

pdm.

Purpose Driven Marketing

website

design, creation, build.



Content

Welcome

What We Offer

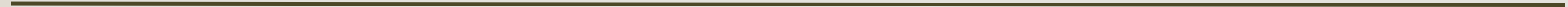
Website Packages

What's Included

FAQ

Project Roadmap

Thank You



Well hey there.

From our small business to yours, thank you for being here and considering us for your website build.

At Purpose Driven Marketing, we believe your website should do more than just look good. It should work hard for your business. That's why we build sites with strategy, simplicity, and growth in mind. Whether you're just starting out or levelling up, we're here to create a website that feels like you, and helps your customers find you.

Here's to building something great together.

Thanks again,

Carla Yunwai





What we offer

The digital space doesn't have to be confusing or costly—and with the right tools in place, it can seriously grow your business. Whether you're just starting out or ready to scale, Purpose Driven Marketing is here to help you show up online with clarity, confidence, and results. Here's how we help businesses like yours show up and stand out:

SEO

Search Engine Optimisation
This is where the magic happens. When you rank well on Google, you start attracting steady, high-quality leads—without spending on ads every month. SEO is a long-term growth strategy that keeps working behind the scenes, helping people find you when they need you most.

Paid Ads

Need results now? Google Ads gets your business in front of the right people, fast. With the right strategy, paid ads can create instant visibility and a steady stream of leads. Perfect for businesses ready to grow without waiting for organic traffic to catch up.

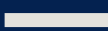
Websites

Your website is your digital HQ—and often the first impression people get of your brand. We create websites that are clear, clean, and built with strategy (and SEO) baked in. Whether you're after a simple one-pager or a fully customised site, we'll make sure it looks great and works hard for your business.

Website Packages



Basic Tool



Our one-page wonder, ideal for businesses with one main service that can be showcased on a sleek, extended home page. It's the most affordable way to get your business online with impact, without overcomplicating things.

POPULAR



Middle Man



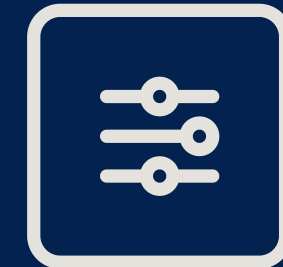
This is where most businesses land: a solid 15–20 page **website covering everything** from services to about us, giving you a strong SEO edge. Especially perfect for tradies or service providers ready to grow their online presence properly.



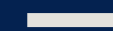
The Big One



For businesses wanting something **totally custom**, this one's built just for you. With up to 30 pages, 5x design rounds, and unlimited post-build edits, we'll create the site you've been dreaming of, down to the last detail.



Shopify eComm



Selling online? This package is tailored for businesses ready to launch or grow a **Shopify store**. Pricing depends on how many products, pages, and features you need, but we'll customise the whole thing to suit your business goals.

FAQ's

Is content included in my package?

Yes! Written content is included in every website package. You can leave it to us, tweak what we provide, or write your own—we're flexible. You'll just need to supply your own images or video content (or we'll use high-quality stock where needed).

Do you provide hosting for my site?

Absolutely. We can take care of hosting and domain registration for you, or work with your existing provider if you already have those sorted. Easy either way. Ask us about our hosting packages.

What platform will my site be built on?

All websites are built on WordPress—(unless you need our Shopify package) a powerful, user-friendly platform that's perfect for flexibility, SEO, and long-term growth. It's easy to update, and we'll walk you through how to use it if you'd like to manage it yourself later on.

Will you handle my marketing after the site is completed?

We sure can! If you'd like ongoing support, we offer SEO, Google Ads and more to keep your website working hard long after it's launched. You'll find more info on our 'What we offer' page, or we can chat about a tailored marketing plan.

Will I own the site once it's built?

Yes!! You'll have full ownership and access to your site. No gatekeeping here. We also include 3 months of support to cover any technical hiccups. After that, ongoing support is an optional extra that we offer.



FAQ's

How long does it take to build a website?

Depending on the package and how quickly we receive your approvals and feedback, most sites are completed within 12 weeks. Bigger builds may take longer, but we'll keep you in the loop at every step and can adapt to your timeline if needed.

What if I need changes after the site is live?

Each package includes a set number of revision rounds, and we offer 3 months of support post-launch. After that, we're happy to help with updates on an hourly rate or set you up with a maintenance plan.

Will my website be mobile-friendly?

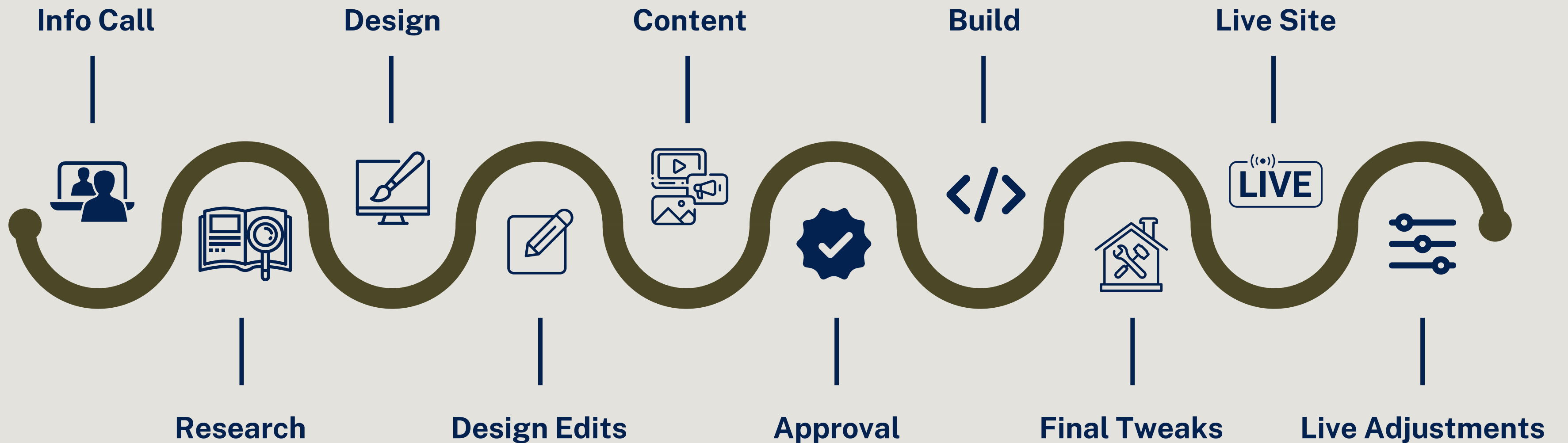
Yes, 100%. All our websites are responsive and designed to work seamlessly across desktop, tablet, and mobile. Because let's face it, not everyone's browsing on their desktop these days.

Will my website be SEO-friendly?

Yes! All our websites are built with SEO best practices in mind. From clean code to strategic structure and on-page optimisation. If you're after a full SEO strategy (keywords, blogs, backlinks and more), check out our ongoing marketing services.



Project Roadmap



Thank you.



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