



Vertical Consulting LLC

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SEO Optimization Proposal

Prepared for: Mercy House Adult & Teen Challenge

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Date: October 2025

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
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■ 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.

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