YOUR  
LOGO

**COMPANY NAME**

CONTENT WRITING

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your content writing needs. We specialize in crafting high-quality, engaging, and SEO-friendly content that aligns with your brand voice and marketing goals.  
  
This proposal outlines how we can support [Client Name] with impact content tailored to your target audience.

# Problem or Opportunity

[Client Name] needs consistent, professional content to support marketing efforts, build brand authority, and engage target customers. Without well-written content, it becomes harder to rank on search engines, build trust, and convert leads.

# Proposed Solution

We propose a content writing service tailored to your business goals. Whether you need website copy, blog posts, product descriptions, or email campaigns, our team will deliver clear, compelling content.  
  
Key Benefits:  
- Improved SEO rankings  
- Increased audience engagement  
- Consistent brand voice and message

# Scope of Work

Our content writing service includes:  
  
- Content strategy consultation  
- Research and outline development  
- Original writing tailored to tone and objectives  
- SEO optimization (keywords, meta tags, readability)  
- Up to [X] rounds of revisions per piece

# Timeline

Content writing project timeline and delivery expectations:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Initial Consultation | Define content goals and formats | [Start Date] |
| Content Plan Approval | Client reviews topic calendar | [Date] |
| Draft Submissions | Delivery of content drafts | [Date] |
| Final Edits & Approval | Revisions and final sign-off | [Completion Date] |

# Pricing

Transparent pricing per content type or monthly package:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Blog Post (800-1,000 words) | Research, writing, SEO optimization | [Amount] |
| Website Copy (per page) | Homepage, about, services, etc. | [Amount] |
| Product Descriptions | Up to [X] items | [Amount] |
| Monthly Content Package | Includes [X] blogs, [Y] pages | [Package Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a team of professional writers and editors with experience across industries. We help businesses communicate effectively through well-structured, audience-focused content.  
  
- Experience: [X] years in content marketing  
- Mission: Deliver content that informs, persuades, and converts  
- Values: Clarity, creativity, and consistency

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Ongoing blog writing and SEO content  
- Outcome: Increased organic traffic by 60% over 6 months  
  
Testimonial:  
“[Your Company Name] is our go-to content partner. They understand our tone, deliver on time, and always exceed expectations.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit upfront, balance upon final delivery.  
Cancellation Policy: Cancel within 5 days for a full refund of deposit.  
Usage Rights: Client has full commercial rights upon payment.

# Acceptance

To approve this content writing proposal and begin the project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_