vynzomedia

Business Proposal and Commercial Quotation

Date / September 16th, 2026

Company/ Continental Hospital PLC

Prepared specifically for authorised review by Continental Hospital PLC

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR SEO AND AEO

To: Management
Continental Hospital
PLC Dhaka, Bangladesh

Date of Issue: September 16th, 2026
Reference: VM/CONT/SEO/091626

Following our recent discussions, review of Continental Hospital's current search presence and the detailed SEO audit prepared by Vynzo Media, we are pleased to submit this dedicated proposal for SEO and AEO operations.

Our model is designed to repair the search foundation, reclaim brand authority and improve service, doctor, local and AI discoverability under one managed programme.

The objective is to combine technical SEO, analytics, off page authority, local SEO, on page work, content improvement, conversion tracking and AI visibility within one managed search growth programme.

Through this engagement, we aim to protect the traffic Continental already earns, grow non brand service demand, improve doctor discovery, strengthen local trust and make approved hospital information easier for search engines and AI systems to understand and cite.

Continental will retain final authority over clinical information, website changes requiring approval, sensitive communication, patient related matters, budgets and public statements. Vynzo Media will manage the agreed search strategy, recommendations, monitoring and coordination within the approved framework.

Our role is not to promise fixed rankings, but to create a disciplined technical and content system that compounds search visibility and measurable patient discovery over time.

Yours sincerely, Business
De□elopment Department Vynzo
Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with Continental. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

1. Executive Summary

Vynzo Media proposes a dedicated SEO and AEO growth programme for Continental Hospital that combines technical repair, analytics, local search, service and doctor discoverability, authority development, conversion tracking and AI answer visibility. The current opportunity is significant because traffic and keyword growth already exist, while structural issues, weak authority, legacy brand fragmentation and conversion gaps continue to limit the value of that demand.

What this changes

- Technical repair restores page level control so titles, canonicals, crawl signals and index instructions can work reliably across the website.
- Legacy United Hospital demand is reclaimed into the Continental entity through cleaner redirects, brand continuity and local identity signals.
- Service and doctor pages are strengthened around real patient search intent, Dhaka location demand and clearer internal pathways.
- Local listings, reviews and identity signals are aligned around one consistent Continental presence.

- Structured data for the hospital, doctors and accreditation improves how search engines and AI systems
- understand Continental clinical authority.
  Monthly measurement connects rankings, traffic, calls, booking intent and AI visibility so the search
- roadmap keeps moving toward higher value demand.

2. Our Understanding of the Requirement

Continental requires a search partner that can address technical, content, authority and conversion issues as one connected system. The audit shows that ranking growth cannot be separated from website structure, redirects, analytics, local identity, doctor pages and trust signals.

The opportunity is especially strong because Continental already has measurable search demand, 151 specialists, recognised clinical proof and substantial legacy brand searches. The proposed model is designed to repair the foundation first and then compound visibility through better pages, authority and AI readiness.

Operating principle

Primary objectives

- Repair the page head and restore valid title, canonical and index signals across the priority pages.
- Resolve duplicate paths, weak metadata, missing H1 structure and speed issues that limit current search visibility.
- Reclaim legacy United Hospital search demand into the Continental entity.
- Strengthen service, department and consultant pages around real patient intent.
- Improve Google Business Profile, reviews and local identity consistency.
- Build MedicalOrganization, Physician and LocalBusiness structured data.
- Track search visits, calls, bookings and AI citations against one baseline so commercial impact can be reviewed alongside rankings.
- Use monthly evidence to redirect technical, content and authority work toward the highest value search opportunities as the site improves.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Continental so that recurring work begins with service context, clear priorities, access, approvals and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Technical workshops	Align the SEO specialist and development contact on current website architecture, access, deployment flow and approval requirements.
Current state review	Verify crawl health, Search Console, analytics, ranking data, current authority and major technical findings.
Legacy migration review	Review uhlbd.com redirects, old directory references, legacy brand demand and entity confusion.
Service and doctor mapping	Prioritise services, departments, doctors and local search opportunities by demand and business relevance.
Approval mapping	Confirm approval owners for website changes, medical content, local listings and authority work.
Measurement planning	Set the baseline for traffic, keywords, rankings, issues, calls, bookings and AI citations.
Implementation sequence	Confirm the first repair sprint, developer responsibilities and monthly search roadmap.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will confirm the audit baseline and begin the first technical repair sprint. The purpose is to ensure that later on page, local, content and authority work is built on a search foundation that Google and AI systems can read correctly.

