

YOUR**LOGO**

## THANK YOU

Client's Name,

Thank you again for this opportunity. It would be an absolute pleasure for us to work on this SEO campaign. Our team has thoroughly reviewed the goals of this project and we would like to submit this proposal for you to review. Please let me know if you have any questions or concerns. I am always available.

Thanks again,

**John Smith**

sales@YourSite.com

555.555.5555

YourSite, LLC

## EXECUTIVE SUMMARY

The purpose of this SEO proposal is to dramatically increase the amount of targeted traffic to your website through higher rankings in major search engines like Google. We will do this by **1) properly optimizing your website** and **2) building the authority of your website** in the eyes of major search engines.

**Our SEO campaign will consist of the four following phases:**

1. Site Review
2. Site Strategy
3. Site Optimization
4. Monthly Site Optimization

**The goals of this SEO campaign:**

1. Increase conversions, leads, and sales
2. Increase targeted traffic
3. Higher rankings in search engines

**Jane Doe** will be assigned as your Account Manager. **Jane** will be the catalyst of this campaign and your main contact at all times. Her main responsibilities will be to stay in constant communication with you, making sure you understand everything we are doing and how it is impacting your website's success. Jane's contact information is below.

**Jane Doe**

SEO Account Manager

jane@yoursite.com

312.555.5555

## SITE REVIEW

The first step of this project will be a thorough review of your entire website. We want to know and understand every detail of your website so we can leverage all of your strengths and improve all of your weaknesses. Our team will also review your company, competitors, and customers; as well as identify all strategies and challenges for this SEO campaign.

### Tasks:

- Kickoff Meeting – Thorough review of company, competitors, customers; define all goals
- Complete website audit and individual web page audits
- Competitor website audit and web page audits (high ranking sites only)
- Keyword research, analysis, and selection
- Google analytics review
- Review social media channels
- Identify baseline metrics

### Assumptions:

- Timeline (completed within 1-2 days)
- Not to exceed 5 hours of work

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\$500.00

## SITE STRATEGY

During this phase of the project we will develop an in-depth content, optimization, and conversion strategy to achieve all goals that were listed under Executive Summary". Once complete, we will deliver an in-depth strategy brief that will be the "playbook" of this SEO campaign.

**Tasks:**

- Multiple brainstorming sessions
- Develop baseline report
- Develop content strategy
- Develop optimization strategy
- Develop website authority strategy
- Develop creative and strategic content strategy
- Set goals (traffic, primary conversions, secondary conversions)
- Identify all key phrases and targeted landing pages
- Identify key metrics of success (user flow, analytic goal setting, etc)
- Develop 3-6 month content strategy calendar

**Deliverables:**

- Strategy Brief
- Strategy Brief review with client

**Assumptions:**

- Strategy Brief delivered within 14 days
- Client may request strategy brief revisions
- Not to exceed 15 hours of work

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**\$1,500.00**

## SITE OPTIMIZATION

The purpose of Site Optimization is to make sure your website and all landing pages are properly optimized for search engines by carefully executing the approved strategy brief. More importantly, we will make sure there is a **relevant** and properly optimized landing page on your website for each targeted key phrase outlined in the strategy brief.

**Tasks:**

- Review of approved strategy brief
- Execution of strategy brief
- Internal reviews and quality assurance
- Setup and install Google Analytics and other tools
- Client review

**Deliverables:**

- Checklist of all completed items
- Additional work recommended but outside of scope

**Assumptions:**

- Timeline (completed during Month 1)
- Client must notify **SEO COMPANY** of any changes to site during and after Site Optimization completes
- Client must provide **SEO COMPANY** with all logins and access

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\$2,000.00

## MONTHLY SITE OPTIMIZATION

Now that your website is properly optimized we must continuously work to grow and improve the **authority** of your site. The purpose of Monthly Site Optimization is to increase your site's **authority** in the eyes of major search engines. A properly optimized website with high authority will start to rank higher in search engines. However, our goal is more than higher rankings. We want you ranked on page #1 of Google for your targeted keywords and phrases.

**Tasks:**

- Continued execution of strategy brief
- Creative and strategic content creation (video, blogging, guest blogging, downloads, infographics, tools, etc)
- Optimize creative and strategic content (whether on or offsite)
- Link bait creation and execution
- Strategic adjustments and pivots
- Managing content calendar
- Link earning to above creative and strategic content
- AB Testing
- Qualitative and quantitative analysis

**Deliverables:**

- Weekly and/or monthly custom reporting and recommendations
- Client review meetings

**Assumptions:**

- Timeline (months 2-6)
- Not to exceed 20 hours per month

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**\$2,000.00 / per month**

## TERMS OF AGREEMENT

### PARTIES & PURPOSE

This Agreement is made between \_\_\_\_\_ (hereinafter "Client") and **SEO COMPANY, LLC, 123 Your Street, Anytown, USA 90210** (hereinafter "**SEO COMPANY**"). Client agrees to retain **SEO COMPANY** for 6 months of SEO services as described in this entire document hereto and made a part of this Terms of Agreement.

### PRICING & FEES

The total price is \$14,000.00 ("Price") to be paid in six (6) installments beginning at execution of this agreement and every 30 days until the first day of the final month of this 6-month contract.

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
\$4,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00

Client agrees to pay all additional hours of work, approved by Client, at our standard hourly rate of \$100 per hour. Client also acknowledges that **SEO COMPANY** may recommend 3rd party software or services, to be paid by Client upon Client's approval.

### SEARCH ENGINE POLICIES

Client acknowledges that **SEO COMPANY** has no control over the change to search engine policies or algorithm changes. At any time, Client's website may lose rankings or be excluded from any search engine at the sole discretion of the search engine.

### PLACE OF LAW

This agreement shall be governed by and construed in accordance with the laws of the State of **Illinois**.

### CONTRACT RENEWAL

Client agrees that this contract will be in effect for the agreed upon duration, and from month-to-month immediately following the completion of this agreement.

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If you agree to the terms set forth above, please sign in the space provided below and return one copy of this proposal.

X \_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

X \_\_\_\_\_  
Print Name



**CREDIT CARD FORM**

Name on Card: \_\_\_\_\_

Company: \_\_\_\_\_

Credit Card Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal: \_\_\_\_\_

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Credit Card #:

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Expiration Date: \_\_\_\_\_ CVV Number: \_\_\_\_\_

I authorize **SEO COMPANY, LLC** to charge the above credit card every 30 days, in accordance with the PRICING & FEES under "TERMS OF AGREEMENT", beginning on the date of this contracts execution.

X

Card Holder Signature

Date