QUOTATION

Prepared By: Devora Company Limited
Quotation For: Website management & Google Ads services
Date: 06 August 2026
Validity: 30 Days

Introduction

Thank you for giving Devora Company Limited the opportunity to support your business's online growth.

Today, a website is much more than just an online presence-it is often the first place where potential customers learn about your business. However, having a website alone does not guarantee new customers. It needs to be well maintained, secure, easy to use, and supported by effective digital marketing to reach the right audience.

Our goal is to help you achieve exactly that. Through professional website management and Google Ads, we will ensure your website remains reliable while attracting potential customers who are actively searching for the products or services you offer.

Services included

Website Management

Your website should always reflect the quality and professionalism of your business. Regular maintenance helps keep everything running smoothly while ensuring visitors have a positive experience every time they visit.

Our website management service includes:

- Updating website content whenever necessary
- Fixing technical issues and broken pages
- Regular website backups
- Security monitoring and routine maintenance
- Improving website speed and overall performance
- General technical support
- Monthly maintenance reports

> **Why this matters — Website Management**
> *A well-maintained website creates trust with your customers. It loads faster, performs better, and remains secure against common online threats. It also reduces downtime and ensures visitors can easily find the information they need, increasing the likelihood that they will contact your business or make a purchase.*

Google Ads Management

Google Ads allows your business to appear in front of people who are already searching for the products or services you provide. Instead of waiting for customers to find you, your business becomes visible when they need you most.

Our service includes:

- Google Ads account setup (if required)
- Campaign planning and setup
- Keyword research
- Writing effective advertisements
- Audience targeting
- Campaign monitoring and continuous optimization
- Budget management
- Conversion tracking
- Monthly performance reports

> **Why this matters — Google Ads Management**
> *Running Google Ads is more than simply creating advertisements. Successful campaigns require continuous monitoring and improvement to ensure your advertising budget is used efficiently. By regularly reviewing campaign performance, we can identify what works, eliminate unnecessary spending, and improve the number of enquiries, calls, or sales generated from your website.*

Analytics and Conversion Tracking

Understanding how visitors interact with your website helps make better business decisions.

During the initial setup, we will configure:

- Google Analytics 4
- Google Tag Manager
- Google Ads Conversion Tracking
- Contact form tracking
- Important user interaction tracking

> **Why this matters — Analytics & Conversion Tracking**
> *These tools provide valuable insights into how customers find your website, what they do once they arrive, and which marketing efforts are delivering results. This information allows future decisions to be based on real data rather than assumptions.*

Investment

Service	Amount (TZS)
First Month (Setup, Configuration and Management)	800,000
Monthly Management Fee (From the Second Month)	500,000

The first month's fee covers the complete setup of your website management process, Google Ads campaigns, analytics configuration, conversion tracking, and initial optimization.

From the second month onward, the monthly fee covers continuous website maintenance, campaign management, optimization, reporting, and technical support.

> **Please note:** The advertising budget for Google Ads is separate from our management fee and is paid directly by the client to Google.

Client Requirements

To begin the project, the following access will be required:

- Website administrator access
- Hosting or server access (if necessary)
- Google Account access
- Google Ads account access or authorization to create one
- Payment method for Google Ads advertising budget

Terms & Conditions

- The first month's payment is due before work begins.
- Monthly management fees are payable in advance.
- Google Ads advertising charges are paid directly to Google and are not included in this quotation.
- Any additional development work outside the agreed scope will be quoted separately.
- This quotation is valid for 30 days from the date of issue.

Closing Statement

At Devora Company Limited, we believe that successful digital marketing is built on consistency, transparency, and measurable results. Our commitment is to keep your website performing at its best while continuously improving your online advertising to help you reach more customers and grow your business.

We appreciate the opportunity to work with you and look forward to building a successful and long-lasting partnership.