vynzomedia

Business Proposal and Commercial Quotation

Date / September 14th, 2026

Company/ Chuti Group

Prepared specifically for authorised review by **Chuti Group**

www.vynzo.ca

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Chuti Group
Dhaka, Bangladesh

Date of Issue: September 14th, 2026
Reference: VM/CHUTI/SEO/0914266

Dear Chuti Group Management,
Following our SEO audit and recent commercial discussions, Vynzo Media is pleased to submit this proposal for a focused SEO Growth Partnership designed specifically around Chuti Forest Eagle Resort, organic search, local discoverability, AEO visibility and technical search performance.

The proposed engagement is intentionally narrower than a full marketing office model. The recurring retainer covers SEO, AEO and Local SEO. Performance Marketing and Paid Media can be activated separately as an optional add on when Chuti Group requires campaign support.

Vynzo Media will provide a small executive level client facing structure. Chuti Group will not be required to coordinate with a large visible delivery team. The executive account lead and senior search lead will manage priorities, approvals and reporting, while the required technical, content, local, AEO and authority resources are assigned internally by Vynzo Media.

Chuti Group will retain final authority over brand, property information, packages, pricing and sensitive public communication. Vynzo Media will manage the agreed search operation, implementation coordination and quality control within the approved scope.

We appreciate the opportunity to present this proposal and look forward to building a disciplined six month search growth programme for Forest Eagle Resort with measurable priorities.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CHUTI/SEO/0914266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal is issued through the Vancouver office for an overseas commercial engagement with Chuti Group. Final services and obligations remain subject to the mutually executed service agreement.

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1. Executive Summary

Vynzo Media proposes a six month SEO Growth Partnership focused on the technical, on page, content, local, AEO and authority issues identified in the Chuti Forest Eagle Resort audit. The objective is to recover crawl and indexation strength, rebuild non brand discovery, strengthen local visibility and create a more reliable path from search to direct booking.

Recommended partnership

BDT 110,000 per month. Six month term. Initial setup is included. Paid media and performance marketing remain optional and outside the search growth retainer.

What this changes

- 23 current pages require title, meta description and canonical remediation before their search value can fully recover.
- The site now ranks for roughly 37 to 79 keywords after losing around 5,800 monthly searches across proven non brand terms.
- A real robots file and XML sitemap are missing, so crawl guidance and indexing visibility must be restored before scaling content.
- Around 85% of images are missing alt text, while room and experience pages need stronger headings, schema and search context.
- Existing editorial backlinks need legacy redirect recovery, while local visibility, reviews and booking intent pages require structured growth.

Operating principle

Chuti Group sees a simple executive interface. Vynzo Media manages the delivery system behind it. Search priorities are reviewed monthly, work is assigned internally to the appropriate specialists, and progress is reported back through one coordinated account structure.

2. Engagement Objectives and Readiness

Primary objectives:

- Resolve the technical issues affecting titles, descriptions, canonicals, robots, sitemap, redirects and indexation.
- Restore non brand visibility around resort, Gazipur, Dhaka, day out, package and destination search intent.
- Build Bangla first search content, commercial landing pages, FAQ content and stronger room and experience pages.
- Strengthen local discovery through Google Business Profile, NAP consistency, schema, reviews and location signals.
- Recover legacy backlink equity, correct old targets and grow relevant travel and hospitality authority.
- Create a monthly measurement rhythm so priorities move with evidence rather than a static checklist.

For this reason, the proposed model is designed as a managed search growth operation rather than a fixed package of isolated SEO tasks.

Initial readiness period

The engagement will begin with an implementation readiness cycle of up to ten business days. This is included within the monthly retainer and carries no separate setup charge. The purpose is to confirm access, technical workflow, measurement baselines and the first sequence of search recovery work.

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Readiness Area	Planned Work
Access and measurement	Confirm website, hosting, Search Console, analytics, Google Business Profile and the required developer or implementation access.
Technical handoff	Review rendering, metadata, robots, sitemap, canonicals, redirects, legacy URLs, mobile performance and current search measurement.
Priority mapping	Map guest search journeys from discovery and comparison through package, contact, booking and arrival to identify the strongest growth gaps.
Baseline	Record rankings, traffic estimates, priority keywords, local visibility, reviews, backlinks, AI citations and available conversion signals.
Approval flow	Confirm brand, property, package, pricing, content, development and management approval responsibilities.

4. Monthly Operating Cycle and Executive Structure

Monthly operating cycle

Monthly Step	Decision Question
Review	What changed in indexation, rankings, organic visibility, local search, AI visibility and backlink quality?
Diagnose	Which technical, content or local constraints are preventing the next gain?
Prioritise	Which pages, locations, keywords, fixes and commercial intents should receive capacity this month?
Execute	Deliver the agreed technical, on page, content, local, AEO and authority work within monthly capacity.
Validate	Re crawl, inspect indexation, check local signals and confirm that completed work is functioning as intended.
Report	Summarise completed work, measurable movement, blockers and the next priority cycle.

