

# Websites, SEO and social media that keep your business moving

## The Gold Standard of Flow

We help growing businesses in Pakistan get found online and turn visitors into customers.

### What we do

- Website design
- Social media management
- Google Business Profile
- Meta business verification
- SEO
- Google and Meta ads
- Website care

## About Rawaaani

Rawaaani is a digital marketing company. We build business websites, help you show up on Google and look after your social media pages, so you can focus on running your business.

Rawaaani (Private) Limited is registered in Lahore, Pakistan. We work online with businesses all over Pakistan and meet on Zoom, Google Meet or WhatsApp. Calls are in Urdu or English.

### How we keep it simple

- ✓ A clear plan and price in writing before any work starts
- ✓ Plain words, no confusing jargon
- ✓ Honest monthly reports with real numbers
- ✓ Your website, pages and ad accounts stay in your name
- ✓ You can talk to the founder directly

### Founder

## Junaid Iqbal

Junaid has worked in digital marketing since 2014. He builds websites, runs Google and Meta ads and has grown YouTube channels of his own.

**200K+**

YouTube subscribers on his own channels, with 40 million+ views

**100+**

paid ad campaigns as Digital Marketing Manager at Universal Property Network (2021–2024)

**45%**

more qualified leads for that company in the same period

### WhatsApp

+92 336 4444 999

### Email

contact@rawaani.com

### Website

rawaani.com

**Company** Rawaaani (Private) Limited, registered in Lahore, Pakistan (SECP CUIN 0329671). Group office in Jakarta, Indonesia.  
Meetings online or by appointment.

Rawaaani® is a registered brand. The Rawaaani Group: Rawaaani (Private) Limited (digital marketing), Rawaaani International (Private) Limited (travel, visas and Umrah), Rawaaani Global (Private) Limited (import, export and sourcing) and PT Rawaaani International Group (Jakarta, Indonesia).

# What we do

Seven services that help customers find you, trust you and contact you. Start with one, or combine them.



## Website design

A fast, mobile-friendly business website on your own domain. We plan the pages, write clear text with you and add WhatsApp and a contact form.

**For new businesses and companies with an old website**

Prices on page 5



## SEO

We fix the technical side of your website, improve your pages and write useful articles, so more of the right people find you on Google.

**For businesses that want steady customers from Google**

Prices on page 5



## Social media management

Posts, designs, short videos and replies on Facebook, Instagram, TikTok and YouTube, planned one month ahead.

**For brands that want to stay active without a full in-house team**

Prices on page 5



## Google Business Profile

Your business on Google Maps and Search with the right category, hours, photos and posts, set up within Google's rules.

**For shops, clinics, restaurants and local service businesses**

Prices on page 6



## Google and Meta ads

Ads on Google, Facebook and Instagram, set up correctly, checked every week and reported every month. You pay the ad budget directly.

**For businesses that need enquiries and sales quickly**

Prices on page 6



## Meta business verification

We set up your Meta Business Portfolio and Facebook Page, connect Instagram and submit verification with your company documents.

**For registered businesses that run ads or use WhatsApp Business**

Prices on page 6



## Website care

Updates, backups, security checks and small edits every month, so your WordPress website stays fast and safe.

**For any business with a WordPress website**

Prices on page 6

## Not sure where to start?

Book a free 30-minute call on Zoom, Google Meet or WhatsApp. We look at your website and pages and tell you honestly what will help most. Calls in Urdu or English.

**WhatsApp +92 336 4444 999**

## How we work

1

### A free call

30 minutes in Urdu or English on Zoom, Google Meet or WhatsApp.

2

### A written plan

Scope, timeline and price in writing before any work starts.

3

### The work

We build, post and optimise, and keep you updated along the way.

