

TRADE FINANCE WEBSITE PACKAGES

Professional website solutions designed to attract prospects, generate inquiries, and support client management.

Basic Website	Lead Generation	Premium CRM & Automation
GHS 1,500	GHS 2,500	GHS 5,500

Recommended approach

The website should do more than present information. The higher packages are designed to turn visitors into inquiries, capture their details, notify the business immediately, and provide a structured way to manage prospects and follow-ups.

STARTER PACKAGE

STARTER GHS 1,500

Basic professional website

A clean, professional online presence for a consultant or small trade finance business.

Website

- ✓ Up to 5 core pages
- ✓ Home page
- ✓ About / Company profile
- ✓ Trade finance services
- ✓ Business advisory services
- ✓ Contact page

Lead Capture

- ✓ Basic contact form
- ✓ Consultation request form
- ✓ Email delivery of inquiries

Design & Setup

- ✓ Responsive mobile and desktop design
- ✓ Professional business layout
- ✓ Basic SEO setup
- ✓ Social media links
- ✓ WhatsApp contact button

Management

- ✓ Basic website content management
- ✓ Contact details and service updates

BUSINESS PACKAGE

BUSINESS

GHS 2,500

Lead generation website

For a business that wants the website to actively generate and organize potential clients.

Everything in Starter

- ✓ All Starter package features

Lead Generation

- ✓ Multiple inquiry forms
- ✓ Request a Consultation CTA
- ✓ Get Trade Finance Assistance CTA
- ✓ Service-specific inquiry forms
- ✓ Lead capture from website

Notifications & Follow-up

- ✓ Automatic new-lead email notifications
- ✓ Automated confirmation email to prospects
- ✓ WhatsApp integration
- ✓ Basic follow-up workflow

Analytics

- ✓ Website traffic tracking
- ✓ Lead count tracking
- ✓ Inquiry source tracking
- ✓ Basic conversion reporting

Content & Growth

- ✓ Up to 8 core pages
- ✓ Blog / insights section
- ✓ On-page SEO setup

✓ Google Analytics and Search Console setup

PREMIUM PACKAGE

PREMIUM GHS 5,500

Website + CRM + automation

A complete lead-generation and client-management system built around the business.

Everything in Business

- ✓ All Business package features

Built-in CRM

- ✓ Lead dashboard
- ✓ Lead statuses: New, Contacted, Qualified, Converted, Lost
- ✓ Lead profiles and contact details
- ✓ Lead notes
- ✓ Lead history
- ✓ Search and filter leads
- ✓ Assign follow-up tasks

Automation

- ✓ Follow-up reminders
- ✓ Lead alerts
- ✓ Automated inquiry acknowledgements
- ✓ Email notification workflows
- ✓ Optional WhatsApp integration

Advanced Analytics

- ✓ Total leads generated
- ✓ Lead conversion rate
- ✓ Most effective services
- ✓ Lead source performance
- ✓ Website traffic and performance dashboard

Admin Dashboard

- ✓ Manage leads and inquiries
- ✓ Manage services and website content
- ✓ Centralized business dashboard
- ✓ Secure admin access

Premium Experience

- ✓ Custom UI/UX design
- ✓ Advanced responsive design
- ✓ Stronger SEO foundation
- ✓ Performance optimization
- ✓ Professional consultation and CTA flow

PACKAGE COMPARISON

Feature	GHS 1,500	GHS 2,500	GHS 5,500
Professional website	✓	✓	✓
Responsive design	✓	✓	✓
Inquiry / contact forms	Basic	Advanced	Advanced
Lead capture	—	✓	✓
Automatic lead notifications	—	✓	✓
WhatsApp integration	Basic	✓	✓
Analytics	Basic	✓	Advanced
Blog / insights	—	✓	✓
Built-in CRM	—	—	✓
Lead statuses & history	—	—	✓
Follow-up reminders	—	Basic	✓
Lead source tracking	—	✓	✓
Admin dashboard	Basic	Basic	Advanced
Automation workflows	—	Basic	Advanced
Advanced SEO / performance	Basic	✓	✓

RECOMMENDATION

Best value: GHS 2,500. This is the right choice if the main goal is to attract potential clients and receive structured inquiries without needing a full CRM.

Best for growth: GHS 5,500. This turns the website into a business system with lead management, follow-ups, automation and reporting.

The objective is simple: attract the right visitors, convert them into inquiries, and make sure no serious prospect is lost because of poor follow-up.