

**ULTIMATE DIGITAL EXPERIENCES**

**SEO PROPOSAL**

Delivered to:

**EXAMPLE COMPANY**

Contact

**Your Company Name**



**OVERVIEW & GOALS**

# DEAR XXXXX,

It was great to speak with you about your needs and how your business will benefit tremendously from Search Engine Optimization.

We make it possible for businesses like yours to compete online by moving your website higher in local search rankings. Why is it important to rank well on sites like Google and Bing? Because over 80% of consumers search online before making a buying decision.

We will help your website rank higher, get noticed, and drive more sales.

Every 5 minutes we get a business on the 1st page of Google.

Why do you need to be on the 1st page of Google? Because nearly every customer out there who is looking for local products and services starts the buying process online. The customers normally skip past the paid advertisements and go straight for the organic search results.

That means if your business isn’t on the 1st page of search results, you’re out of the race before it even starts. Potential customers may never even know you exist.

Our mission is to help you dominate your local market.

Sincerely,

XXXXXX



**WHY WORK WITH US?**

Our online marketing and search optimization services were designed with small businesses in mind. We provide services to help you improve your online visibility. What makes us unique is our real-time reporting system, which provides you with up-to-the-minute reporting on every dollar spent on your account.

You’ll be able to see how many pieces of content have been written for your site, what tasks have been completed, what tasks are still in the queue, and the percentage of tasks completed toward your current strategy.

Our technology streamlines the workflow process and produces efficiencies and transparency that our competitors cannot match. These efficiencies significantly reduce the time our SEO specialists need to perform a task, which lets us to do more for you – much more quickly, and for less.

Our search engine optimization strategies have proven successful at helping small businesses win more customers, increase website traffic, and boost their rankings on search engines. Most importantly, we are here to help your business succeed!



**CAMPAIGN EXPECTATIONS**

|  |  |
| --- | --- |
| **MONTH 1**  This is a heavy lifting month. We’ll do extensive work on your keywords and website optimization. Rankings likely won’t improve quite yet, but it’s critical to lay a solid foundation for your campaign to have success going forward. | Initial Campaign Setup  Keyword Research  Keyword Optimization  Website Audit  Website Optimization  Custom Content Creation  Business Profile Development  Analytics Setup |

|  |  |
| --- | --- |
| **MONTH 2-5**  These months are the core of your SEO campaign. We’ll complete your critical optimizations start spreading the word about your business all over the web. You should see noticeable improvement in your rankings as your online presence grows.  We’ll also begin tracking secondary keywords to better understand how your overall reach is being impacted. The number of hours in your campaign each month will determine which tasks we can perform, but we will always provide a detailed report on the work we’ve done,  keyword progress, and campaign strategy  **Link Portfolio Development**  • Website Bookmarking  • Classified Business Listings  • Local Business Citations  **Custom Content Creation**  • Custom Article Publication  • Offsite Content Marketing  • Aged Article Inclusion  • Custom Blog Publication  • Onsite Content Changes  • Article Engagement  • Video/Image Implementation | **Ongoing Website Optimizations**  • Google Search Console Creation & Installation  • Robots.txt Creation & Implementation  • XML Sitemap Creation & Implementation  • Schema Tag Implementation  • Canonical Tag Implementation  • Google Maps Integration  • 301 Redirect Mapping & Implementation • Menu Edits  • Insert Nofollow Tags into Onsite Links  • Site Speed Optimization  • Link Detox Audit  • Onsite Broken Link Repair  **Campaign Reporting**  • Monthly updates on campaign activities and keyword progress  • Recommendations for onsite tasks  • Monthly update on campaign strategy  **Month 6 & Beyond**  Our goal is to have you ranking of page 1 of Google by month 6 of your SEO campaign. At this point we will take a deeper look at your tracking keywords to determine where we should focus our efforts to help you rank for even more search terms.  It’s important to maintain your SEO activities so that you stay on page 1 and continue to expand your presence online. We will continue developing links, creating content, optimizing your site, and reporting on progress each and every month. |

Below is the budget we've estimated based on the conversation that you had with our SEO Specialist.



**YOUR INVESTMENT**

# CORE BUDGET

**Description Price**

**SEO** Hours Monthly 10 $2500,00

**Total** $2,500



**STATEMENT OF WORK**

**& CONTRACT**

Date: XXXXXXX

**Search Engine Optimization (SEO) Agreement**

This **Search Engine Optimization (SEO) Agreement** is dated *[MONTH DAY, YEAR]* and is between *[COMPANY NAME]*, a *[STATE COMPANY/INDIVIDUAL]* (the “Client”), and *[AGENNCY COMPANY NAME2]*, a *[AGENCYSTATE COMPANY/INDIVIDUAL2]* (the “SEO Consultant”).

The Client operates a website at *[URL].*

The SEO Consultant provides search engine optimization services to website owners.

