
WEBSITE & LOCAL SEARCH PROPOSAL

Getting Dr. Alan Shell found, and booked.

A personal website and local-search foundation to bring more of the right patients to your practice in Vancouver.

Prepared for

Dr. Alan Shell, DC
Sparsh Wellness Retreat, Cambie St

Prepared by

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Wolf Codes Inc.

Date

June 2026

Valid for

30 days

01 The opportunity

You have thirty years of experience and patients who trust you. The challenge is purely visibility: today, someone searching for a chiropractor in your neighborhood cannot easily find you.

- No personal website that you own and control.
- No personal Google Business Profile, so you do not appear when people search "chiropractor near me."
- No independent Google reviews to build trust with new patients.
- Searches for your name still surface a previous clinic, sending potential patients to the wrong place.

Patients choosing a practitioner search, read reviews, and book the same day. This proposal puts you on that path, professionally and permanently.

02 What we will build



Personal website

A clean, fast, mobile-first site: your story, conditions you treat, languages, and a clear "Book" button linked to your existing Jane calendar. Built to rank for local searches.



Google Business Profile setup

Created and fully optimized so you appear on Google Maps and in local "near me" results, with photos, services, hours, and booking link.



Local SEO foundation

On-page optimization and structured data so search engines understand who you are, where you are, and what you treat.



Directory listings

Consistent listings across the directories patients and search engines rely on, such as Healthgrades and RateMD.



Review strategy kickoff

A simple, automatic way to invite happy patients to leave Google reviews, the single biggest driver of local ranking.

03 Investment

WEBSITE, BUILT ONCE, YOURS FOREVER

\$3,500 CAD

Everything in section 02. You own the website outright. No contract, no lock-in.

Chiropractic web companies such as ChiroSites Pro, ChiroBrite, and Rocket typically charge \$150 to \$900 every month, on 12 to 18 month contracts, and you never own the site. Over three years that is \$18,000 to \$33,000 in rent. This is a one-time build that belongs to you.

Optional ongoing, cancel anytime, no contract:

Care · \$200/mo

Hosting, security, updates, uptime monitoring, and small content tweaks. Keeps the site healthy.

Growth · \$600/mo

Everything in Care, plus 2 to 4 blog articles written for your practice and reviewed before publishing, Google Business Profile management, a review-building system, AI-search (GEO) optimization, and a monthly report.

04 What to expect

Search visibility is an investment that compounds, not an overnight switch.

Month 1

Website live, Google Business Profile created and optimized, directories and reviews kicked off.

Months 2 to 3

Google begins moving you up for local searches. First reviews start coming in.

Months 3 to 6

Reviews and content compound. You feel it in new-patient calls and bookings.

Ongoing

The foundation keeps paying off. Each month adds to your authority and reach.

05 Terms

Delivery

First draft within one week of go-ahead. Live and fully set up within two weeks, including your review and revisions.

Payment

50% to begin, 50% on launch. Domain registration (about \$20/year) billed at cost or in your name.

Ownership

On final payment, the website, domain, and Google profile are yours. Full handover, no hostage fees.

Revisions

Two rounds of revisions included on the initial build to make sure it feels right.

06 Beyond the website

Wolf Codes is building a patient-first platform that helps people find and book the right wellness practitioner near them, the same day. I would be glad to have you involved as a founding practitioner: free to be listed, no change to how you already work, and a direct say in how it is built. There is no cost or obligation tied to this proposal. It is simply an open door.

07 Acceptance

To proceed, sign below or simply reply to confirm. I will send a short welcome note and we will begin.

Dr. Alan Shell · Date

Adam Kurtoglu, Wolf Codes Inc. · Date