

What We Do

Dean Information Systems is a **veteran-owned marketing agency**. We help businesses get found and grow with website design, search engine optimization, and Google & Meta advertising managed by a real strategist. Need the full package or just one piece? The tiers below are starting points — every service is available on its own, too. One team, one contact, one honest invoice. We don't use templates, we don't lock you into long contracts, and we don't sell your data.

Our Packages

Every package pairs a one-time build fee with a monthly fee that covers hosting, maintenance, SEO monitoring, campaign management, and reporting. The monthly scales with your advertising — the more we manage, the higher it runs. Ad spend itself is billed separately, paid directly to Google/Meta, never marked up.

Package	Everything Included	Investment
Launch <i>Get online & found</i>	Custom 1–5 page marketing site • Mobile-responsive • On-page SEO foundations • Google Business Profile setup • Analytics & lead tracking • Contact form & Google Maps • SSL & hosting	\$2,500 + \$250 / mo*
Grow <i>Traffic & leads</i>	Everything in Launch, plus: Custom 6–10 page site • Full on-page & local SEO • Blog / content section • Google Search Console • One ad channel managed (Google or Meta)† • Monthly performance report • Priority support	\$5,000 + \$450 / mo*
Scale <i>Multi-channel growth</i>	Everything in Grow, plus: Custom 10–15 page site or e-commerce/booking • Advanced & technical SEO • Multi-channel ads (Google + Meta)† • Landing pages & conversion tracking • Priority support & quarterly strategy call	\$7,500 + \$650 / mo*
Enterprise <i>Full-funnel</i>	Everything in Scale, plus: complex platform & custom features • CRM / marketing-automation integrations • Multi-location or franchise support • dedicated strategist • full-funnel campaign management • SLA-backed support	Custom Quote

*Monthly fee covers hosting, maintenance, SEO monitoring, campaign management & reporting, and scales with your ad needs — larger campaigns take more management, so the monthly grows as your advertising does. †Ad spend (the budget paid to Google/Meta) is separate from management and billed at cost, never marked up. Already have a website? SEO, advertising, and strategy are available as standalone services — just ask.

Our Commitments

We Want to Work With You, In Your Budget

We built this agency to serve real businesses: the barbershop, the bakery, the two-person law firm. Every dollar matters when you're running lean, and we refuse to let a tight budget be the reason you stay invisible online.

If our packages don't fit where you are right now, tell us. We'll find something that works, or point you somewhere that can.

Our promise:

- We'll tell you what you need, not what earns us the most.
- We'll be upfront if our services aren't the best option for you.
- No pressure, no hidden fees, no surprises after you sign.
- We'll always find a way to help you get real visibility.

Pricing Transparency

Every quote is itemized. You'll know exactly what you're paying for and why. If scope changes mid-project, we talk about it before we bill for it. There are no surprise invoices.

Build fees cover design and development. Monthly fees cover hosting, SEO, campaign management, and reporting, and scale with your advertising as it grows. **Ad spend is always billed at cost — we never mark it up.**

Your Data Stays Yours

We do not sell your data. Ever.

Many platforms and agencies keep costs low by monetizing your data. We don't. What you share with us stays with us. That's not a premium feature — it's just how we operate.