Proposal · Crafted with Love Catering · October 17, 2026

Our goal: people find you first when they search your name

This plan helps people find Crafted with Love Catering first, with the right information, on Google, Bing and AI assistants like ChatGPT.

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Your goal

What we heard from you

You are starting out and want to start right online. When someone types your business name into a search engine, or asks an AI assistant about you, you want your business to come up first, with the correct information.

We cover this with three kinds of work:

SEO

Search engine optimization

We make your website and business listings easy for search engines to read and trust. You appear without paying for each click.

Google, Bing, DuckDuckGo, Google Maps, Apple Maps

GEO

Generative engine optimization

We help AI assistants find your business, understand it and describe it correctly when people ask.

ChatGPT, Google AI Overviews, Perplexity, Gemini, Copilot

Listings

Your business profiles

Complete and consistent profiles wherever people look for you, with the same name, phone and details.

Google Business Profile, Bing Places, Apple Maps, Yelp, Instagram, Pinterest

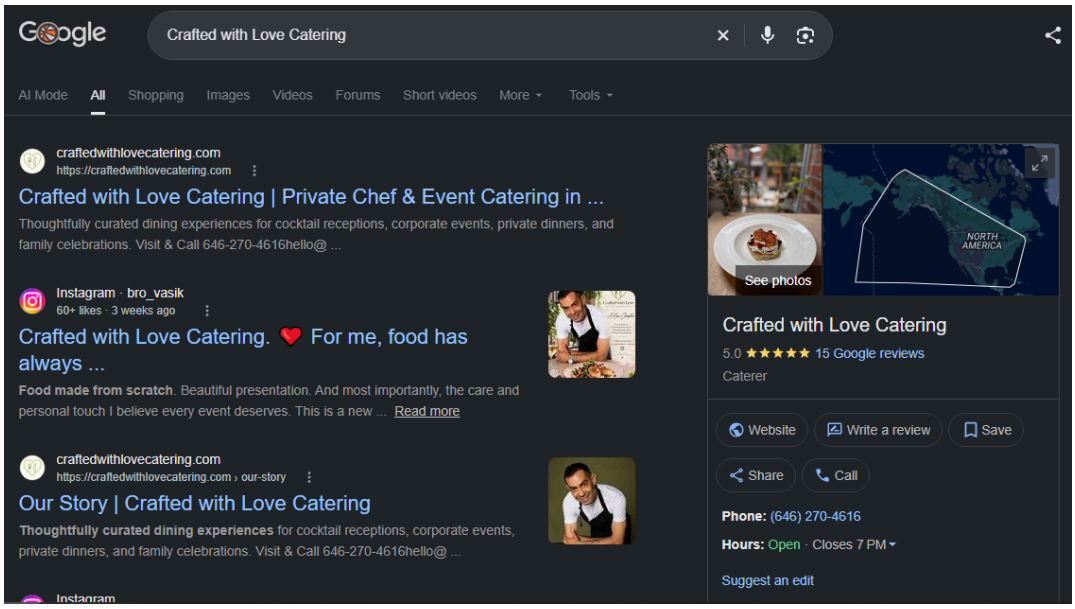
Where you are today

What we found on October 17, 2026

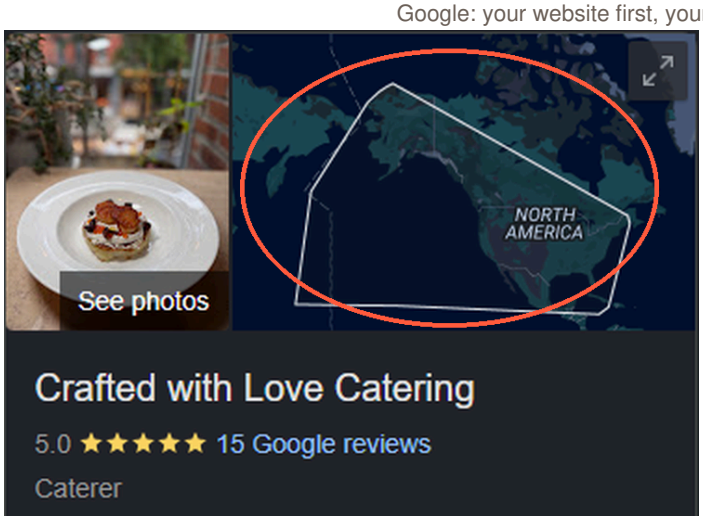
Searching your exact name already works well in some places. These are the results and the gaps.

Search	Result
Google: "Crafted with Love Catering"	**Your website is #1.** Your Google Business Profile shows on the right, with 5.0 stars and 15 reviews on that date.

Bing and DuckDuckGo: same name	**Your Menu page is #1, home page #2, Instagram #3.** #4 is a company registry page for your LLC. From #5 down, other businesses with similar names appear: Crafted & Cured, Made with Love Meals, Grazedwithlove, Made With Love Catering, cateringwithlove.com.
Bing: "craftedwithlovecatering", written as one word	**Your business does not appear.**
Instagram @craftedwithlove_catering	**15 posts and 58 followers.** The profile has no business category, no description and no website link. A large NYC caterer like Great Performances (@gpfood) shows all three.
Claude's web search (an AI assistant): "Crafted with Love Catering New York"	**It said it could not find the business** and suggested a different caterer in Troy, NY.



Google: your website first, your profile on the right.



The map on your Google profile (circled) outlines most of North America as your area, not New York.