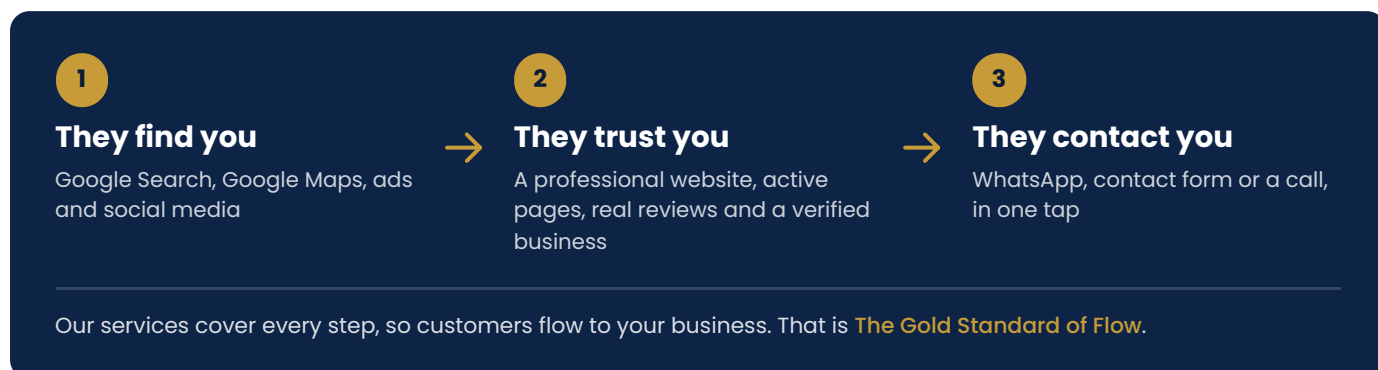
4

### Monthly review

Real numbers every month, and a clear plan for the next one.

# What you gain

Good marketing is not about posts or pages. It is about more of the right customers finding you, trusting you and contacting you.



## Website design

- ✓ Customers can check you any time, day or night
- ✓ You look professional next to bigger competitors
- ✓ Enquiries come straight to your WhatsApp and email

## SEO

- ✓ More people find you on Google, without paying per click
- ✓ Visitors who are already searching for what you sell
- ✓ Results that build month after month

## Social media management

- ✓ Your pages look active and cared for
- ✓ You stay in front of customers every week
- ✓ Messages and comments get answered quickly

## Google Business Profile

- ✓ Show up on Google Maps when people nearby search
- ✓ Your hours, photos and reviews in one place
- ✓ One tap to call, chat or get directions

## Google and Meta ads

- ✓ Enquiries within days, not months
- ✓ Reach the area and type of customer you choose
- ✓ Monthly reports show where your budget went

## Meta business verification

- ✓ Your pages and ad accounts are linked to your real company
- ✓ Shows Meta you are a genuine, registered business
- ✓ Helps unlock more WhatsApp Business numbers and higher message limits

## Website care

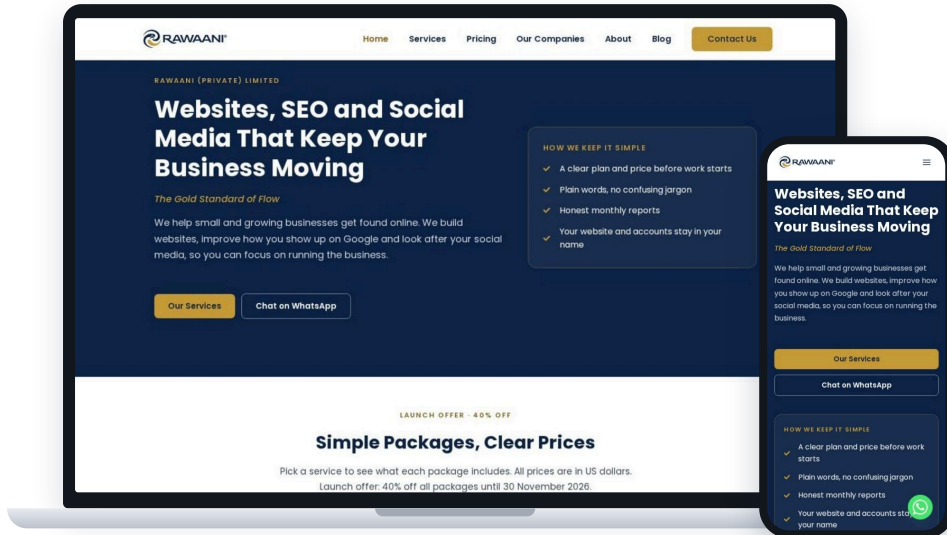
- ✓ No broken pages or old plugins to worry about
- ✓ Backups ready if something goes wrong
- ✓ A safer website for you and your visitors

## For your company

- ✓ A professional, trusted brand online
- ✓ More enquiries from the right people
- ✓ Time back to run your business
- ✓ Clear monthly numbers, no guesswork

# Our work

Live websites and social media designs made by our team for the Rawaani Group. Visit the websites to see them working on your own phone.

