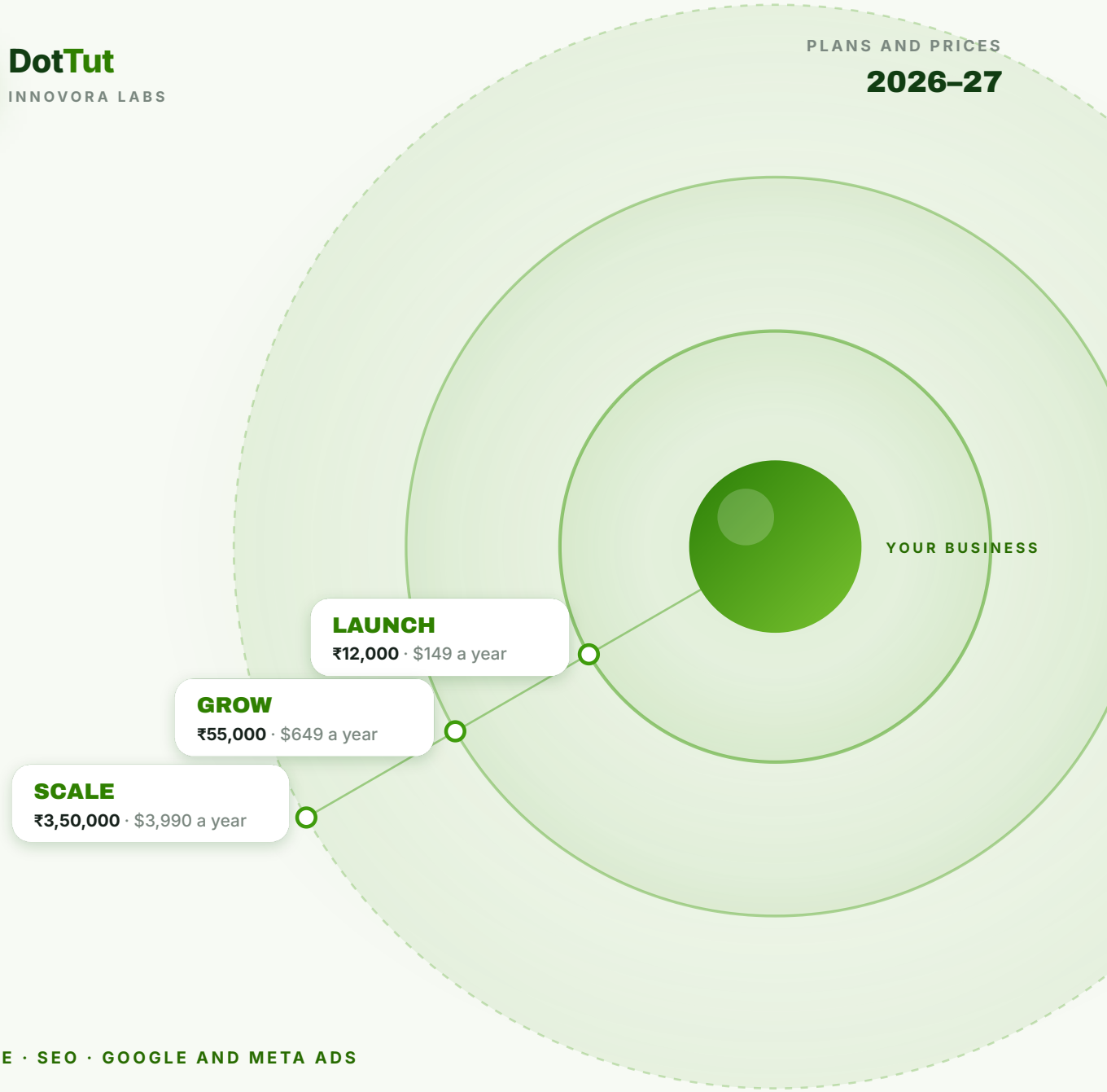
DotTut
INNOVORA LABS

PLANS AND PRICES
2026–27



WEBSITE · SEO · GOOGLE AND META ADS

BIG BUSINESSES START FROM A SINGLE DOT.

Three yearly plans. We build your website or online store, then look after it all year, so customers find you on Google and, from Grow up, see you in ads.

hello@dottut.com
Email

+91 877 844 5463
Call or WhatsApp

www.dottut.com
Website

Tuticorin, India
Clients everywhere

THREE PLANS, ONE TEAM

PICK WHERE YOU START

Each plan is one price for the year. It covers building what you need and looking after it for twelve months: changes, SEO and, on Grow and Scale, your ads and their designs.

LAUNCH

For a new or small business that needs a page to be found and contacted.

₹12,000 / year

$149 / year

About ₹1,000 or $12 a month

Paid yearly, upfront

- **One landing page**, up to 6 sections, designed and built
- Hosting and HTTPS for the year
- Contact form, WhatsApp button and map
- SEO setup and your Google Business Profile
- Up to **4 small changes** a year
- — Ads available as an extra

RECOMMENDED

GROW

For a business that wants steady enquiries from search and ads.