Baseline review

- Current organic traffic and keyword baseline
- Search Console manual action check
- Page head and canonical validation
- Redirect and old domain verification
- Mobile speed and image issues
- Local profile and directory consistency
- Backlink and authority review
- Doctor and service page opportunity map
- Conversion tracking and AI citation baseline

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Initial production capture The launch period will include a technical implementation plan, Search Console and analytics verification, priority page mapping and coordination with the responsible website resource. Search work will begin with repair tasks that unlock the value of later content and authority activity.

5. Monthly Marketing Audit and Priority Cycle

The monthly SEO plan will follow evidence rather than a fixed list of tasks. Vynzo Media will review ranking movement, crawl health, service demand, doctor discovery, local visibility, authority signals and conversion behaviour before deciding where the next cycle should focus.

Monthly Step	Decision Question
Review	Review ranking, traffic and technical movement.
Diagnose	Diagnose pages or queries that underperformed.
Prioritise	Prioritise services, doctors and local demand.
Identify friction	Identify crawl, page or conversion friction.
Reallocate	Reallocate effort toward stronger search opportunities.
Approve	Approve website, content or external authority changes.

Monthly operating cycle Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for this service. The structure is intentionally configurable. Continental may request that a specialist be added, removed or replaced, or may rebalance recurring capacity as priorities change. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
SEO and AEO Strategist	Primary contact for search priorities, technical roadmap, management reporting and coordination with the website resource.
Technical SEO Specialist	Owns crawl, index, canonical, metadata, redirect, sitemap, robots, speed and technical issue coordination.
Content SEO Specialist	Owns service page briefs, doctor discoverability, internal linking, search intent and on page recommendations.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Analytics and CRO Specialist	Owns measurement, conversion tracking, source validation and patient action analysis.
Local SEO Specialist	Owns Google Business Profile, NAP consistency, local service signals, reviews and Dhaka targeting.
Authority and Digital PR Specialist	Supports backlink review, press link reclamation, anchor correction and authority improvement.
AEO and Structured Data Specialist	Supports schema, AI citation readiness, entity clarity and answer engine visibility.
Account and Implementation Coordinator	Coordinates approvals, developer handoff, reporting, task sequencing and external specialist requirements.

POC and onsite integration

The primary service lead will act as the main POC. During mobilisation and the early integration period, onsite or implementation coordination may be more frequent to understand Continental management, approvals, service priorities and access needs. Once the working model is established, coordination will follow the practical needs of the service.

Search work mix

- Technical repair comes first so search engines can read the site reliably.
- Service pages and doctor pages then expand around real patient search demand.
- Authority work covers backlink review, legacy brand recovery, press link reclamation and correction of signals that still confuse United and Continental.
- AEO work strengthens structured data, hospital entity clarity, consultant information and source quality so AI systems can understand Continental more confidently.
- Monthly reporting connects ranking, traffic, technical health, local visibility and patient actions so the roadmap keeps moving toward the highest value opportunities.

7. Monthly Deliverables and Search Capacity

Area	Included Monthly Capacity
Technical SEO	Ongoing technical audit, issue prioritisation and coordination against the current repair roadmap.
Analytics	Search Console, analytics, source validation and conversion tracking review.
Off page authority	Backlink audit, risk review, authority opportunities and press link reclamation.
Local SEO	Google Business Profile, local identity, review signals, directory cleanup and service plus Dhaka targeting.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

On page SEO	Titles, descriptions, H1 structure, internal links, thin page improvement and intent alignment.
Content SEO	Service page depth, consultant profiles, topic expansion and Bangla planning where approved.
AI visibility	Structured data, JCI markup, doctor schema and AI citation review.
CRO and reporting	Booking path analysis, monthly performance reporting and next priority recommendations.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Technical repair Priority work includes the page head break, missing canonicals, noindex control, broken links, patient dashboard indexing, tracking parameters, sitemap validation, redirect verification, image sizing, speed, security headers and competing department paths.

