

SEO PROPOSAL FOR [CLIENT NAME]

Prepared by: [Your Name/Agency]

Date: [Date]

Valid Until: [30 days from date]

The Opportunity

Right now, potential customers are searching for exactly what you offer—but they're finding your competitors instead.

After reviewing your website and online presence, we've identified clear opportunities to change that.

Here's what we found:

Your Current Situation:

- Your website gets approximately [X] visitors per month from Google
- You're missing out on [X] high-value searches that your competitors are capturing
- [Specific problem: e.g., "Your site loads slowly on mobile devices, causing visitors to leave"]
- [Specific problem: e.g., "Your content doesn't match what people are actually searching for"]

What This Means: You're leaving [X] potential customers and approximately \$[X] in revenue on the table every month.

The Good News: These are all fixable problems. With the right strategy, we can position your business in front of customers who are actively looking for your services.

What We'll Do for You

We'll implement a proven 3-part system to increase your visibility on Google and bring you more qualified leads:

1. Fix What's Broken (Month 1)

We'll repair the technical issues holding your website back:

- Speed up your website (faster sites rank higher and keep visitors engaged)
- Make your site mobile-friendly (over 60% of searches happen on phones)
- Fix errors that prevent Google from properly reading your site
- Ensure your site is secure and trustworthy

You'll see: A faster, more professional website that Google can properly understand and rank.

2. Get Found for the Right Searches (Months 2-4)

We'll optimize your website so it appears when customers search for your services:

- Research exactly what your customers are typing into Google
- Rewrite your website content to match those searches
- Create new pages targeting valuable search opportunities
- Make sure every page clearly tells Google (and customers) what you offer

You'll see: Your business appearing on page 1 of Google for searches that matter to your bottom line.

3. Build Your Authority (Months 3-6+)

We'll establish your business as a trusted leader in your industry:

- Get your business featured on reputable industry websites
- Create helpful content that attracts and educates potential customers
- Build signals that tell Google you're an authority worth ranking
- Monitor and respond to changing search trends

You'll see: More organic traffic, higher rankings, and a steady stream of qualified leads.

What You'll Receive Each Month

Technical Optimization:

- pages optimized for search engines
- Site speed improvements and mobile optimization
- Ongoing technical maintenance and updates

Content & Strategy:

- professionally written blog posts or pages ([X] words each)
- Keyword research to target the most valuable searches
- Content that educates customers and drives conversions

Authority Building:

- high-quality backlinks from reputable websites
- Outreach to industry publications and partners
- Monthly link building reports

Reporting & Communication:

- Easy-to-understand monthly progress report showing:
 - Traffic growth
 - Ranking improvements
 - Leads generated

- Next month's priorities
- Monthly [30-minute call / email update] to review results and answer questions
- Direct access to your dedicated SEO specialist

Your Investment Options

We offer three flexible packages designed to meet different business needs and budgets. Choose the option that fits where you are now—you can always upgrade as you grow.

STARTER PACKAGE

\$1,500/month

Perfect for small businesses just beginning their SEO journey

What's Included:

- ✓ Initial technical SEO audit and priority fixes
- ✓ 5 pages optimized per month
- ✓ 2 SEO-optimized blog posts per month (800-1,000 words each)
- ✓ Basic keyword research (up to 15 target keywords)
- ✓ Monthly performance report (traffic, rankings, key metrics)
- ✓ Email support and quarterly strategy calls

 **Best For:** New websites, local businesses, or companies with limited budgets who want to establish a solid SEO foundation.

6-month commitment required, then month-to-month

PROFESSIONAL PACKAGE ★ Most Popular

\$3,500/month

Ideal for growing businesses ready to dominate local search

Everything in Starter, PLUS:

- ✓ 10 pages optimized per month
- ✓ 4 SEO-optimized blog posts per month (1,200-1,500 words each)
- ✓ Advanced keyword research (up to 30 target keywords)
- ✓ 5 high-quality backlinks per month from authoritative websites
- ✓ Google Business Profile optimization (for local businesses)
- ✓ Competitor analysis and monitoring
- ✓ Monthly 30-minute strategy call + priority email/phone support
- ✓ Detailed monthly reports with actionable insights

 **Best For:** Established businesses in moderately competitive markets who want consistent growth and measurable results.

