

SEO Proposal Template

Build SEO proposals that drive results



We're excited to share this SEO proposal template, designed to help you create client-ready, actionable proposals in minutes.

It includes a proposal summary, goals, timeframes, deliverables, pricing, terms of agreement and recommended SEO services you can tailor to any client.

Keep scrolling to access the template, and don't forget to explore our [SEO templates and resources](#) for even more ready-to-use tools.

Proposal Summary

Client: [Client business name]

Prepared by: [Your agency]

Date: [Insert date]

After carefully assessing *[Client business name]*'s needs, we're thrilled to present our SEO proposal tailored to *[Your client's general goal]*.

By implementing this plan, we can help you:

- *[Expected result #1]*
- *[Expected result #2]*
- *[Expected result #3]*

By investing in our monthly retainer priced at \$X, we'll help your brand stand out in search results and become a top name in its field.

Client-specific SEO insights

During our initial research, we closely examined *[Areas you researched]*.

Problem/Opportunity	Effect on SEO	Notes/Recommendation
[Problem #1]	[Effect on SEO/Impact]	[Editable notes]
[Problem #2]	[Effect on SEO/Impact]	[Editable notes]
[Problem #3]	[Effect on SEO/Impact]	[Editable notes]

Additional insights:

- Content gaps and missed keyword opportunities
- Technical issues affecting crawlability or indexation
- Competitor comparison highlighting areas for quick wins

Goals and Timeframes

Our primary goal is to *[The goal you and your client want to achieve, including quantitative and time indicators]*.

Our timeline outlines *[The project's overall timeframes and specific milestones]*.

Our team will regularly review the goals and timeline with you. We'll provide updates and performance reports to track the campaign's progress.

Solutions and deliverables

- Technical SEO: [Notes or scope]
- On-Page Optimization: [Notes or scope]
- Content Creation/Optimization: [Notes or scope]
- Keyword Strategy: [Notes or scope]
- Custom deliverable: [Notes or scope]

Pricing

List of SEO Services to be Implemented

- SEO Audit: [Brief description or notes]
- Content Strategy: [Brief description or notes]
- Keyword Research: [Brief description or notes]
- [Additional Service]: [Brief description or notes]

Desired Method of Delivery

- Document: [Yes/No or notes]
- Slides: [Yes/No or notes]
- Dashboards: [Yes/No or notes]
- Email Summaries: [Yes/No or notes]
- Other: [Specify format]

Total Cost Associated: [Insert total cost associated]

Testimonial

Working with [Your Agency] has been a game-changer for our business. Within just a few months, we saw a significant boost in organic traffic and keyword rankings. Their team is proactive, data-driven, and genuinely invested in our growth. We highly recommend them to anyone serious about SEO."

— [Client Name, Position, Company Name]

Your Next Steps

To ensure a smooth kickstart to our cooperation, we've outlined the next steps you need to take. They will set the foundation for our partnership and lay the groundwork for our SEO campaign.

- *[Step #1]*
- *[Step #2]*
- *[Step #3]*

To initiate our collaboration, please *[Specify what your client must do to start working with you]*. Remember, the sooner we begin, the quicker we can drive tangible results for your business.

Terms of Agreement

This Agreement is made effective upon signing by and between *[Your agency]* and *[Client's name/company]*.

1. Services: *[Your Agency]* agrees to *[Services you'll provide]*.
2. Payment Terms: The client agrees to pay *[Agreed price for your services]* within *[Timeframe for payments or schedule]*.
3. Responsibilities: Both parties agree to fulfill their respective responsibilities as described in this proposal, with *[Your agency executing certain SEO services]* and *[Client providing necessary access, information, timely payments, etc.]*
4. Contract Duration: This Agreement shall commence on *[Start date]* and continue until *[End date]*.
5. Termination: Either party may terminate the Agreement by *[Explain how the contract can be terminated]*
6. Dispute Resolution: In the event of a dispute, parties agree to *[Explain how you and your client will resolve disputes should they arise]*.
7. Confidentiality: *[Your agency]* commits to keeping all proprietary client information confidential and secure, using it only for the purpose of providing contracted services.

Please read the above terms carefully. By signing below, you agree to the terms of this Agreement.

[Your Name/Position]
[Date]

[Client's Name/Position]
[Date]