This SEO Agreement provides for the SEO Consultant’s development and execution of a search engine optimization and marketing strategy for the Client.

The parties agree as follows.

**1. Definitions.** Terms defined above have their assigned meanings and each of the following terms has the meaning assigned to it.

“Agreement” means this SEO Agreement.

“Business Day” means the usual work week of Monday through Friday, with the exception of all major U.S. holidays.

“Down Payment” has the meaning assigned to it in Section 3.3.

“Effective Date” means the date listed in the preamble of this Agreement.

"Keyword" means words typed into a search engine by potential consumers of the client's website and its related products and services.

“White Hat” means using SEO methods focused on human users and based in accepted search engine guidelines to improve a website’s performance.

“Writing” means an e-mail or other written communication, such as attached documents, sent for the purpose of providing legal notice to either party.

**2. Hiring of the SEO Consultant/Company.** By signing the Agreement, the Client hires the SEO Consultant to provide search engine optimization (SEO) services.

**3. Fees.**

**3.1. Billing Rate.** The SEO Consultant bills *[HOURLY WAGE]*/per hour (the “Billing Rate”).

**3.2. Project Estimate.** The SEO Consultant estimates that the monthly fee for providing SEO services to the Client will be *[AMOUNT].*The SEO Consultant estimates that the hours billed monthly for the project will be *[HOURS]*

**3.3. Down Payment.** The down payment is [DOWNPAYMENT](the “Down Payment”). The SEO Consultant shall have no obligation to begin work prior to receiving the Down Payment. The Client shall pay the Down Payment to the SEO Consultant within one week of the Effective Date of this agreement. The Down Payment is nonrefundable.

**3.4. Invoices.**

Invoices shall include information relating to:

a) the total number of hours worked

b) the billing rate per hour

**3.5. Payment.** The Client shall pay the SEO Consultant by *[CHECK/CREDIT CARD/WIRE TRANSFER].* Payment must be received no later than *[DAYS]* Business Days after the Client’s receipt of that month’s invoice.

**4. SEO Consultant Services.**

**4.1. SEO Strategy; Selected Search Engines.** The SEO Consultant shall work with the Client to formulate an overall Search Engine Optimization strategy to improve the performance of the Client’s website, *[URL]*, for the Keywords selected in Section 4.2 in the following major search engines:

Google

Bing

**4.2. Keyword Selection.** The SEO Consultant and the Client have selected the following list of Keywords. The SEO Consultant may recommend additional Keywords to be added to the list.

[list keywords]

**4.3. Campaign Expectations**

**Month 1**

This is a heavy lifting month. We’ll do extensive work on your keywords and website optimization. Rankings likely won’t improve quite yet, but it’s critical to lay a solid foundation for your campaign to have success going forward.

Initial Campaign Setup, Keyword Research, Keyword Optimization, Website Audit, Website Optimization, Custom Content Creation Business Profile Development, Analytics Setup

**Month 2-5**

These months are the core of your SEO campaign. We’ll complete your critical optimizations start spreading the word about your business all over the web. You should see noticeable improvement in your rankings as your online presence grows.

We’ll also begin tracking secondary keywords to better understand how your overall reach is being impacted. The number of hours in your campaign each month will determine which tasks we can perform, but we will always provide a detailed report on the work we’ve done,

keyword progress, and campaign strategy.

**Link Portfolio Development -** Website Bookmarking, Classified Business Listings, Local Business Citations

**Custom Content Creation -** Custom Article Publication, Offsite Content Marketing, Aged Article Inclusion, Custom Blog Publication, Onsite Content Changes, Article Engagement, Video/Image Implementation

**Ongoing Website Optimizations -** Google Search Console Creation & Installation, Robots.txt Creation & Implementation, XML Sitemap Creation & Implementation, Schema Tag Implementation, Canonical Tag Implementation, Google Maps Integration, 301 Redirect Mapping & Implementation • Menu Edits, Insert Nofollow Tags into Onsite Links, Site Speed Optimization, • Link Detox Audit, Onsite Broken Link Repair

**Campaign Reporting -** Monthly updates on campaign activities and keyword progress, Recommendations for onsite tasks, Monthly update on campaign strategy

**Month 6 & Beyond**

Our goal is to have you ranking of page 1 of Google by month 6 of your SEO campaign. At this point we will take a deeper look at your tracking keywords to determine where we should focus our efforts to help you rank for even more search terms. It’s important to maintain your SEO activities so that you stay on page 1 and continue to expand your presence online. We will continue developing links, creating content, optimizing your site, and reporting on progress each and every month.

**5.Client Obligations.**

**5.1. Representations and Warranties.** The Client represents and warrants as follows:

a) The Client has power and authority to sign, deliver, and perform this Agreement.

b) The Client has taken all necessary action to authorize the signing, delivering, and performance of this Agreement.

c) This Agreement has been duly signed by the Client, or its authorized representative or agent, and constitutes its legal, valid, and binding obligation. It is enforceable against the Client in accordance with its terms.

