



Website and Graphic Design

Canvas® CMS Platform

Your Roya-powered website is built on our proprietary Canvas® CMS platform, combining modern design with **SEO-driven performance**. Each site includes secure cloud hosting, SSL certification, built-in blogging, analytics, and full domain management - everything you need for a fast, optimized, and **mobile-first** experience that is **fully responsive** on any device. Enjoy the benefit of web design with a dedicated **professional onboarding team** and ongoing **post-launch support team**.

Marketing Tools

<b>Real Time Analytics Dashboard</b> Track all marketing metrics - traffic, calls, leads, & more - in one easy-to-use dashboard.	✓	✓	✓	✓	✓	✓
<b>Lead Capture Forms</b> Custom forms that automatically sync with your Canvas® CRM.	✓	✓	✓	✓	✓	✓
<b>Custom Landing Page Design and Development</b> Conversion-focused landing pages built for performance and lead tracking.	—	✓	✓	✓	✓	✓
<b>Call Tracking Technology</b> Record, monitor, and analyze calls with SMS and text lead capture.	—	✓	✓	✓	✓	✓
<b>Virtual Receptionist</b> Automated call routing and tagging for improved efficiency.	—	—	✓	✓	✓	✓
<b>Dynamic SEO Library</b> Proprietary search engine friendly content library.	—	—	✓	✓	✓	✓
<b>Canvas® Studio</b> Access ready-to-use social graphics and customizable ad templates.	—	—	4 Monthly Credits	4 Monthly Credits	8 Monthly Credits	20 Monthly Credits
<b>AI Call Insight</b> AI-powered call summaries with automatic tagging and insights.	—	—	—	—	—	100 Calls Per Month
<b>Canvas® Score Reputation Management</b> Automated system to generate reviews and manage online reputation.	Add-On Starting at \$29/mo	Add-On Starting at \$29/mo	Add-On Starting at \$29/mo	Add-On Starting at \$29/mo	Add-On Starting at \$29/mo	Add-On Starting at \$29/mo

Marketing Services

<b>Submission to Google Search Console</b> Ensure your site is indexed and monitored for performance and visibility.	✓	✓	✓	✓	✓	✓
<b>AI-Optimized Schema</b> Structured data that helps search engines and AI models better understand your site.	✓	✓	✓	✓	✓	✓
<b>Additional Custom Schema Markup on Webpages</b> Add structured data monthly to improve how search engines read your site.	Homepage	Homepage	Homepage	2 Additional Schema / Month	2 Additional Schema / Month	4 Additional Schema / Month
<b>Monthly Marketing Reports</b> Comprehensive reports highlighting traffic, leads, and SEO performance.	✓	✓	✓	✓	✓	✓
<b>Marketing Consultations</b> Strategy sessions to review results and plan next steps.	—	✓	✓	✓	✓	✓
<b>Branded Social Media Graphic Creation</b> Custom-designed profile and cover graphics for a consistent brand look.	—	✓	✓	✓	✓	✓
<b>Initial SEO Boost</b> Foundational optimizations to improve structure, speed, and keyword targeting.	—	✓	✓	✓	✓	✓
<b>Initial AI Boost</b> Set up AI-ready structured data to improve visibility in AI-powered searches.	—	—	—	✓	✓	✓
<b>AI Discovery Search Engines</b> Expand visibility by connecting your site to Bing and Brave for AI discovery.	—	—	—	✓	✓	✓
<b>Custom AI llms.txt File</b> Guides AI tools like ChatGPT and Gemini to properly crawl and cite your website.	—	—	—	✓	✓	✓
<b>Citation Directory Submissions</b> Submit your business to top directories to strengthen local SEO authority.	—	25	30	30	30	50
<b>AI Engine Optimizations: AEO &amp; GEO</b> Ongoing AI-focused optimizations for Answer and Generative search engines.	—	—	—	✓	✓	✓
<b>Targeted Content Strategy</b> Custom content strategy built on keyword research, competitor insights, and SEO data to improve rankings and reach your target audience.	—	1 Quarterly	1 Monthly	2 Monthly	2 Monthly	4 Monthly
<b>Custom Blogs / Content (Service Page, Blog, FAQ Page)</b> Optimized unique content created monthly to boost rankings and engagement.	—	Blogs	Blogs	Services, FAQs, Blogs	Services, FAQs, Blogs	Services, FAQs, Blogs
<b>Google Business Profile Posts</b> Keep your Google Business Profile active with consistent, optimized posts.	—	1 Quarterly	1 Monthly	2 Monthly	5 Monthly	10 Monthly
<b>Branded Display Ad Campaigns</b> Audience-driven display campaigns designed to build brand awareness and expand reach through high-impression visibility.	—	—	—	—	10,000 Impressions/mo	25,000 Impressions/mo
<b>Custom Social Media Content Creation</b> Monthly posts for Facebook, Instagram, and Google Business Profile.	Add-On	Add-On	Add-On	Add-On	3 Custom Graphics	6 Custom Graphics
<b>Display Ad Network Management</b> Keyword-targeted display campaigns designed to drive qualified website traffic and maximize engagement.	Add-On	Add-On	Add-On	Add-On	Management Up To \$500	Management Up To \$1,000
<b>Google Ads Management</b> PPC and LSA campaign management driving high-intent traffic (Available as an add-on or included based on package level)	Add-On	Add-On	Add-On	Add-On	PPC Management Up To \$1,200	PPC & LSA Management Up To \$5,000