Client facing executive structure

Visible Role	Primary Responsibility
Executive Account and Strategy Lead	Primary point of contact. Commercial coordination, monthly search priorities, approval flow, management communication and overall accountability.

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Senior Search Strategy Lead	SEO, AEO and Local SEO direction, technical prioritisation, opportunity review, quality control, reporting interpretation and implementation risk escalation.

Internal delivery model

Vynzo Media will assign the required internal specialists for technical SEO, on page optimisation, content, Local SEO, AEO, authority development, analysis and reporting. Individual backend roles are not fixed client facing positions and may change according to workload. Accountability remains with the executive leads above.

5. Monthly SEO Scope and Capacity

The retainer is capacity based. The following limits define what Chuti Forest Eagle Resort can expect each month and keep delivery measurable.

Area	Included Monthly Work	Capacity / Limit
Technical SEO	Sitewide crawl and indexation recovery. Titles, meta descriptions, canonicals, robots, XML sitemap, legacy redirects, schema, mobile performance recommendations and technical QA.	Technical priorities continue throughout the term. Major redevelopment or new feature development is outside scope.
On Page SEO	Up to 20 priority page actions each month across titles, meta, headings, schema, internal linking and content improvement.	Up to 20 completed priority page actions per month across existing and newly approved search pages.
SEO Content	4 search focused content or landing page pieces per month. Priority themes include Bangla demand, packages, directions, corporate, wedding, day out and FAQ content.	4 new content pieces per month. Commercial and local page development follows the agreed priority schedule.
Local SEO	2 local or commercial pages per month. NAP, schema and Google Business Profile optimisation and review direction.	2 new or substantially rebuilt local or commercial pages per month, plus ongoing local consistency work.
Off Page SEO	3 to 4 clean referring domains per month with travel, hospitality or relevant Bangladesh context. Legacy link recovery and broken target corrections.	3 to 4 clean referring domains per month. Quality, relevance and recoverable authority take priority over raw volume.
Reporting	Monthly performance and activity review with completed work, movement, blockers and next cycle priorities.	1 structured monthly report and review, plus routine executive communication for blockers and approvals.

Important scope note

Technical fixes that require code changes will be specified, coordinated and quality checked by Vynzo Media. Chuti Group should provide appropriate developer access or developer support. Substantial development projects outside search remediation may require a separate quotation.

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6. Six Month Delivery Framework

The exact order may change when new evidence appears, but the following sequence gives Chuti Group a clear view of how the retainer compounds over six months.

Period	Primary Focus	Included Monthly Capacity
Month 1	Technical recovery first	Robots and sitemap recovery, metadata and canonical plan, priority redirects, analytics baseline, Google Business Profile quick wins and first priority page actions.
Month 2	Indexation and commercial pages	Next priority page actions, commercial page development begins, review engine, schema, legacy link repair and local consistency work.
Month 3	Category and non brand growth	Non brand and Bangla search clusters expand, internal linking strengthens, local content grows and AEO ready answer content begins.
Month 4	Local and content depth	Destination and attraction depth, packages, corporate and event intent, review growth and continuing backlink recovery.
Month 5	Consolidation and opportunity expansion	Refresh underperforming pages, expand proven keyword clusters, strengthen AEO visibility, local citations and authority.
Month 6	Backlog completion and next stage plan	Validate technical recovery, prioritise remaining gaps, review growth against baseline and prepare the next stage plan.

The programme is not locked to a rigid order. If a technical dependency, ranking opportunity, booking priority, property update or local search opportunity materially changes the best use of capacity, Vynzo Media may recommend reallocating work within the same monthly limits.

7. Optional Performance Marketing and Paid Media Add On

Paid media is not included in the BDT 110,000 search growth retainer. Chuti Group may activate Performance Marketing support when it wants to accelerate direct bookings, packages, events, corporate demand or seasonal campaigns through paid channels.

Possible add on scope

- Google Ads and Meta Ads account review and campaign planning
- Search, remarketing, conversion and audience campaign structure where appropriate.
- GA4, Google Tag Manager, pixel and conversion tracking review.
- Landing page and booking path recommendations.
- Budget pacing, bid and audience optimisation during active campaigns.
- Creative performance feedback and coordination with Chuti Group creative resources.
- Paid media reporting connected to the relevant booking or commercial objective.

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Commercial Principle	How It Works
Activation	Performance Marketing can be added for a one off campaign, selected months or an ongoing period without changing the base search growth retainer.
Management fee	Quoted separately before activation based on channel mix, approved media spend, tracking condition, creative workload and campaign complexity.
Advertising spend	Paid directly or separately by Chuti Group and is not included in the search growth retainer or Vynzo management fee.
Tracking setup	If significant tracking or feed setup is required, any one time implementation cost will be quoted and approved before work begins.
Inactive months	No active paid campaign means no paid media management charge.