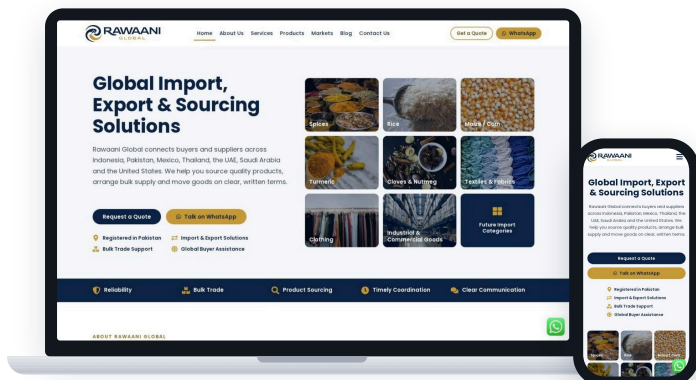


## rawaani.com

Digital marketing company website

The main website of the Rawaani brand, with services, clear package prices, group companies and an enquiry form.

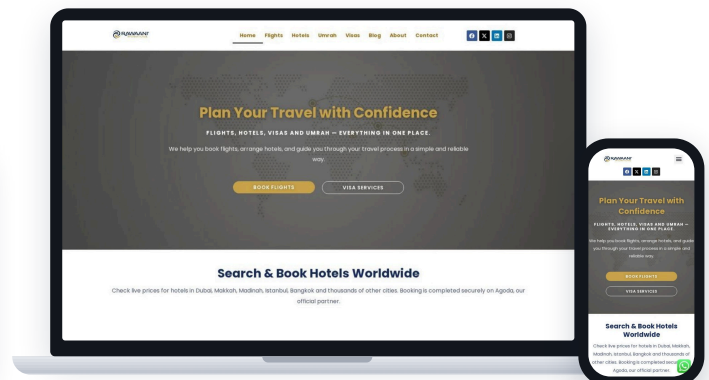
- ✓ WordPress and Elementor
- ✓ Mobile-friendly and fast
- ✓ SEO titles and descriptions on every page
- ✓ WhatsApp button and contact form



## rawaaniglobal.com

Import, export and sourcing

- ✓ Product category pages and quote requests
- ✓ Blog articles written for Google search



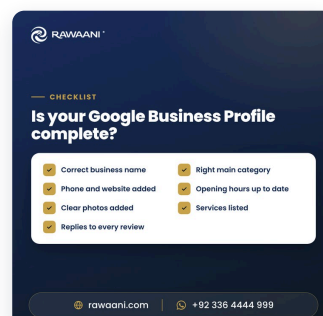
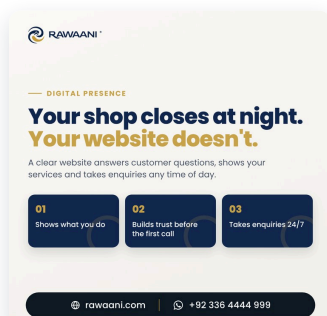
## rawaaniinternational.com

Travel, visas and Umrah

- ✓ Hotel search from a booking partner
- ✓ Visa and Umrah information pages

## Social media designs

Posts we design for the Rawaani Facebook page, facebook.com/RawaaniHQ



# Packages and prices

Pakistan price list, in Pakistani rupees. US dollar amounts are estimates (PKR 278 = US\$1). Pick the package that fits today and change it later.

## Launch offer: 40% off

Every package on this page until 30 November 2026. On monthly plans, the discount applies to the first month.

## Website design

A clean, fast business website built with WordPress. You own the domain, the hosting and the website.

