|  |  |
| --- | --- |
| {businessName}  Marketing Proposal | WELCOME  {intro}  {authorName}  {currentDate} |

Site Performance - Desktop

Let’s make your pages fast on all devices. Here’s the desktop scores for {businessWebsite}

|  |  |  |  |
| --- | --- | --- | --- |
| **Performance** | **Best Practices** | **Accessibility** | **SEO** |

|  |  |  |
| --- | --- | --- |
| {dFcp}  **First Contentful Paint** | {dSi}  **Speed Index** | {dLcp}  **Largest Contentful Paint** |
| {dTti}  **Time to Interactive** | {dTbt}  **Total Blocking Time** | {dCls}  **Cumulative Layout Shift** |

**Notes:** {dNotes}

Site Performance - Mobile

Here’s the mobile scoring for {businessWebsite}

|  |  |  |  |
| --- | --- | --- | --- |
| **Performance** | **Best Practices** | **Accessibility** | **SEO** |

|  |  |  |
| --- | --- | --- |
| {mFcp}  **First Contentful Paint** | {mSi}  **Speed Index** | {mLcp}  **Largest Contentful Paint** |
| {mTti}  **Time to Interactive** | {mTbt}  **Total Blocking Time** | {mCls}  **Cumulative Layout Shift** |
|  |  |  |

**Notes:** {mNotes}

SEO Optimization

Kickstart your content with an introduction optimized for SEO. Then, attract more visitors with engaging, keyword-rich text that boosts your search engine rankings.

**SEO-Optimized Intro:**

*{seoIntro}*

**SEO Tags:**

{seoTag1}

{seoTag2}

{seoTag3}

{seoTag4}

{seoTag5}

{seoTag6}

FAQs

Informative and concise FAQs, specifically tailored to overcome your audience's most common objections, in order to boost signups. Designed for your landing pages to increase conversion rate.

**{faq1q}**  
{faq1a}

**{faq2q}**  
{faq2a}

**{faq3q}**  
{faq3a}

**{faq4q}**  
{faq4a}

**{faq5q}**  
{faq5a}

**{faq6q}**  
{faq6a}

Marketing Hooks

Engage {businessName}’s audience from the first line with hooks that deliver high conversion rates. Tailored to the {businessName} brand voice, these hooks are designed to intrigue and captivate potential customers instantly.

{hook1}

{hook2}

{hook3}

{hook4}

{hook5}

{hook6}

{hook7}

{hook8}

{hook9}

{hook10}

Scroll-Stopping Ads

Capture the attention of the {businessName} audience with hand-crafted ads designed to stop them in their tracks. Leverage visually stunning and compelling ad content that cuts through the noise.

|  |  |
| --- | --- |
| A white background with black numbers  Description automatically generated |  |
|  |  |

A number and a couple of numbers

Description automatically generated with medium confidence

Benefit Stack

Highlight {businessName}’s product advantages with structured benefit stacks, designed to clearly communicate value and persuade potential buyers. Transform features into benefits to boost understanding and interest.

**{benefit1n}**  
{benefit1a}

**{benefit2n}**  
{benefit2a}

**{benefit3n}**  
{benefit3a}

**{benefit4n}**  
{benefit4a}

**{benefit5n}**  
{benefit5a}

Free Bonuses

Create irresistible free bonus offers, designed to enhance {businessName}’s product appeal and increase conversions. Tailor offers to your target audience, adding value and encouraging purchases.

**{bonus1b}**  
{bonus1r}

**{bonus2b}**  
{bonus2r}

**{bonus3b}**  
{bonus3r}

**{bonus4b}**  
{bonus4r}

**{bonus5b}**  
{bonus5r}

Summary

How you can accelerate {businessName} today.

{summary}

Our Proposal to Significantly Grow Your Business

The following scope of work is flexible and can be adjusted as your business scales.

**Highest Priority Project to Tackle First:**

* {service1a} {service1b}

**Follow-Through Projects to Keep Scaling:**

* {service2a} {service2b}
* {service3a} {service3b}
* {service4a} {service4b}

**Future Projects:**

* {service5a} {service5b}
* {service6a} {service6b}
* {service7a} {service7b}
* {service8a} {service8b}

**Additional comments:** {additionalComments}

We look forward to working with you!