YOUR  
LOGO

**COMPANY NAME**

SEO SERVICES PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your SEO needs. We specialize in helping businesses improve their search engine visibility, attract targeted traffic, and increase conversions through strategic SEO campaigns.  
  
This proposal outlines how we can help [Client Name] achieve measurable improvements in search rankings and organic growth.

# Problem or Opportunity

[Client Name] is facing challenges in gaining visibility on search engines. Without a strong SEO strategy, it's difficult to compete online, reach potential customers, or generate consistent inbound leads.

# Proposed Solution

We propose a comprehensive SEO campaign tailored to your business goals. Our services cover on-page, off-page, and technical SEO to ensure long-term growth.  
  
Key Benefits:  
- Higher search engine rankings  
- Increased organic traffic  
- Better user experience and conversion rates

# Scope of Work

Our SEO services include:  
  
- Website audit and keyword research  
- On-page optimization (titles, meta tags, headings)  
- Technical SEO (site speed, mobile responsiveness, crawlability)  
- Link building and off-page SEO  
- Local SEO (Google Business Profile, local listings)  
- Monthly performance tracking and reporting

# Timeline

Estimated timeline for SEO strategy implementation and review:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Website Audit | Technical and content analysis | [Start Date] |
| Keyword Research | Identify target keywords | [Date] |
| On-Page Optimization | Implement meta tags, internal linking, etc. | [Date] |
| Link Building & Local SEO | Authority building and local listings | [Ongoing Monthly] |
| Monthly Reporting | Performance review and strategy update | [Monthly] |

# Pricing

Monthly pricing breakdown for SEO services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| SEO Audit & Strategy | Initial setup and keyword research | [Amount] |
| On-Page SEO | Meta data, content optimization | [Amount] |
| Technical SEO | Speed, indexing, mobile-friendliness | [Amount] |
| Link Building & Outreach | Backlink acquisition and PR | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is an SEO-focused digital agency with a proven track record of delivering search engine growth and measurable results.  
  
- Experience: [X] years in SEO and digital marketing  
- Tools: Google Analytics, Ahrefs, SEMrush, Screaming Frog  
- Mission: To help clients attract, engage, and convert their target audience through organic search

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: SEO strategy for a B2B software company  
- Outcome: 200% increase in organic traffic over 6 months  
  
Testimonial:  
“[Your Company Name] helped us dominate search results in our niche. We now generate high-quality leads every week.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer, due on the 1st of each month.  
Contract Duration: Minimum 3-month engagement.  
Cancellation Policy: Written notice required 30 days before ending services.

# Acceptance

To begin your SEO campaign with us, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_