6-month commitment required, then month-to-month

PREMIUM PACKAGE

\$6,500/month

For businesses serious about market domination

Everything in Professional, PLUS:

- ✓ 20 pages optimized per month
- ✓ 8 SEO-optimized blog posts per month (1,500-2,000 words each)
- ✓ Comprehensive keyword research (50+ target keywords)
- ✓ 10 high-quality backlinks per month from premium sources
- ✓ Advanced content strategy (pillar pages, topic clusters)
- ✓ Conversion rate optimization recommendations
- ✓ Technical SEO deep dive and ongoing maintenance
- ✓ Social media integration and content distribution
- ✓ Bi-weekly strategy calls + dedicated account manager
- ✓ Custom reporting dashboard with real-time analytics

 **Best For:** Competitive industries, e-commerce sites, or businesses targeting aggressive growth and market leadership.

6-month commitment required, then month-to-month

PACKAGE COMPARISON

Feature	Starter	Professional	Premium
Monthly Investment	\$1,500	\$3,500	\$6,500
Pages Optimized/Month	5	10	20
Blog Posts/Month	2 (800-1K words)	4 (1.2K-1.5K words)	8 (1.5K-2K words)
Target Keywords	15	30	50+
Backlinks/Month	—	5 quality links	10 premium links
Technical SEO	Basic audit & fixes	Ongoing optimization	Advanced deep dive
Local SEO	—	✓ Included	✓ Included

Content Strategy	Basic	Advanced	Comprehensive
Reporting	Monthly email	Monthly detailed	Real-time dashboard
Support	Email + Quarterly calls	Phone/Email + Monthly calls	Dedicated manager + Bi-weekly calls
Competitor Analysis	—	✓ Included	✓ Advanced
CRO Recommendations	—	—	✓ Included

OPTIONAL ADD-ONS

Enhance any package with these services:

Service	Monthly Cost	One-Time Cost
E-commerce SEO (product optimization, category pages)	+\$1,200	—
Video SEO (YouTube optimization, video content)	+\$800	—
Advanced Analytics Setup (conversion tracking, custom dashboards)	—	\$1,500
Website Speed Optimization (Core Web Vitals improvement)	—	\$2,000
Content Refresh (update 10 existing pages with SEO best practices)	—	\$1,200
Penalty Recovery (Google penalty diagnosis and recovery)	—	Starting at \$3,000

WHAT TO EXPECT: TIMELINE & RESULTS

Month 1: Foundation & Quick Wins

- Complete technical audit
- Initial optimizations implemented
- Content strategy developed
- You'll see: Faster site speed, fixed technical errors

Months 2-3: Growth Begins

- Rankings start improving for target keywords
- New optimized content published
- Link building campaign underway

- You'll see: 15-30% increase in organic traffic

Months 4-6: Momentum Builds

- Consistent page 1 rankings for priority searches
- Established content pipeline
- Growing domain authority
- You'll see: 50-100% increase in organic traffic, measurable lead growth

Months 6-12: Market Leadership

- Dominant rankings in your niche
- Sustained traffic growth
- Strong competitive positioning
- You'll see: 2-3x organic traffic, significant revenue impact

PAYMENT TERMS

All Packages Include:

- No setup fees
- Month-to-month billing (after initial commitment)
- 30-day cancellation notice
- Payment via credit card, ACH, or wire transfer

Special Offer: Pay annually and receive 10% discount (2 months free)

First Payment: Due upon contract signing

Subsequent Payments: Automatically charged on the 1st of each month

Why Choose Us

We've helped [X] businesses in [industry/location] grow their organic traffic and revenue:

- **[Client/Company Type]** increased their Google traffic by [X]% and gained [X] new customers in 6 months
- **[Client/Company Type]** now ranks #1 for their most valuable search terms, generating \$[X] in additional monthly revenue
- **[Client/Company Type]** went from page 4 to page 1 for [X] competitive keywords

We don't just promise results—we deliver them. Our approach is straightforward: we find what works, implement it, measure the results, and continuously improve.

Your Dedicated Team:

- [Name] - [Role] with [X] years of experience
- [Name] - [Role] specializing in [expertise]

Ready to Grow Your Business?

Every day you wait is another day potential customers are finding your competitors instead of you.

Let's change that.

Contact me to get started:

[Your Name]

[Phone Number]

[Email Address]

[Website]