all devices



## Design & User Experience

- Advanced custom design & customization
- Professional, brand-aligned UI
- Advanced UI/UX layout for clarity and conversions
- Enhanced trust & credibility sections (social proof, authority blocks, CTAs)

## 02 → **Business Starter Scope of Work**

### Content & Conversion

- Conversion-optimized copywriting
- Strategic content management & structuring
- Strong value proposition placement
- Optimized call-to-action flow



### Features & Integrations

- Contact form integration
- Live chat or chatbot integration
- WhatsApp chat integration

## 03 → **Business Starter Scope of Work**

### Performance & Security

- Improved speed & performance optimization
- Premium high-grade security systems
- Secure deployment



### SEO (Foundational)

- Basic on-page SEO setup
- SEO-friendly structure & metadata

## 04 → Business Starter Scope of Work



### Support & Delivery

- Dedicated team & project oversight
- Priority support during project
- Limited revision rounds (defined during onboarding)

# Business Growth Package

Business Growth



## Lead Generation & Sales Enablement System

### Ideal For;

Businesses ready to convert traffic into leads, bookings, and sales using automation and systems.

### Includes everything in Starter, plus:

- Upto unlimited pages
- Strong CTA placements
- Email sequence & Lead capture system
- E-commerce sales system
- Automated Booking Systems
- Advanced Firewall & high-grade security systems
- S.E.O (On-page SEO, Technical S.E.O)
- Unlimited revisions

**₦400,000 NAIRA**

# 01 → Business Growth Scope of Work

## Website Structure

- Unlimited pages (reasonable business use)
- Scalable site architecture for growth
- Mobile-responsive across all devices



## Conversion & Sales Systems

- Strong, strategic CTA placements
- Email sequence & lead capture system
- Fully integrated e-commerce sales system
- Automated booking & scheduling system

## 02 → **Business Growth Scope of Work**

### SEO & Performance

- On-page SEO optimization
- Technical SEO setup
- Improved crawlability & indexing



### Security

- Advanced firewall protection
- High-grade security systems

## 03 → Business Growth Scope of Work



### Revisions & Flexibility

- Unlimited revisions (within project scope)

# Business Premium Package



Business Premium

## Traffic, Automation & Growth Acceleration

Designed for established brands that need a stronger digital footprint.

Also, for businesses ready to scale visibility, traffic, and automation across search and social platforms.

**Includes everything in Growth, plus:**

- S.E.M (Advanced Google & Youtube Ads setup), Social Media Setup (Advanced Facebook & Instagram Ads setup)
- Performance tracking & Analytics tool & Advanced integration (Including; AI systems)
- S.E.O (On-page SEO, Technical S.E.O, Local SEO)
- Advanced Firewall, malware & high-grade security systems
- Full Email marketing setup (Limited campaign broadcast)
- CRM and Trigger Sequence Automation

**₦600,000 NAIRA**

# 01 → Business Premium Scope of Work

## Search & Paid Traffic Setup

- Advanced Google Ads (SEM) setup
  - YouTube Ads setup
  - Advanced Facebook & Instagram Ads setup
- (Ad spend not included)