SEO, AEO and Local SEO are a six month compounding programme. Paid media can scale up or down depending on Chuti Group campaign needs and advertising budget, so separating it keeps the base retainer clear and prevents inactive media months from carrying unnecessary fees.

8. Measurement, Governance and Client Responsibilities

Performance measurement

- Indexation coverage and priority page status.
- Organic search visibility, keyword movement and non brand growth.
- Organic sessions, landing page performance and booking intent where analytics access is available.
- Local visibility, Google Business Profile signals, reviews, calls and direction actions where measurable.
- AI citation visibility, quality referring domains, recovered link value and broken target correction.
- Commercial actions or conversions where Chuti Group tracking reliably captures them.

Chuti Group responsibilities

- Timely access to website, Search Console, analytics, Google Business Profile and relevant platforms.
- A development contact or development access for required technical implementation.
- Accurate property, room, package, pricing, location and operational information.
- Reasonable review and approval timing for content and page changes.
- Notification of availability, package, property, contact or other facts that affect search content.
- Approval of any external budget or optional paid media activity before expenditure is committed.

Performance principle

Vynzo Media will pursue the strongest reasonable outcome within the approved scope and available data. Search results are affected by competition, algorithm changes, website development, availability, pricing, conversion experience, approval timing and other factors outside the direct control of any SEO partner. Vynzo Media therefore does not guarantee a predetermined number of rankings, bookings, leads or revenue. Accountability is for disciplined execution, active optimisation, transparent communication and clear reporting.

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9. Privacy, Confidentiality and Commercial Terms

Confidentiality

Vynzo Media will treat non public Chuti Group information received through the engagement as confidential client information and apply reasonable access controls appropriate to the work being performed. Chuti Group specific strategy, internal results, audience information and non public commercial information will not be deliberately transferred to another client in a way that exposes Chuti Group confidential competitive intelligence.

Internal specialist access will be limited to the information reasonably required for assigned work. Vynzo Media retains its general professional knowledge, standard working methods, tools and expertise provided that Chuti Group confidential information is not disclosed or reused.

Commercial proposal

Commercial Item	Term
Monthly SEO Retainer	BDT 110,000 per month
Minimum Term	6 months
Setup Fee	Included within the monthly retainer
Paid Media	Optional add on, quoted separately before activation
Advertising Spend	Not included
Material Development Projects	Not included unless specifically added by written quotation
Third Party Exceptional Costs	Require Chuti Group approval before commitment

Final service agreement

The final service agreement should confirm billing and payment timing, applicable taxes, platform access, confidentiality, privacy and data handling, intellectual property, external costs, client dependencies, approval responsibility, scope changes, additional work, reasonable liability, termination and handover.

9. 10. Privacy, Data Access and Information Handling

Data minimisation

Vynzo Media will only request access to Chuti Group information, platforms and datasets that are reasonably required to deliver the agreed SEO, AEO, Local SEO and approved optional performance marketing scope.

Account and platform access

Access to Google Analytics, Google Search Console, Google Ads, Meta Business Manager, website systems or other client platforms will be limited to authorised personnel involved in the engagement. Chuti Group will retain ownership and ultimate administrative authority over its accounts.

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Customer and audience data

Customer lists, CRM exports, website visitor data, custom audiences and other non public audience information supplied by Chuti Group will be used only for the approved Chuti Group activity. Such information will not be reused for another Vynzo Media client or unrelated campaign.

Credentials and security

Where possible, access should be provided through individual user permissions rather than shared passwords. Vynzo Media will apply reasonable access controls and will not deliberately disclose Chuti Group credentials or confidential platform information to unauthorised parties.

Confidentiality and Client Privilege

Chuti Group specific strategy, audit findings, commercial information, campaign performance, audience intelligence, internal documents and non public business information will be treated as confidential client information. Vynzo Media may retain its general professional knowledge, methodologies, systems, templates and experience, but Chuti Group confidential information or identifiable internal strategy will not be deliberately transferred to another client. Chuti Group data, custom audiences, unpublished results or confidential campaign information will not be used publicly as a case study without appropriate permission.

16. Commencement and Acknowledgement

Formal recurring search operations are expected to begin after access, implementation contacts and the first priority plan are confirmed. The initial readiness cycle will establish the working baseline and technical sequence, after which the monthly operating cycle will guide the remaining term.

This proposal records Vynzo Media's recommended commercial and operating structure for Chuti Forest Eagle Resort and Chuti Group search growth. Any agreed refinements will be reflected in the final service agreement. Written acknowledgement will allow final scope confirmation and preparation of the service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/CHUTI/SEO/0914266

Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to **privacy@vynzo.ca.** Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number **ZC056799.**

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