**5.2. Covenants.** The Client covenants to:

a) Provide administration or backend access to the SEO Consultant.

b) Provide an email at the Client’s website, *[URL]*, for purposes of back link building or otherwise representing the Client for the purposes of SEO.

c) Allow the SEO Consultant to make changes to the website’s underlying code for the purpose of optimization.

d) Provide the SEO Consultant with a list of all third party developers of the website for the purpose of contacting them to improve the website’s performance in the search engines

e) Provide the SEO Consultant with electronic files of all promotional or branding materials, i.e., logos, graphics, etc., for the purpose of creating new promotional materials.

**6. SEO Consultant Obligations.**

**6.1. Representations and Warranties.** The SEO Consultant represents and warrants as follows:

a) The SEO Consultant has power and authority to sign, deliver, and perform this Agreement.

b) The SEO Consultant has taken all necessary action to authorize the signing, deliver, and performance of this Agreement.

c) This Agreement has been duly signed by the SEO Consultant, or its authorized representative or agent, and constitutes its legal, valid, and binding obligation. It is enforceable against the SEO Consultant in accordance with its terms.

**6.2. Covenants.** The SEO Consultant covenants to:

a) Use White Hat SEO tactics and accepted practices to improve search engine rankings.

b) Develop a strategy to improve the flow of targeted traffic to your website.

c) Provide regular reports and analysis of traffic to your website.

**6.3. Disclaimer of Warranty.** The SEO Consultant is providing services “AS IS”, and disclaims all warranties, express or implied, including, without limitation, the warranties of merchantability, fitness for a particular purpose, and non-infringement. The SEO Consultant provides recommendations regarding current White Hat search engine optimization tactics that, in theory, should improve your website’s performance in search engine rankings. However, the SEO Consultant is not responsible for search engine rankings, the algorithms used by major search engines to rank web pages, or other processes of third party search engines. The SEO Consultant cannot predict future search engine algorithm changes; therefore, the SEO Consultant cannot guarantee results such as placing your website as the number one search result for specific keywords, or to maintain a position within the top 10 search results.

**7. Intellectual Property.** The SEO Consultant may write code or create other intellectual property as part of this Agreement.

**7.1. Website Content.** The Client shall own the copyright to all Website Content created to optimize the Client’s website.

**7.2. Code; Non Website Content.** The SEO Consultant shall have all rights in all SEO related intellectual property that may be created by the SEO Consultant in the process of optimizing the Client’s website for search engines, including, but not limited to, website code, non website content, strategies, methods of operations, or any process, idea, or other SEO related intellectual property.

**8. Term.**

**8.1. Termination.** This Agreement terminates when the SEO Consultant has performed all services and the Client has paid all fees as mentioned in section 3.

**8.2 Termination for Cause; Material Breach.** Despite section 8.1, a party may terminate this Agreement by giving 10 Business Days notice to the other party, if that latter party materially misrepresented a fact or materially breaches a warranty or covenant. In that event, the terminating party has all rights and remedies that law and equity provide.

**9. General Provisions.**

**9.1. Governing Law; Forum Selection.** The laws of the state of *[STATE]* govern all matters relating to this Agreement. Any dispute will be resolved in the courts of *[STATE]* and *[COUNTY].*

**9.2. Assignment and Delegation.** Neither party may assign its rights or delegate its performance under this Agreement without the other party’s consent.

**9.3. Successors and Assigns.** This Agreement binds and benefits the parties and their respective permitted successors and assigns.

**9.4. Notices.** The parties must send all notices in writing and give all consent in writing. A notice or consent occurs is effective when the intended recipient receives it. For the purposes of this agreement, notice shall be provided to the client at *[CLIENT EMAIL].* Notice shall be provided to the SEO Consultant at *[SEO EMAIL].*

**9.5. Merger.** This Agreement is the final, complete, and exclusive statement of the parties’ agreement on the maters contained in this Agreement. It supersedes all previous negotiations and agreements. The parties shall not amend this Agreement, except by an agreement in writing, signed by both parties.

To evidence the parties’ agreement to this SEO Agreement, they have signed and delivered it on the Effective Date set forthin the preamble.

John Doe, to accept this contract, please sign below.

John Doe

Example Company



**NEXT STEPS**

#1 Once we receive the On-Boarding form we will start our market research on the keywords which will take around 2-3 days.

#2 We will reach out after performing some research and provide our recommendations on target keywords and pages. We will send you an email to confirm the keywords for the campaign.

Once you give us the ok, will launch the campaign and reach out through email monthly with updates on progress and any needed changes to help with performance.

**If you have any questions at all, please let us know, 555-555-5555. We’re happy to clarify any points and there may be some items that we can sort out together. We’re committed to finding the best way to work together.**