Growth opportunities Key opportunities include reclaiming legacy brand demand, recovering national press links, strengthening Google Business Profile, building service plus Dhaka pages, expanding doctor pages, introducing Bangla search content and improving JCI authority signals.

Ninety day forecast The planning forecast moves organic traffic from 5,939 to 9,000 to 12,000, keywords from 369 to 600 to 900, SEO score from 67 to 85 plus, issues from 666 to under 150 and AI visibility from 19 to 35 to 50.

Business impact Search value should be measured through discovery, doctor page visits, calls, booking intent and patient relationships rather than rankings alone. Forecasts remain planning ranges and are not guaranteed commercial outcomes.

8. Search Operations and Growth Management

SEO and AEO scope

- Technical SEO monitoring
- Keyword and service opportunity review
- Doctor discoverability
- Local SEO and review signals
- On page recommendations
- Internal linking and page depth
- Authority and backlink review
- Structured data and AI visibility
- Conversion tracking
- Monthly search performance review

This activity is progressive and results depend on available access, approved information, execution quality, market conditions and hospital response. Vynzo Media will report clearly and will not guarantee a fixed commercial outcome.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Search optimisation support

- Technical issue prioritisation
- Search Console review
- Analytics source review
- On page recommendations
- Service discoverability
- Doctor discoverability
- Internal linking direction
- Local SEO coordination
- Schema and AEO direction
- Monthly search reporting

SEO and AEO are progressive activities. Sustainable improvement depends on website access, implementation quality, content availability, authority and time. No fixed ranking position is guaranteed.

Related implementation support

- Developer issue handover
- Redirect implementation coordination
- Metadata implementation support
- Schema implementation coordination
- Google Business Profile coordination
- Directory correction coordination
- Press link reclamation support
- Content brief coordination
- Conversion tracking coordination
- External quotation collection
- Implementation status reporting

Where technical implementation, external development or specialist authority work requires an additional cost, Vynzo Media will present the requirement for Continental approval before the work is committed.

9. Search Implementation and Vendor Management

For regular SEO and AEO operations, Vynzo Media will provide the specialist analysis, content direction, technical recommendations and coordination reasonably required for the agreed scope. Continental will provide appropriate website access, analytics access, development cooperation and timely approval. Major development projects, paid authority placements, specialist tools or exceptional external resources may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant quotation or cost information is obtained.
Approval	Continental approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed service scope.
Reporting	Relevant execution information and outcomes are communicated to Continental.

10. Flexible Capacity and Add On Menu

The engagement is designed to be adjustable. Continental may rebalance available capacity or activate additional specialist support without rebuilding the entire service structure.

How customisation works

Option	How It Works
Reallocate	Use monthly search capacity differently. Example: reduce broad content expansion and focus more heavily on technical repair or doctor pages.
Add specialist	Add development, analytics, digital PR or content support when the need becomes material.
Remove specialist	Reduce a recurring specialist role where the need has been resolved and agree the revised commercial structure.
Add capacity	Keep the search plan while adding page work, local work, analysis or authority activity.
Separate project	Commission a migration, rebuild or major content project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional service page writing, Bangla content, doctor content, medical illustration or specialist content production.
People and Specialist Capacity	Additional developer, analytics specialist, digital PR resource, medical writer or technical consultant.
PR and Communications	Digital PR campaign, national press link reclamation, executive expert content or authority campaign.
Ground Marketing and Activation	Local review collection support, offline to online location activity or service campaign coordination.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Digital and Technology	Landing page, website performance work, analytics implementation, CRM support or marketing automation.
Special Projects	Domain migration, website rebuild, search recovery project, major service launch or large content architecture project.

Add On work may be delivered through a fixed quotation, resource fee, project quotation or approved external budget depending on the requirement.

11. Search Growth Measurement and Related Support

SEO and AEO are progressive activities and sustainable improvement requires technical access, content availability, authority development and time. Vynzo Media will track the agreed indicators and may recommend additional development or campaign support where the underlying website or conversion path requires work beyond the recurring search scope.

