



# SEO PROPOSAL



# SEO Proposal Template

## Why invest in SEO

In the world where everything is online, SEO is not a nice addition to your business - it's a must. SEO influences almost every aspect of your business from boosting web traffic and visibility to building your brand and generating high quality leads.

Here are just a few reasons why implementing SEO in your business is a decision you'll hardly ever regret.



### SALES

96% of Americans shop online and admit that search engines influence their purchasing decisions a lot



### TRAFFIC

Organic search drives almost 95% of all traffic



### VISIBILITY

On average, content optimization increases brand visibility by 70%



### LEADS

57% of B2B marketers confirmed that SEO has a massive impact on lead generation



### COST-EFFECTIVENESS

SEO is a lot more effective and cost-efficient than traditional marketing

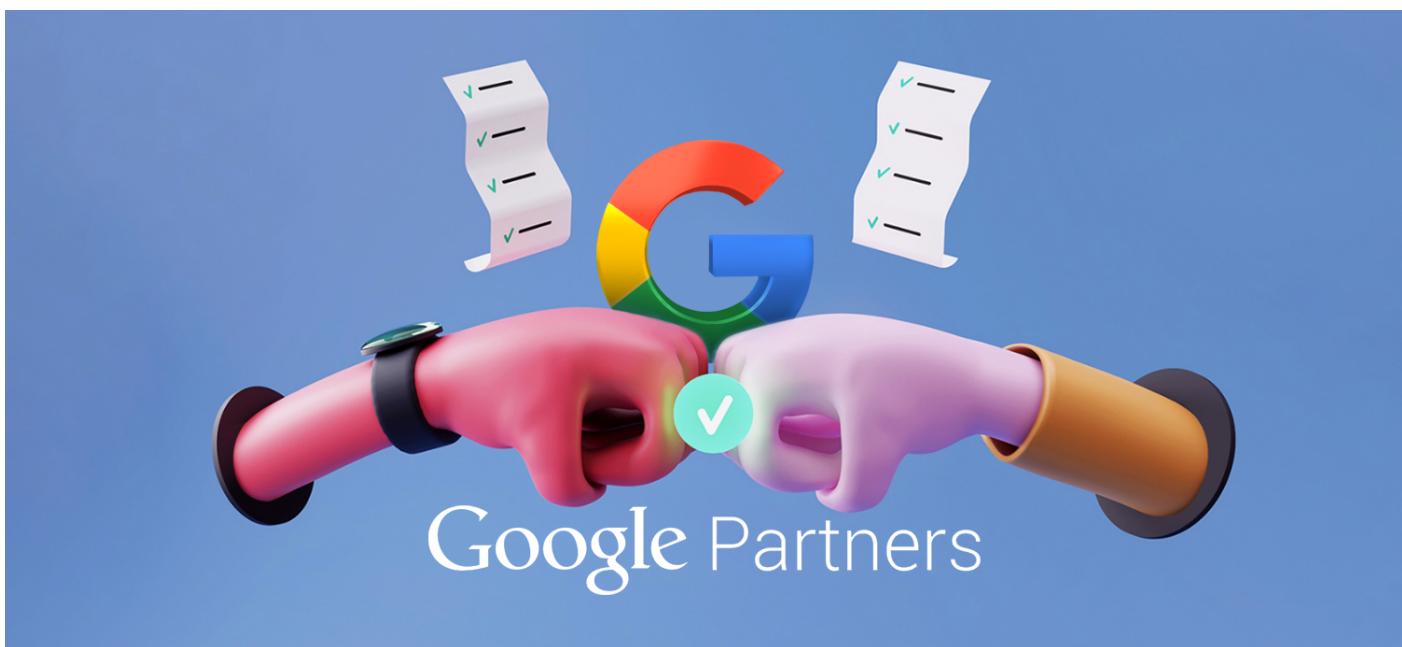


### AWARENESS

50% of searchers who have already seen your company in the search results will click on it

There are now thousands of people searching for your business - just let [SEO agency] help them find you.

## Who we are



Eschewing all false modesty, [SEO agency] has been a **leading full-service SEO agency for over a decade** now. Our agency is a **Google Partner**, which means Google has officially certified our knowledge and expertise.

Our team consists of **over 50 top-flight professionals** in SEO, PPC, eCommerce, social media, Google AdWords, site usability, databases, apps, and more. They'll take into consideration all the nuances of your niche and work out a unique SEO action plan to **satisfy even the most ambitious business needs** and goals of yours.

We've already **helped more than 1200 companies** to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. Here are some companies we were lucky to work with.



# Our strategy

We're all for transparency and effectiveness. Therefore, we want you to be involved in the whole process as much as possible, being 100% aware of what's going on with your site.

More than that, different customers have different needs, goals, and backgrounds. With that in mind, we form a range of necessary search marketing activities to match your business' objectives only.

## Step 1: Initial analysis

When kicking off an SEO campaign, we start by diving deep into your company, website, industry, and competitive landscape. By doing so, we can make some rough estimates on how much time and work it requires for your site to conquer the desired Google top.

