

# SEO PROPOSAL FOR [CLIENT NAME]

## Welcome to [Company Name]

*[Provide a brief introduction to you and your company. Explain how you got started, who is on your team, and why you love to do this work.]*



### What Makes Us Different

---

*[Explain what makes you different from your competitors. Give insight into the unique selling propositions that separate you from others in your industry.]*



### Our Resources

---

*[Offer insight into what software or tools help you run your organization better than competitors. If you offer your own proprietary software, processes or algorithms, highlight this.]*



### Why Choose Us?

---

*[Give reasons why a client should trust and choose you. This could include snippets from case studies, client testimonials, or other metrics that show your ability to do an excellent job and produce ideal results.]*

## The Value of SEO

You have probably heard the term “SEO.” You probably know that it is something your company needs. But, do you know all of the value you will see by optimizing your site for search engines?

When you invest in SEO, you will see a multitude of benefits.

**Higher search rankings:** Your web pages will appear more frequently and in higher positions on SERPs (search engine results pages)

**Increased organic traffic:** More visitors will land on your web pages through search engines (so you don't have to pay for traffic)

**Increased brand awareness and authority:** Your brand will appear more frequently which increases your visibility and leads to your website being used as a resource by other websites and publishers

**Increase in number of leads and sales:** As your website appears in front of a larger audience, it becomes a silent salesperson that can collect leads and drive sales from online searchers

**Lasting results:** When you improve a site's SEO, the work often creates long-term improvements and compounding returns that can get better over time

SEO is a vital tool in building and growing your company's online presence, but it is not a one-time project that will give your brand a lasting boost.

SEO is a long-term practice that works best over time. SEO strategies that are implemented today should be given at least six months to show results. Once that value kicks in, strategies continue to work.

## SEO Ranking Factors

Google uses over 200 factors to rank webpages for SERPs. As part of our partnership, we will assess and prioritize many of these factors to improve your site. Some of those factors include:

### Onsite SEO

- *Meta Descriptions*
- *Meta Titles*
- *Content Quality*
- *Content Length*
- *Content Freshness*
- *URL Structures*
- *Internal Links*
- *Outbound Links*
- *Image Title Tags*
- *Keyword Usage*
- *Site Depth*
- *Rate of Audience Engagement*
- *Redirects*
- *Duplicate Content*
- *Social Tags*
- *Broken Links*

### Offsite SEO

- *Number of Inbound Links*

### Technical SEO

- *Site Speed*
- *Mobile Friendliness*
- *Crawlability*
- *Meta Security*
- *Secure Forms and Data Entry*



**\*\*Please delete the graphic above before submitting to the client. \*\***

## Plan of Action

To improve your website's SEO, our strategy resolves these issues through the followings strategies.

Strategy	Description
<b>Full Site Audit</b>	We perform a complete audit of your website's onsite SEO, offsite SEO, and technical SEO.
<b>Keyword Research</b>	We research up to [x] keywords to find the best opportunities for connecting with your target audience and appearing in search.

<b>Competitor Research</b>	We assess your client's competitors to see how they are performing and what you need to do to top them.
<b>Technical Optimization</b>	We implement technical upgrades that help your site meet the requirements and best practices set by Google.
<b>Content Strategy</b>	We expand site depth and build additional on-site content through a blog and targeted landing pages.
<b>Link Building</b>	We gain links back to your website.

— ALEXA'S MARKETING STACK —

HAS ALL THE TOOLS YOU NEED  
TO IMPROVE YOUR CLIENTS' SEO

- ⚙️ ▪ KEYWORD DIFFICULTY TOOL
- ✓ ▪ ON-PAGE SEO CHECKER
- 🔗 ▪ SEO AUDITS
- 💡 ▪ COMPETITIVE INTELLIGENCE
- ➕ ▪ AND MORE...

[Sign Up For A Free Trial Now](#)

**\*\*Please delete the graphic above before submitting to the client. \*\***

## Our Strategy & Reporting

Because SEO is an ongoing task, our plan will include an initial set-up phase and ongoing monthly plans.



### Phase One: Initial Setup

---

The table below outlines Phase One. As each task is complete, you will receive a report of the work.

Task	Deliverable	Cost
Full Site Audit	Site audit with factor ratings	
Keyword Research	List of [x] keywords and metrics	
Competitor Research	Report of competitor keywords and site metrics	
Technical Optimization	Report on technical upgrades	
	<b>Total Cost</b>	
	<b>Due Date</b>	



### Phase Two: Ongoing Maintenance and Continued Growth

---

The ongoing plan includes the following monthly tasks that build SEO over time.

Task	Deliverable	Monthly Cost
Content Strategy	[x] pieces of content per month	
Link Building	[X] number of backlinks per month	
	<b>Total Monthly Cost</b>	
	<b>Monthly Due Date</b>	

On the assigned monthly due date, you will receive a report on each strategy and a monthly report of site metrics detailing the SEO growth of your website. The monthly report will detail:

- **Page Views:** Number of pages viewed on your website
- **Number of Visits:** Number of visits to your website
- **Unique Visits:** Number of individuals who visit your website
- **Return Visits:** Number of times a unique visitor returns to your site
- **Average Time on Site:** Amount of time a visitor spends on your website
- **Bounce Rate:** Percentage of users who visit one page and then exit
- **Blog Comments:** Number of comments left on your website or blog
- **Number of Social Shares:** Number of times your content has been shared on social platforms
- **Inbound Links:** Number of backlinks your website receives
- **Competitive Power:** A metric that measures your site's ability to compete in SERPs.
- **Position in Search Results:** Your organic ranking on search engine result pages

Each of these metrics will help you see the results of our work and the increase in your website's SEO authority as it compounds and builds over time.

## Terms and Conditions

When you are ready to start your SEO project, please sign this proposal.

Please note that by signing this proposal you, as the client, agree to the following.

I accept the proposal as it is. Any changes to the proposal must be discussed prior to signing.

I agree to the fees outlined in the proposal and acknowledge that [fee] is due as a down payment to start the project. Other payment is due [explain further payment dates and structure].

I understand that once the project is paid in full, all text, graphics, photos, and artwork used in the project will be under my ownership, and I will own the code, data, and reports used during the project.

I understand that the project will begin when both parties have signed the agreement. The project will continue on the timeline set in this proposal.

I understand that this agreement becomes effective when signed by myself and [your company name].

---

[Client Name]

---

[Client] Signature

---

[Your Business Name]

---

[Your Name] Signature