Optional Related Requirement	Commercial Treatment
Major website development	Separate approved quotation
Additional medical content production	Separate approved quotation
Paid authority or specialist placement	Third party actual cost with approval
Advanced analytics implementation	Separate approved quotation
Large migration or recovery project	Separate approved project scope

Where additional setup, tracking, specialist work or external cost is required, Vynzo Media will communicate the requirement for Continental approval before material expenditure is committed.

Commercial principle The agreed service fee covers the stated recurring scope. Actual media, specialist external cost and material third party expenditure remain separate and are subject to Continental approval.

12. Governance, Approval and Performance Principles

Continental approval retained

- Clinical information
- Sensitive medical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Patient related sensitive content
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should have reasonable operational freedom to execute routine work efficiently within the agreed scope.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Vynzo Media should have reasonable operational freedom to execute routine approved work efficiently within the agreed service scope and approval framework.

Continental responsibilities

- Timely approvals
- Accurate service information
- Clinical validation
- Relevant doctor and team availability
- Facility access
- Required platform access
- Internal coordination
- Patient permission where applicable
- Approved external budgets

Where a required Continental dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising costs, platform changes, service availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, patients, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Continental information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Patient journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Continental specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Continental confidential competitive strategy.
- Continental data and custom audiences will not be reused for another client.
- Continental confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements and Data Processing Agreements relating to the agreed scope.

Healthcare communication discipline

Continental retains clinical authority over medical information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Continental. Medical claims and sensitive clinical communication should be reviewed by the appropriate Continental representative before publication where required.

Patient related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to patient information where that information is not required for marketing execution.

Confidentiality principle

Continental specific intelligence stays Continental specific.

14. Separate Technology Support

Where Continental requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and quotation.

Potential areas of support

Capability	Hospital Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Patient facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Patient portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response and operational continuity.

The benefit to Continental is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

15. Commercial Proposal and Key Terms

SEO and AEO Service Fee BDT 95,000 per month

The commercial value is based on the recommended scope and operating model described in this proposal. Because the service mix and specialist capacity are adjustable, the commercial value may be revised by mutual agreement if Continental materially adds, removes or replaces recurring capacity or deliverables.

Included in the service fee

- Technical SEO and issue prioritisation
- Search Console and analytics review
- On page SEO recommendations
- Service and doctor discoverability
- Local SEO and Google Business Profile support
- Backlink and authority review
- Legacy brand migration support
- Content SEO and internal linking direction
- Schema and AI visibility direction
- Conversion tracking review
- Monthly SEO and AEO reporting
- Monthly roadmap and priority planning
- Legacy brand recovery planning
- Press link reclamation coordination

Costs outside the service fee

- Major website development work
- Large code refactoring projects
- Paid media spend
- Paid backlink or authority placement cost
- Professional medical writing beyond agreed scope
- Large Bangla content production
- External SEO tool subscriptions required only for Continental
- Major analytics implementation projects
- CRM implementation
- Large migration projects
- Specialist legal or reputation consulting
- Major PR campaign cost
- Influencer or creator fees
- Travel outside agreed operating needs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Large scale content migration
- Specialist reputation remediation

Final service agreement The final service agreement should confirm billing, payment timing, applicable taxes, external budget approval, confidentiality, privacy and data access, intellectual property, third party costs, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required access, availability of relevant Continental representatives, confirmation of priority services and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, initial execution schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Continental priorities, campaigns, service focus or operational requirements change, the agreed plan may be adjusted through mutual discussion while maintaining continuity across the approved service operation.

17. Acknowledgement

This proposal records Vynzo Media recommended commercial, operational and service structure for Continental Hospital PLC for the dedicated SEO and AEO scope based on the requirements currently discussed and reviewed. Any refinements relating to team structure, service mix, capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/PRAAVA/IMO/0902266

Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to privacy@vynzo.ca. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number ZC056799.

United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP.
British Columbia Corporation No. BC1550068
636, 1281 Hornby Street, Vancouver, BC V6Z 0G8
Telephone: +1 778 809 5074

Corporate Notice
This proposal is issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with Continental Hospital PLC. All commercial services, responsibilities, approved expenditure and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.