**One-time price. 50% to start, 50% before the website goes live.**

### Starter

**PKR 27,000**

one-time · about US\$97  
Regular price ~~PKR 45,000~~

- ✓ Up to 3 pages
- ✓ Mobile-friendly design
- ✓ Form and WhatsApp button
- ✓ Basic SEO setup
- ✓ 1 round of changes
- ✓ Ready in 5 to 7 days

### Standard

Recommended

**PKR 54,000**

one-time · about US\$194  
Regular price ~~PKR 90,000~~

- ✓ Up to 7 pages
- ✓ Everything in Starter
- ✓ On-page SEO on every page
- ✓ Analytics + Search Console
- ✓ Speed optimisation
- ✓ 2 rounds of changes
- ✓ Ready in 10 to 14 days

### Premium

**PKR 108,000**

one-time · about US\$388  
Regular price ~~PKR 180,000~~

- ✓ Up to 15 pages and a blog
- ✓ Everything in Standard
- ✓ We write the text with you
- ✓ Advanced SEO and schema
- ✓ Security hardening
- ✓ 3 rounds of changes
- ✓ Ready in 3 to 4 weeks

## SEO

Steady SEO that follows Google's rules, so more of the right people find you in search.

**Monthly plan. 3-month minimum, because real results take time.**

### Starter

**PKR 24,000**

first month · about US\$86  
Then PKR 40,000 a month

- ✓ 10 keywords tracked
- ✓ Up to 5 pages optimised
- ✓ 2 blog articles a month
- ✓ Search Console setup
- ✓ Monthly report

### Standard

Recommended

**PKR 48,000**

first month · about US\$173  
Then PKR 80,000 a month

- ✓ 25 keywords tracked
- ✓ Up to 10 pages optimised
- ✓ 4 blog articles a month
- ✓ 5 local listings a month
- ✓ Link building: 2 a month
- ✓ Monthly technical check
- ✓ Monthly report

### Premium

**PKR 84,000**

first month · about US\$302  
Then PKR 140,000 a month

- ✓ 50 keywords tracked
- ✓ Up to 20 pages optimised
- ✓ 5 blog articles a month
- ✓ 10 local listings a month
- ✓ Link building: 5 a month
- ✓ Competitor review
- ✓ Monthly report and call

## Social media management

Regular posts, designs and replies on Facebook, Instagram, TikTok and the other platforms your customers use.

**Monthly plan. 3-month minimum. Ad budget is separate.**

### Starter

**PKR 18,000**

first month · about US\$65  
Then PKR 30,000 a month

- ✓ 2 platforms
- ✓ 12 posts a month
- ✓ Simple branded designs
- ✓ Captions and hashtags
- ✓ Monthly content calendar
- ✓ Monthly report

### Standard

Recommended

**PKR 36,000**

first month · about US\$129  
Then PKR 60,000 a month

- ✓ 3 platforms
- ✓ 20 posts a month
- ✓ 4 short videos a month
- ✓ Custom post designs
- ✓ 4 stories a month
- ✓ Replies on business days
- ✓ Monthly report

### Premium

**PKR 60,000**

first month · about US\$216  
Then PKR 100,000 a month

- ✓ 4 platforms
- ✓ 25 posts a month
- ✓ 6 short videos a month
- ✓ Custom designs and motion
- ✓ 8 stories a month
- ✓ Daily replies
- ✓ Monthly strategy call

## Not included

Photo and video shoots, paid tools and plugins, domain and hosting fees, and advertising budgets. These are paid by you directly, or we give you a separate quote first.

## More services

**Launch offer until 30 November 2026:** 40% off ads and website care, 30% off Google Business Profile and Meta verification. Monthly plans get the discount on the first month.

### Google and Meta ads

We run your ads on Google, Facebook and Instagram. You pay the ad budget directly.

**Monthly, 3-month minimum. Setup PKR 20,000, free with a 3-month plan during the offer.**

#### Starter

**PKR 21,000**

first month · about US\$76  
Then PKR 35,000 a month

- ✓ Google or Meta
- ✓ Budget up to PKR 250,000
- ✓ Setup and tracking
- ✓ Ad text and designs
- ✓ Weekly optimisation
- ✓ Monthly report

#### Growth

**Recommended**

**PKR 39,000**

first month · about US\$140  
Then PKR 65,000 a month

- ✓ Google and Meta
- ✓ Budget up to PKR 600,000
- ✓ Up to 4 campaigns
- ✓ A/B testing of ads
- ✓ Weekly optimisation
- ✓ Monthly report and call

#### Scale

### Custom quote

Based on your budget

- ✓ Budget over PKR 600,000
- ✓ More platforms
- ✓ Advanced tracking
- ✓ Landing page advice
- ✓ Call every two weeks
- ✓ Written plan first

### Google Business Profile

Correct, up-to-date details on Google Maps and Search. No fake reviews.

