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Business Proposal and Service Scope

Date / September 30th, 2026

Company/ Akij Mediplex Limited

Prepared specifically for authorised review by Akij Mediplex Limited

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BUSINESS PROPOSAL FOR SEO AND AEO

To:
Management
Akij Mediplex Limited
Dhaka, Bangladesh

Date of Issue: September 30th, 2026
Reference: VM/AKIJM/SEO/300926

Dear Akij Mediplex Management,

Following our recent discussions, review of Akij Mediplex'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, specialist, 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 Akij Mediplex already earns, grow non brand service demand, improve specialist discovery, strengthen local trust and make approved service information easier for search engines and AI systems to understand and cite.

Akij Mediplex will retain final authority over medical and diagnostic 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 Development Department
Vynzo Media



VM/AKIJM/SEO/300926



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 Akij Mediplex. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

Vynzo Media proposes a dedicated SEO and AEO growth programme for Akij Mediplex that combines technical repair, analytics, local search, service and specialist 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, search authority 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.
- Existing healthcare search demand is reclaimed into the Akij Mediplex entity through cleaner redirects, brand continuity and local identity signals.
- Service and specialist 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 Akij Mediplex presence.
- Structured data for Akij Mediplex and specialists improves how search engines and AI systems understand Akij Mediplex healthcare 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

Akij Mediplex 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, specialist and service pages and trust signals.

The opportunity is especially strong because Akij Mediplex already has measurable search demand, 151 specialists, recognised service proof and strong category search demand. 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.
- Strengthen existing healthcare search demand around the Akij Mediplex 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.

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 Akij Mediplex 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.
Search authority review	Review uhlbd.com redirects, old directory references, brand and category demand and entity confusion.
Service and specialist mapping	Prioritise services, departments, specialists 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
- Specialist and service page opportunity map
- Conversion tracking and AI citation baseline

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 Akij Mediplex 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 specialist and service pages then expand around real patient search demand.
- Authority work covers backlink review, brand authority growth, press link reclamation and correction of inconsistent brand and service signals.
- AEO work strengthens structured data, Akij Mediplex entity clarity, consultant information and source quality so AI systems can understand Akij Mediplex 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.

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, healthcare and specialist schema plus 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 include strengthening brand demand and recovering national press links, strengthening Google Business Profile, building Dhaka service pages, expanding specialist pages, introducing Bangla search content and improving healthcare 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, service page visits, calls and 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
- Specialist 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 service response. Vynzo Media will report clearly and will not guarantee a fixed commercial outcome.

Search optimisation support

- Technical issue prioritisation
- Search Console review
- Analytics source review
- On page recommendations
- Service discoverability
- Specialist 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 Akij Mediplex 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. Akij Mediplex 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	Akij Mediplex 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 Akij Mediplex.

The engagement is designed to be adjustable. Akij Mediplex 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 service 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

Main Add On Categories	
Add On Category	Examples
Content and Production	Additional service page writing, Bangla content, service 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.
Outreach and Activation	Local review collection support, offline to online location activity or service campaign coordination.

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

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.

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

12. Governance, Approval and Performance Principles

- Medical and diagnostic 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.

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

Akij Mediplex responsibilities

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

Where a required Akij Mediplex 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 Akij Mediplex 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

- Akij Mediplex specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Akij Mediplex confidential competitive strategy.
- Akij Mediplex data and custom audiences will not be reused for another client.
- Akij Mediplex 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.

15. Scope Confirmation and Key Terms

SEO and AEO Service Scope

The proposed scope is based on the recommended operating model described in this proposal. Standalone activation, additional capacity or third party requirements will be confirmed separately where needed.

Included in the proposed scope

- Technical SEO and issue prioritisation
- Search Console and analytics review
- On page SEO recommendations
- Service and specialist discoverability
- Local SEO and Google Business Profile support
- Backlink and authority review
- Brand and search authority 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
- Brand authority growth planning
- Press link reclamation coordination

Items outside the proposed scope

- 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 tools required only for this scope
- 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.

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 Akij Mediplex 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 Akij Mediplex 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 Akij Mediplex Limited 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/AKIJM/SEO/300926

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