## SEO (Advanced)

- On-page SEO
- Technical SEO
- Local SEO optimization

## 02 → **Business Premium Scope of Work**

### Automation & Intelligence

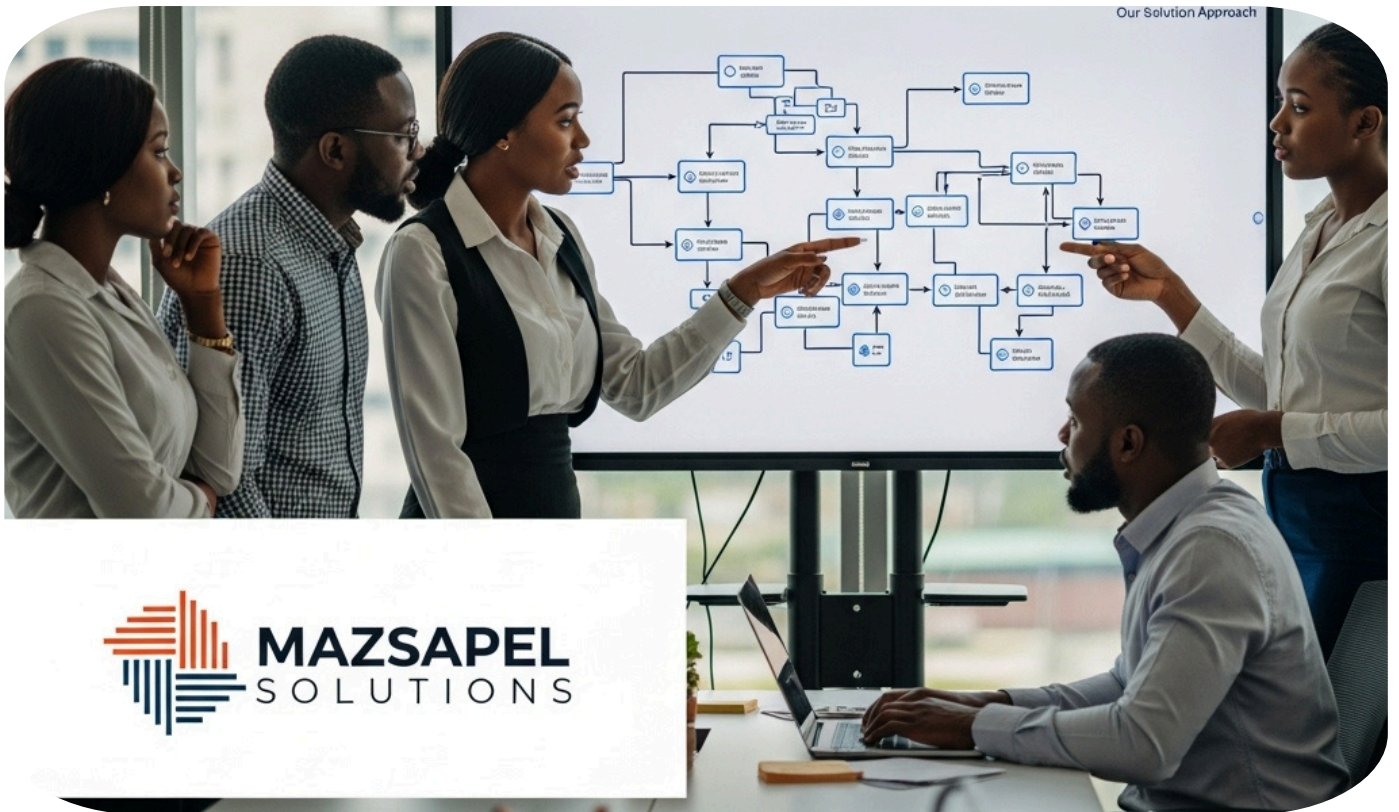
- Advanced tracking & analytics integration
- AI systems integration (tracking, optimization, automation support)
- CRM setup & trigger-based automation sequences



### Email Marketing

- Full email marketing system setup
- Limited campaign broadcasts

# 03 → Business Premium Scope of Work



## Security

- Advanced firewall protection
- Malware protection
- Enterprise-grade security systems

# Business Enterprise Package

Business Enterprise



## Full Digital Growth & Market Domination

For brands targeting aggressive growth or international markets.

High-growth companies, brands, and organizations seeking aggressive expansion, authority, and long-term dominance.

**Includes everything in Premium, plus:**

- Search Engine Marketing & Social Media Marketing (Advertising service)
- Full Email marketing setup (Full campaign broadcast)
- Full S.E.O (On-page SEO, Off-page SEO (including; Back-links building), Technical S.E.O, Local SEO)

**₦1,000,000 NAIRA**

# 01 → Business Enterprise Scope of Work

## Advertising & Marketing

- Search Engine Marketing (Google & YouTube Ads)
- Social Media Marketing (Facebook, Instagram & related platforms)
- End-to-end advertising strategy & execution



## Email Marketing

- Full email marketing setup
- Full campaign broadcast & automation sequences

## 02 → Business Enterprise Scope of Work

### Strategic Oversight

- Advanced growth strategy alignment
- Performance monitoring & optimization
- Priority execution and oversight



### SEO (Complete)

- On-page SEO
- Technical SEO
- Local SEO
- Off-page SEO
- Backlink building & authority development



# General Terms (Applies To All Packages)



- Timeline varies based on package complexity
- Project starts after onboarding & payment
- Ad spend is separate unless stated
- Scope expansion requires a separate agreement
- Abuse or excessive requests will not be tolerated

# → Project Timeline & Payment Terms



01

## Project Timeline

Average delivery timeline:

7 – 21 working days, depending on project scope and content availability.

Timeline begins after onboarding and initial payment.



02

## Payment Terms

- 70% upfront before project commencement
- 30% balance before final handover
- Payments are non-refundable once work begins

# Professional Team

Professional teams that will be handling and carrying out your web development & design project



**Temidayo Akujobi**  
Automations & Security expert



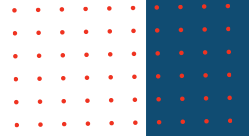
**Ejike Frank**  
Project Manager



**Rose Akabor**  
Content manager



**Oliver Amajeke**  
Web developer & technical solutions expert



# Thank You



**FOR CHOOSING  
TO WORK WITH  
MAZSAPEL  
SOLUTIONS**

**JANUARY 2026**

**For inquiries,  
contact us.**

[www.mazsapelsolution.com](http://www.mazsapelsolution.com)  
[mazsapelsolutions@gmail.com](mailto:mazsapelsolutions@gmail.com)  
09073921131