## Step 2: Comprehensive keyword research and content optimization

After getting an idea of where you stand with your website and rankings, we'll carry out keyword research to find top sales-driving search terms for your business. This activity includes revealing keywords that your competitors rank for, digging for new keyword opportunities, as well as a lot of filtering and analysis. In the end, we'll come up with the most powerful list of keywords to further optimize your website for.

## Step 3: Smart website auditing

The reality is, sometimes a small technical issue can result in poor user experience, hold back your rankings, and even get your site under a Google penalty. So at the next step, we'll run a 360° audit to identify your website's weak spots (crawlability, indexing, redirects, coding errors, etc.) and fix them before they grow into an SEO problem. By the way, here are some issues we've already spotted on your site. See the Site Audit report in the attachment.

## Step 4: Improving UX

User experience has a massive impact on almost every aspect of your business including conversions, rankings, bounce rates, your brand's reputation, etc. Therefore, it's crucial for us to make your site meet Google's and your customers' high UX standards. We'll take care of your webpages' navigation, speed, accordance to search intent - simply speaking, everything to make your customers never want to leave.

## Step 5: Quality link building

Fact is, reaching Google's 1st position is impossible without building quality links. That is why at [SEO agency] we take link building very seriously. Unlike many cheap, black-hat SEO agencies that simply buy you tons of low-quality links (that disappear in a month or get you under a Google penalty), we only acquire links from authoritative and trustworthy publishers.

We've already run a quick backlink audit and spotted some harmful links pointing to your site. We'll weed them out for you and go through your top competitors' backlink profiles to find you even more link building opportunities. See the Backlink Summary report in the attachment.

## Step 6: Local search optimization

46% of all Google searches are local, and the number of "near me" search queries has doubled over the past year. Therefore, local SEO is a great opportunity for smaller companies that want exposure specifically in their geographic area. To make it happen, we'll run a local search campaign, which includes setting up and optimizing a Google My Business page, working on local on-page SEO factors, as well as local link building and citations.

## Step 7: Working out a content strategy

"One-size-fits-all" is totally not the approach we follow when creating a content strategy for your organization. Instead, we work out content recommendations that are 100% custom and fit your business goals perfectly. They'll include high-level messaging, a value proposition, and a social media integration. To maximize the positive impact on SEO, we'll also develop publishing workflows for you to stick to.

## Step 8: Delivering results

We strive for results and transparency. That is why every week you'll get a full set of detailed and easy-to-understand reports to see what has improved and how the whole process is going.

## Campaign objectives

- Page #1 rankings for agreed keywords
- Boosting organic traffic by at least 50%
- Increasing the CTR by no less than 30%
- Building at least 30 new backlinks

## What we guarantee

- Weekly reporting
- 100% transparency
- 24/7 service and support

## What our clients say about us



*"I think every small business owner knows the pain of failing to conquer Google. I've been in this vicious circle for years thinking (100% mistakenly) that I can do everything myself. So I decided to give [SEO agency] a try, which was one of the greatest decisions I've ever made. These guys know what they're doing and work super fast and effective. Now our website ranks above all competitors and loads at the speed of lightning. What's cooler than that, they've also worked out a brilliant content strategy for us to stick to. I just want to say that you guys are just awesome. Massive thanks!"*

**John Lester**, Vice President  
CTH Solutions

*"I've been working with many SEO agencies, and I can now say with all the seriousness that [SEO agency] has totally exceeded my expectations. They understood all business needs and really went in depth through all my requirements. I also liked the feeling of absolute transparency and great reports I've been constantly receiving on the work that they are doing. Just do your business a favor and leave all the SEO stuff to professionals - for me personally, it's [SEO agency]."*

**Jeffry Broo**, Owner  
Blue Media



# Pricing Estimates

Service	Price	Hours	Rate	Subtotal
Initial website analysis	\$10.00	5	per hour	\$50.00
Competition research	\$15.00	5	per hour	\$75.00
Keyword research	\$25.00	10	per hour	\$250.00
Content optimization	\$20.00	8	per hour	\$160.00
Website audit	\$15.00	5	per hour	\$75.00
Technical optimization	\$25.00	15	per hour	\$375.00
Link building campaign	\$25.00	40	per hour	\$1,000.00
Google My Business optimization	\$10.00	2	per hour	\$20.00
Content gap analysis + Content strategy	\$15.00	20	per hour	\$300.00
				<b>Total: \$2,305.00</b>

# Implementation Timeline

Sample projects	Timeline
Initial website analysis + competition research	3 days
Keyword research + content optimization	5 days
Website audit	2 days
Technical optimization	1 week
Link building campaign	4,5 weeks
Content strategy	2 weeks

# Terms

## Payment policy

By signing this proposal, [Customer's name/Company] agrees to submit the initial payment of \$500 in order for [SEO agency] to begin working on the activities outlined above. Once [SEO agency] provides the initial payment, a new contract will be drafted with an implementation timeframe and detailed payment terms.