₹55,000 / year

$649 / year

About ₹4,600 or $54 a month

Paid yearly, upfront

- **A website of up to 5 pages**
- **1 change request** a month, up to 16 hours
- Local SEO, **2 articles** and 2 Google posts a month
- **1 ad campaign** on Google or Meta, checked every month
- **4 ad designs** a month
- A report every month

SCALE

For a business that sells online, or runs on an app of its own.

₹3,50,000 / year

$3,990 / year

About ₹29,200 or $333 a month

Or ₹30,000 · $349 a month

- **An online store** with UPI and card payments, or we take over your app or store
- **1 change request** a week, up to 16 hours
- Local and technical SEO, **4 articles** a month
- Ads on **Google and Meta**, up to 3 campaigns
- **8 ad designs and 2 short videos** a month
- A report and a call every month

Your ad budget stays yours
You pay Google and Meta directly for the ads, at the budget we set together. It is not part of the plan, and we take no share of it.

Articles you can approve
We write every article and ad. Approve each one before it goes out, or let them publish on their own.

Prices
Rupee prices are before 18% GST. Dollar prices are for clients outside India. Every plan renews at the same price.

SIDE BY SIDE

EVERYTHING IN EACH PLAN

	LAUNCH ₹12,000 · $149 a year	GROW ₹55,000 · $649 a year	SCALE ₹3,50,000 · $3,990 a year
WHAT WE BUILD			
Built for you	One landing page, up to 6 sections	A website of up to 5 pages	An online store, or we take over your app or store
Hosting and HTTPS, all year	✓	✓	✓
Contact form, WhatsApp and map	✓	✓	✓
Online payments (UPI and cards)	—	—	✓
LOOKING AFTER IT			
Change requests	4 small changes a year	1 a month, up to 16 hours	1 a week, up to 16 hours
Product and content updates	—	As change requests	As change requests
Security updates and uptime checks	✓	✓	✓
Backups	—	Once a month	Once a week
SEO			
SEO setup, Search Console, analytics	✓	✓	✓
Google Business Profile	Set up	Set up, 2 posts a month	Set up, 4 posts a month
Local listings and a reviews plan	—	✓	✓
Articles, written by us	—	2 a month	4 a month
Keywords tracked	—	10	20
Technical SEO and page speed	At launch	At launch	Checked every month
ADS			
Where your ads run	An extra (page 4)	Google or Meta	Google and Meta
Campaigns running at a time	—	1	Up to 3
Ad designs a month	—	4	8
Short videos a month, from your clips	—	—	2
Tracking calls, forms and sales	—	Basic	✓
REPORTS AND SUPPORT			
Reports	Every quarter, by email	Monthly, by email	Monthly, with a call
We reply within	3 business days	2 business days	1 business day
PAYING			
How you pay	Yearly, upfront	Yearly, upfront	Yearly, or ₹30,000 · $349 a month for 12 months

Ad budget is paid by you to Google and Meta, and is not part of any plan. Rupee prices are before 18% GST.

BEFORE YOU START

HOW THE PLANS WORK

THE TERMS, PLAINLY

- **Paid yearly, upfront,** or for Scale ₹30,000 or $349 a month for 12 months. The year runs from the day your site or store goes live.
- **Your ad budget is separate.** You pay Google and Meta directly, at a budget we agree together. We take no share of it.
- **We write, you decide.** Articles and ads are written and designed by us. Approve each one, or choose to let them publish on their own.
- **Change requests.** One request is one piece of work of up to 16 hours, such as new content or a small feature. Unused requests and changes don't carry over.
- **Everything is yours.** Your domain, the site or store and its code, the ad and app store accounts, and the content are in your name. You pay their own fees, and we set them up.
- **No ranking promises.** Nobody controls Google's results. We commit to the work, and report honestly on what it moved.
- **Prices.** Rupee prices are before 18% GST; dollar prices are for clients outside India. Every plan renews at the same price. Valid until 31 March 2027.

EXTRAS, WHEN YOU NEED THEM

Ads for Launch 1 campaign on Google or Meta, with 2 designs a month	**₹3,000 · $40 a month**
An extra website page	**₹3,000 · $40**
Logo and brand kit Logo, colours, type and a one-page guide	**₹8,000 · $99**
Your site in Tamil and English Every page in both, with a language switch	**From ₹10,000 · $120**
WhatsApp automation Replies, reminders and order updates	**From ₹15,000 · $180**
10 more ad designs	**₹3,000 · $40**
A new app Android and iOS, or the web	**Quoted for you**
Moving up a plan during the year You pay the difference for the months left	**On request**
Social media posting with DotEcho Our AI social media team, with a person approving every post	**Ask us**

01

A free call

Thirty minutes on your business, your customers and what you want online.

02

Your plan

We confirm the plan and what we will build, in writing, before you pay.

03

We build

A landing page in about 2 weeks, a website in 3 to 6, a store in 6 to 10.

04

We look after it

Changes, SEO and ads every month, with a report on what moved.

READY WHEN YOU ARE

START WITH A SINGLE DOT.

Tell us about your business. We'll tell you honestly which plan fits, or whether you need less than you think.

CALL
+91 877 844 5463

WHATSAPP
+91 877 844 5463

EMAIL
hello@dottut.com

BOOK A CALL
dottut.com/book