

# SEO Optimization Proposal

Prepared for: Mercy House Adult & Teen Challenge  
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## Charitable Partnership Note:

Up to 50% of the project cost may be donated back to Mercy House Adult & Teen Challenge as a charitable contribution. This contribution will be issued separately and receipted by Mercy House as a tax-deductible donation under its 501(c)(3) status.

**Important:** The combined 25% nonprofit discount and 50% donation-back option is available once per calendar year to qualified nonprofit partners.

## Objective

To increase visibility, search ranking, and donation conversions for Mercy House's Vehicle Donation and Thrift Store programs across Mississippi.

## 1 ■■■ INITIAL ANALYSIS (Baseline Audit)

Service	Hours	Total Cost	Est. Donation Back (50%)	Net Cost
Vehicle Donation SEO Audit	6–8 hrs	\$600–\$1,000	\$300–\$500	\$300–\$500
Thrift Store SEO Audit	8–10 hrs	\$700–\$1,200	\$350–\$600	\$350–\$600

## 2 ■■■ REFINED / DEEP-DIVE ANALYSIS

Service	Hours	Total Cost	Est. Donation Back (50%)	Net Cost
Vehicle Donation Deep-Dive	12–15 hrs	\$1,200–\$2,000	\$600–\$1,000	\$600–\$1,000
Thrift Store Deep-Dive	14–18 hrs	\$1,400–\$2,400	\$700–\$1,200	\$700–\$1,200

## 3 ■■■ IMPLEMENTATION / OPTIMIZATION WORK

Scope	Hours	Total Cost	Est. Donation Back (50%)	Net Cost
Vehicle Donation Implementation	20–25 hrs	\$1,800–\$3,000	\$900–\$1,500	\$900–\$1,500
Thrift Store Implementation	25–30 hrs	\$2,200–\$3,700	\$1,100–\$1,850	\$1,100–\$1,850

## ■ RECOMMENDED PACKAGES

Package	Includes	Total Cost	Donation Back (50%)	Net Cost
Essential Audit	Initial analysis + report	\$1,200–\$1,800	\$600–\$900	\$600–\$900
Growth Strategy	Deep-dive analysis + roadmap	\$2,500–\$3,500	\$1,250–\$1,750	\$1,250–\$1,750
Full SEO Launch	Deep-dive + implementation	\$4,500–\$6,000	\$2,250–\$3,000	\$2,250–\$3,000

**Ongoing Monthly Support:** \$500–\$1,000/month (includes 2–4 blog posts, keyword tracking, and SEO monitoring).

**Nonprofit & Donation Disclaimer:**

All pricing in this proposal reflects nonprofit partnership rates, which already include a 25% discount. Where applicable, a portion of fees may be returned to Mercy House as a charitable donation. The 25% nonprofit discount combined with the donation option is available once per calendar year per organization. Donations must be processed separately and receipted by Mercy House to qualify as tax-deductible under IRS regulations.