## Warranty

[SEO agency] warrants that all work under this agreement will be performed in a professional manner and within the specified timeline. All work will be the original work of [SEO agency] and not plagiarized or in violation of any copyright or infringement laws.

In case [SEO agency] doesn't meet the commitments or misses the deadline, [Customer's name/Company] will receive a refund specified in the contract.

## Agreement

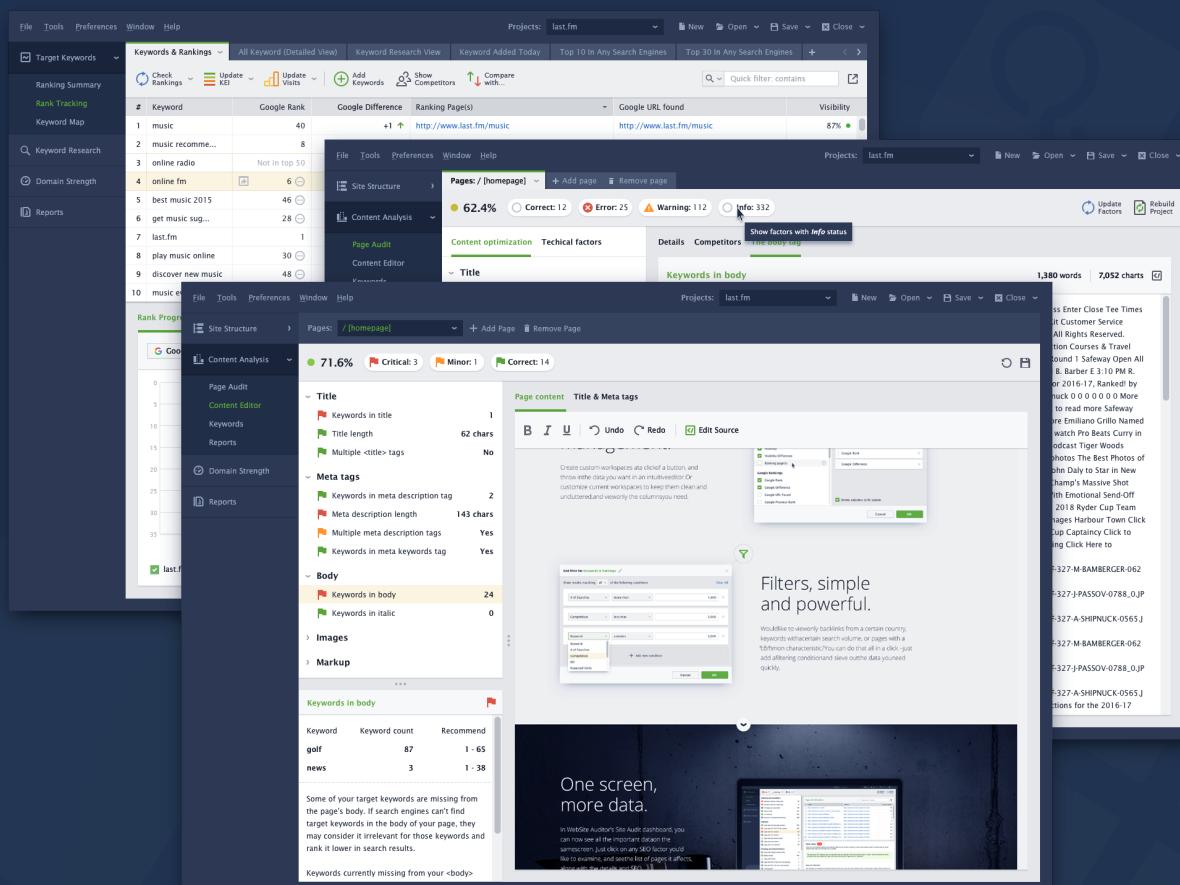
By signing below, [Customer's name/Company] agrees to accept this proposal and enter into a contractual agreement with [SEO agency] beginning on the date of signing.

[SEO agency's representative name] of [SEO agency]	[Customer's name] of [Customer's company]
Date:	Date:
Signature:	Signature:

Need more information? Please call us: **888-701-9349**. We can't wait to start driving results for your business!

# Need powerful tools for SEO and client reporting?

The example reports in this template were generated with SEO PowerSuite.



The screenshot displays the SEO PowerSuite interface with several windows open:

- Keywords & Rankings** window: Shows a list of keywords with their Google Rank, Google Difference, and PageRank. For example, "music" has a rank of 40 and a difference of 8.
- Page Audit** window: Analyzes the homepage with a score of 62.4%. It highlights 12 correct factors, 25 errors, and 112 warnings.
- Content Analysis** window: Provides a detailed report on the homepage's content, including meta tags, body text, and images. It shows a score of 71.6%.
- Ranking Summary** window: Shows a bar chart of keyword density across different categories.
- Domain Strength** window: Displays a list of URLs with their domain strength scores.
- Reports** window: Shows a preview of a report with sections like "Keywords in body" and "Filters, simple and powerful".

Try SEO PowerSuite for free

Or jump to our blog for [advanced SEO tips](#)