DAOL

Clients in Calgary, Edmonton, and Vancouver
Online meetings available anywhere in Canada and the US

We mostly work with businesses that run on bookings and inquiries, like taekwondo schools, dental clinics, restaurants, and pilates studios.

WE DO NOT JUST BUILD YOUR WEBSITE AND WALK AWAY. WE STAY WITH YOU UNTIL THE INQUIRIES COME IN.

A lot of businesses have a website but the phone does not ring, or they are running ads without knowing what is actually working. DAOL handles your website, your ads, and organizing the inquiries that come in, all in one place. You do not need to start big. We start with what your business needs right now.

WEBSITE DESIGN

Pick one of the three below. If you are not sure which one fits, we will talk through your situation on a call and decide together.

SIMPLE

CA$500

For businesses getting their first website. Just the pages you need, so you can start quickly.

- Up to 5 pages (Home, About, Programs, Contact, and more)
- Looks right on desktop, tablet, and mobile
- Inquiry and trial booking forms
- Basic setup so you show up on Google
- Instagram and Facebook connected
- First year hosting and basic care included

INTERACTIVE

Our most popular plan

CA$1,000

For businesses with lots of photos and content to show. Built with movement as you scroll.

- Up to 10 pages (Programs, Instructors, Gallery, Reviews, and more)
- Looks right on desktop, tablet, and mobile
- Inquiry and trial booking forms
- Basic setup so you show up on Google
- Design with animation and interactive elements
- First year hosting and basic care included

FULL OWNERSHIP

CA$1,500

For businesses that want to own and manage the full source code themselves.

- Custom design and features (page count decided after a consultation)
- Looks right on desktop, tablet, and mobile
- Inquiry and trial booking forms
- Basic setup so you show up on Google
- Advanced animation and custom features
- You receive the complete source code
- Hosting is separate (choose your own, or have us handle it)

HOW PAYMENT WORKS

50% when we sign, and the remaining 50% when your website goes live.

FROM YEAR TWO

Simple and Interactive are CA$500 per year. That includes hosting and basic care.

A FEW THINGS UPFRONT

- All prices are in Canadian dollars.
- Page count and features are finalized after a consultation.
- Outside costs like domains or paid services may be extra.

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AD MANAGEMENT

When you leave your ads with us, this is what we do every month. You will see the results in reports and meetings, with real numbers.

CA$400 / MONTH

Ad spend is separate. Ad spend goes directly to Google or Meta. The amount above is our management fee.

Ads are not something you set up once and forget. You have to keep checking which ads brought in calls, and which keywords are spending money without bringing inquiries. That is what this plan looks after, every month.

FACEBOOK AND INSTAGRAM ADS	Twice a month, we create fresh ad creative and run your campaigns. If something is not getting a response, we do not leave it running. We change it.
GOOGLE SEARCH ADS	We review your search ad results and put more budget behind the searches that lead to inquiries, and less behind the ones that do not.
KEYWORD CHECKS	We check where your business shows up for the words customers actually search, and who came in and sent an inquiry.
MONTHLY MEETING	Once a month, for one hour, you meet with Google experts to review how last month's ads performed and decide what to do next month. Bring any questions you have.
INQUIRY AUTOMATION, BY LOCATION	Inquiries from your website are saved automatically to Google Sheets. If you have more than one location, they are sorted by location so you can see everything in one place.

WHAT HAPPENS WHEN AN INQUIRY COMES IN

For schools and clinics with more than one location, it is easy to lose track of who should follow up where when inquiries get mixed together. So we set it up so everything is organized automatically from the moment it comes in.

Website inquiry → **Saved automatically** → **Recorded in Google Sheets by location** (e.g. Calgary, Edmonton) → **Instant alert** (email or Slack) → **Follow-up**

TO BE HONEST

A website alone will not bring in more customers overnight. You need to show up well in search, keep your ads running consistently, and follow up quickly when inquiries come in. DAOL does not just build it and leave. We stay on for the monthly work that comes after.

DAOL

HAVE A QUESTION? JUST ASK.

Consultations are free. No pressure if you decide not to go ahead.
daolconsulting.com

Free Consultation