#### Setup

**PKR 14,000**

one-time · about US\$50  
30% off. Regular price ~~PKR 20,000~~

- ✓ New profile or clean-up
- ✓ Correct categories and services
- ✓ Description and opening hours
- ✓ Up to 10 photos added
- ✓ Help with Google verification
- ✓ Ready in 3 to 5 days

#### Monthly care

**Recommended**

**PKR 10,500**

first month · about US\$38  
30% off. Then PKR 15,000 a month

- ✓ 4 posts a month
- ✓ 4 new photos a month
- ✓ Reply drafts for every review
- ✓ Questions answered
- ✓ Profile kept accurate
- ✓ Monthly report

### Meta business verification

For registered businesses (Private Limited, SMC, partnership firms and others).

#### Setup and verification

**New**

**PKR 21,000**

one-time · about US\$76  
30% off  
Regular price ~~PKR 30,000~~

**Needs your business documents: SECP certificate, NTN or utility bill**

- ✓ Facebook Page made, if you don't have one
- ✓ Page and Instagram connected
- ✓ Verification sent with your documents
- ✓ One resubmission if Meta asks for more
- ✓ Meta Business Portfolio in your company name
- ✓ Website domain verified
- ✓ Admin roles and two-factor security
- ✓ We never ask for your password

Meta makes the final decision on verification. Your documents must match the business details you give.

### Website care

Keep your WordPress website updated, backed up and safe.

**Monthly. Stop any time with 15 days notice.**

#### Basic

**PKR 3,000**

first month · about US\$11  
Then PKR 5,000 a month

- ✓ WordPress updates
- ✓ Weekly backup
- ✓ Uptime check
- ✓ Monthly report

#### Standard

**Recommended**

**PKR 6,000**

first month · about US\$22  
Then PKR 10,000 a month

- ✓ Everything in Basic
- ✓ Security scan
- ✓ 30 min of edits a month
- ✓ Quarterly speed check

#### Plus

**PKR 12,000**

first month · about US\$43  
Then PKR 20,000 a month

- ✓ Everything in Standard
- ✓ 2 hours of edits a month
- ✓ Monthly speed check
- ✓ Priority support

# Working with us

## Payment and terms

- ✓ Websites: 50% to start, 50% before the website goes live.
- ✓ Monthly plans are paid at the start of each month.
- ✓ SEO, social media and ads have a 3-month minimum. After that, stop any time with 15 days notice.
- ✓ Ad budgets are paid by you directly to Google or Meta.
- ✓ Pay by bank transfer in Pakistan, or by international payment from abroad. Details are on your invoice.

## Common questions

### How soon will I see results?

A website is ready in 1 to 4 weeks. Ads can bring enquiries within days. SEO usually needs 3 to 6 months to show steady growth.

### Do you work outside Lahore?

Yes. We work online with businesses all over Pakistan and abroad, and meet on Zoom, Google Meet or WhatsApp.

## Your first month with us

### Week 1

#### Plan and access

A call, a written plan, and access to your website and pages.

### Week 2

#### Setup

Accounts, tracking and the first fixes on your website or profile.

### Week 3

#### Go live

Posts, pages or ads go live, and we keep checking them.

### Week 4

#### First report

What worked, what we learned and the plan for next month.

## Our promises

- ✓ Your domain, website, pages and ad accounts stay in your name.
- ✓ We never ask for your passwords. You give us access and can remove it any time.
- ✓ No fake reviews, fake followers or fake addresses.
- ✓ We don't promise first place on Google or a fixed number of sales. We promise honest work and real reports.

### Can I start small?

Yes. Many businesses start with one service, like a website or a Google Business Profile, and add more later.

### What do you need from me?

Your logo, photos, business details and quick answers to our questions. For Meta verification, your company documents.

# Let's talk about your business

Book a free 30-minute call in Urdu or English. Message us on WhatsApp or scan the code, and we will reply within one business day.

### WhatsApp

+92 336 4444 999

### Website

rawaani.com

### Email

contact@rawaani.com

### Company

Rawaani (Private) Limited  
Registered in Lahore, Pakistan  
Group office: Jakarta, Indonesia  
Meetings online or by appointment



Scan to chat on WhatsApp

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