

Your agency

SEO proposal for [Client name]

Increasing your sales through SEO

Prepared by Dave Smith

Proposal overview

CURRENT SITUATION

Your website currently attracts limited organic traffic and ranks poorly for the search terms your ideal customers use. Competitors dominate the first page for your most valuable keywords, meaning potential buyers are finding them before they find you.

CORE OBJECTIVES

Grow qualified organic traffic to your highest-value pages, win first-page rankings for the keywords your buyers search, and turn that visibility into a measurable increase in leads and sales.

BIGGEST OPPORTUNITIES

- Ranking for industry specific CRM buying keywords, e.g. Accounting CRM

APPROACH SUMMARY

We start with a full technical and content audit, then prioritise the fixes and pages with the biggest commercial impact. From there we build out targeted content and authority around your highest-value keywords, reporting progress against clear KPIs every month.

EXPECTED OUTCOMES

Increase in CRM search visibility leading to increased demo uptake

Current SEO performance

↗ RANKINGS & TRAFFIC



BELOW AVERAGE

out of 10

Organic traffic has plateaued over the past 12 months. A small number of pages rank on page one, but most target keywords sit on pages two and three, just outside the positions that drive meaningful clicks.

↔ AUTHORITY



NEEDS ATTENTION

out of 10

The site's backlink profile is modest for the industry, with few links from authoritative, relevant publications. Competitors ranking above you typically hold significantly stronger link profiles.

🔑 TECHNICAL SEO



FAIR

out of 10

Core templates load reasonably well, but crawl inefficiencies, thin duplicate pages and inconsistent internal linking are holding back how effectively search engines index and rank the site.

Business SEO objectives

INCREASE RANKINGS



HIGH PRIORITY

Move your highest-value keywords onto page one of Google, focusing first on the terms your buyers use when they are ready to act.

GROW AUTHORITY



MEDIUM PRIORITY

Earn links and mentions from relevant, trusted publications so search engines treat your site as a leading voice in your space.

INCREASE HIGH-INTENT TRAFFIC



HIGH PRIORITY

Grow organic visits to the pages closest to revenue — product, service and comparison pages — where visitors are most likely to convert.

INCREASE AI VISIBILITY



MEDIUM PRIORITY

Structure and position your content so AI assistants cite your brand when answering the questions your buyers ask.

Biggest opportunities

Targeting the search terms most likely to generate revenue for [Client name]

KEYWORD	CATEGORY	VOLUME	DIFFICULTY	CURRENT POSITION	ACTION	EXTRA REVENUE AT #1
accounting crm	Industries	1,900	34	18	New page	\$48,000
best crm for small business	Best-of	3,600	48	24	Update	\$32,000
TOTAL OPPORTUNITY						\$80,000

Revenue figures are forecasts based on available search data and the customer lifetime value provided. They are intended as estimates only and do not guarantee future traffic, rankings or revenue.

Recommended strategy / our approach

AUDIT AND ANALYSIS

We begin with a full technical and content audit of your site, uncovering the issues holding back rankings and the quick wins we can act on immediately.

KEYWORD RESEARCH

In-depth keyword research identifies the terms your buyers use at every stage, prioritised by commercial value, search volume and your current position.

LINK BUILDING AND MENTIONS

A targeted digital PR and outreach campaign earns links and mentions from authoritative, relevant publications in your industry.

HIGH INTENT CONTENT

We build and refine the pages closest to revenue — product, service and comparison content — so they rank and convert for your highest-value keywords.

Scope and deliverables

DELIVERABLE	DESCRIPTION	QUANTITY	FREQUENCY	RESPONSIBILITY	WHAT YOU RECEIVE
Content production	New and updated pages targeting your highest-value commercial keywords.	4 pages	Monthly	Our content team	Published pages plus a content tracker

× WHAT'S NOT INCLUDED

- Paid search and paid social management
- Website design or rebuild work
- Translation of content into other languages

👤 WHAT WE'LL NEED FROM YOU

- CMS and analytics access
- A named point of contact for approvals
- Sign-off on content within five working days

Timeline

STAGE	ACTIVITY	TIME ALLOCATION
Month 1	Full technical and content audit, keyword research and strategy sign-off. Quick-win fixes implemented.	8 hours
Month 2	First wave of high-intent content published, on-page optimisation of key pages and outreach campaign launched.	2 days
Every Month	Ongoing content production, link building, technical monitoring and a monthly performance report.	30 hours

Reporting and measurement

How we will report campaign progress to you

RANKINGS & TRAFFIC

 **MONTHLY**

A clear report on keyword movements and organic traffic, highlighting wins, losses and the actions we're taking in response.

SALES & REVENUE

 **MONTHLY**

Revenue, leads and signups attributed to organic search, so you can see exactly what the campaign is returning.

BACKLINKS & MENTIONS

 **MONTHLY**

New links and brand mentions earned, with the authority and relevance of each placement.

TECHNICAL PERFORMANCE

 **EVERY 3 MONTHS**

Site health, Core Web Vitals, crawl and indexation status, plus any issues detected and resolved.

AI VISIBILITY

 **MONTHLY**

How often your brand is cited in AI-generated answers for your category's key questions, tracked over time.

About us

AGENCY OVERVIEW

We are a specialist SEO agency focused on turning search visibility into measurable commercial growth. Our team combines technical expertise, content strategy and digital PR to help ambitious businesses attract more of the customers they want.

TEAM MEMBERS

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Dave Smith

SEO strategist with more than 10 years of experience helping businesses grow qualified traffic and revenue through search.

AWARDS AND CERTIFICATIONS



Google Partner

Case Studies

220% traffic increase for cybersecurity platform

A focused content and technical SEO programme more than tripled qualified organic traffic and increased demo enquiries.

[View more case studies](#) 

Testimonials and reviews

TESTIMONIALS



Alex Morgan

“The team quickly understood our commercial goals and turned SEO into a reliable source of qualified opportunities.”

REVIEWS

Clutch

★ 4.9/5

Pricing

ITEM	DESCRIPTION	PRICE	QTY	TOTAL
Project	One-off technical audit, keyword research and strategy roadmap.	\$5,000	1	\$5,000
Monthly Retainer	Ongoing content production, digital PR and monthly reporting.	\$2,500	12	\$30,000
			TOTAL	\$35,000

Schedule

ITEM	AMOUNT	INVOICE ISSUED	PAYMENT DUE
Technical Project	\$5,000	On signing of Service Agreement	Before project commences
Monthly Retainer	\$2,500	Last day of every month	15 days from invoice

Next Steps

To accept this proposal and get your SEO campaign underway, please complete the following steps.

1

Email us

Send us an email to confirm your acceptance at example@seo.com

2

Sign following documents

Proposal, Service agreement

3

Pay invoice

Pay invoice 001 from payment schedule

4

Kick-off meeting

Attend the kick-off meeting - Date: TBC

KEY DATES

EXPIRY DATE

This proposal is valid for 30 days from the proposal date.

START DATE

TBC

ACCEPTED BY

Alex Morgan

Marketing Director, Example Company

Agreement not finalised until all listed documentation has been approved and signed by all parties

Questions before proceeding?

Contact [name] at [email] or [telephone number].