Your website

Item	Status
Page titles and descriptions	**Done well** on Home, Our Story, Menu and Gallery

Image descriptions	**Done**
Site map for search engines (sitemap.xml and robots.txt)	**Missing**
Business details that Google and AI assistants read in the code (schema.org)	**Missing**
Link previews when someone shares your site on WhatsApp or Facebook	**Missing**
Tracking of visits and quote requests (Google Analytics, Meta Pixel)	**Missing**
Google Lighthouse test (mobile, home page)	**Speed 94, accessibility 95, best practices 100, SEO 100.** Two small fixes: the main image takes 2.7 s to appear, and some text has low color contrast. Lighthouse checks only page basics, not the missing items in this table.
Links to your Google profile and Facebook	**Missing**. The site links only to Instagram.

The plan

Three phases

1. Foundation

- Help you finish the verification of your Google Business Profile. Without it, you can't fully control what Google shows.
- Fix the service area on your Google Business Profile. Then complete your services, photos and website link.
- Add a site map. Set up Google Search Console and Bing Webmaster Tools, Google's and Bing's free tools that show which searches bring people to your site.
- Add your business details to the code: name, type of business, phone, service area, chef, menu and reviews.
- Add link previews, and connect Google Analytics to the quote form, so we can count every request.
- Check for listings on Bing Places, Apple Maps and Yelp. Claim them or create them, with the same name, phone and details everywhere. These listings are free.
- Complete your Instagram profile: business category, description and a website link for quotes.
- Open a free Pinterest business profile and connect your website. Add the photos you already have, each one linking to the right page of your site (private dinners, corporate events, cocktail hours), so you also appear when people look for ideas on Pinterest.
- Fix the two small issues from the Lighthouse test.
- Check that nothing blocks ChatGPT from reading your website.

You get: a starting report with screenshots. It shows where you appear for a fixed list of searches on Google, Bing and DuckDuckGo, and what ChatGPT, Perplexity, Gemini and Copilot answer to the same questions about you.

2. Pages and trust

- A page for each service: private dinners, corporate events, family parties and cocktail hours.
- Today the four "Explore" buttons on your home page all open the Menu page. Each service gets its own page, so it can appear when people search for that service.
- A questions-and-answers page built from your Client Policies (minimum guests, deposit, how early to book), written the way clients ask. AI assistants and Google can then answer those questions with your information.
- A short message you send to each client after an event, with your Google review link.

These pages are built once, at the start. After that they are kept up to date.

Every month:

- We look for and request links from other local sites: food bloggers, directories and event venues. Each site decides whether to add the link.
- A monthly email for the people who sign up on your website, with seasonal menus and news.

Made once: a simple sheet to follow every quote request, and an automatic reply when someone fills your form.

You get: more searches where you can appear, not only your name, and more proof for search engines and AI assistants.

3. Monthly report

Every month we repeat the same searches and AI questions, and we review Search Console and your Business Profile.

You get: one clear page each month. The searches that brought people to your site, how many calls, visits and quote requests came in, and what we change next.

Optional

Sites where people hire caterers

If you want more ways to receive requests, we can also set up your profiles on these sites. Each one has its own costs, which you pay directly to them. They are not part of the $200.

Site	What it is	How it charges
ezCater	Online ordering for corporate catering	No signup or monthly fee. It takes a commission on each order; reports put it at about 15% plus card processing. Your exact rate is in your agreement with ezCater. Your prices there must match the lowest prices you charge online.
Thumbtack	Customers post what they need and local pros reply	You pay for each lead (customer request). Thumbtack does not publish a price list; it changes with the type of work and the city.
The Knot and WeddingWire	Wedding vendor directories (both run by WeddingPro)	Free basic profile, without a guaranteed position. Paid plans are priced for each business.

Each site approves its own profiles.

What to expect

Results take time, and we measure them

- Google says some changes show in a few hours and others take several months. It suggests waiting a few

weeks before judging.

- Google says there are no special requirements to appear in its AI answers. Good basic SEO is what counts. So Phase 1 helps with AI too.
- We never buy reviews or "instant verification". Google removes paid reviews as fake engagement. Some channels sell these services; please don't pay them.
- Google also says: "No one can guarantee a #1 ranking on Google." We won't promise you #1 for general searches like "catering NYC". We promise the work above, measured every month with the same searches, so you can see the progress.

Investment

$200 per month, everything included

One monthly fee covers everything in this proposal: the foundation work, the new pages, the monthly email, the link requests and the monthly report. No extra charge for setup. No minimum contract: you can cancel any month.

Who does the work	Average monthly price for local SEO
SEO agencies	$1,819
Average of all providers	$1,557
Freelancers	$1,150
Our proposal	**$200**

Averages from Ahrefs' survey of 439 SEO providers (ahrefs.com/blog/seo-pricing, updated August 2024).

For $200 you get the work listed in this proposal, with screenshots and the same searches checked every month, so you can see exactly what you are paying for. These are averages for local SEO services in general; what each provider includes is different.

Next step

What we need from you to start

- Access to edit the website, or the contact of the person who built it
- Manager access to your Google Business Profile
- Access to your domain (where you bought craftedwithlovecatering.com), to set up Search Console
- Your real service area: which boroughs or cities you cover
- Access to Instagram and, if you have one, your Facebook page
- Photos from real events, and a list of recent clients we can ask for reviews

Reply to this email or message me on WhatsApp, and we start with Phase 1.

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Sources

Google Search Central: "Do you need an SEO?", "SEO Starter Guide", "AI features and your website". OpenAI: "OpenAI crawlers". Google: "Fake engagement" policy, Search Console Help, Lighthouse. ezCater help and Dispatch pages; WeddingPro "Vendor visibility"; Thumbtack publishes no lead price list; Apple Newsroom "Apple Business Connect"; Pinterest Help "Get a business account" and "Claim your website"; ezCater commission as reported by DirectOrders and CateringFunnels (2026). Ahrefs: "SEO Pricing: How Much Does SEO Cost?". Searches made October 17, 2026; results vary by location and device.