

# SEM Coaching 67

# SEO Proposal Template



# Introduction

- The quality of a proposal document can often determine the success or failure of a pitch.
- The SEO Proposal Template is created in Word document format. Created based on REAL-WORLD winning SEO proposal.
- This template has been recently updated in 2016, so as to be consistent with current & updated SEO best-practices.
- Note that only you (and your company) are licensed to use this template and modify it based on your needs. You DO NOT have distribution rights to this template.



# SEO Proposal Template Walk-Through



# Update Header Section

Update the header section accordingly...

The screenshot shows the Microsoft Word interface with the 'Header & Footer' ribbon selected. The document title is 'SEMCoaching-67-SEOTemplate'. The ribbon includes options for Header, Footer, and Page Number, as well as navigation and layout tools. The main editing area displays a template for a quotation with the following text:

Company Name  
Company Address

YOUR LOGO HERE

Tel: 1234-5678

Company Registration: XXXXXXXXX

Header -Section 1- Close

Quotation for SEO Services



# Update Footer Section

Update the footer section accordingly...

A properly executed SEO strategy will result in more targeted visitors to a website – visitors who are looking for products and services that [YourClientName] offers. And in the long run, SEO will provide [YourClientName] with the lowest cost of traffic acquisition, compared with other forms of online advertising – since our SEO strategies will help your website rank highly in the organic results of the Search Engine Results Pages (or SERPs) coupled with the fact that search engines do not & cannot charge websites that rank in the organic results. Another benefit of a properly executed SEO campaign is it requires very minimal effort to ensure your website maintains its search engine rankings & visibility.

With more than half of the world's population having access to the internet, and over 90% of online visitors using search engines to locate their desired information, product or service, achieving

Footer -Section 1- | Close ✕

Page 1 of 8

[www.WebSite.com](http://www.WebSite.com)



# Update Header Info

Update the header info accordingly...

SEMCoaching-67-SEOTemplate

Search in Document

Home Insert Design Layout References Mailings Review View

Paste

Calibri 11 A A A A

B I U abc X<sub>2</sub> X<sup>2</sup> A [highlight] A [color]

Styles Styles Pane

**Quotation for SEO Services**

Date: 31 Dec 2015

To:  
Client Name  
Client Address  
Client Email:

Attn: Client Name

Quote No: C311215  
Prepared By: Your Name

# Find & Replace

Use Ctrl-F to find and replace across the entire document:

[YourCompany] – This is your Company Name

[ClientCompany] – This is your Client's Company Name

## PROPOSAL FOR SEARCH ENGINE OPTIMIZATION (SEO) SERVICES

[YourCompany] is pleased to provide the following proposal for Phase 1 SEO services to [ClientCompany].

### Objective

[YourCompany]'s goal is to assist [ClientCompany] to drive targeted online visitors to its website at the minimum cost and achieve a high return-on-investment (ROI) on its online initiatives. The purpose of this proposal is to develop a substantive pilot Search Engine Optimization (SEO) programme and strategy for [ClientCompany]'s website and its associated sub-directories, and help [ClientCompany] to implement and execute these strategies within a 4-6 week period for Phase 1 optimization, and 3-6 months period for Phase 2 optimization.





# Modify Time & Cost Budget

Modify the estimated number of hours and cost/hour assumptions accordingly.

## SEO Services Quotation

No.	Description	Unit Price SGD\$	Qty	Total Cost SGD\$
1.	<b>Phase 1 SEO Services: SEO Review and Strategy Implementation (Duration: 4-6 weeks)</b>			
	Budget at 40 hours at SGD50/man-hour	2,000	-	2,000
	<b>Scope of Work</b>			
	<b>1) Pre-Implementation Review</b> <ul style="list-style-type: none"> <li>- measure current analytics</li> <li>- research existing and target keywords list</li> <li>- study current online competitive landscape</li> <li>- determine SEO priority factors</li> <li>- in-depth web site analysis</li> </ul>			
	<b>2) Discussion With Key Stakeholders</b> <ul style="list-style-type: none"> <li>- review the role of online vs offline channel</li> <li>- define further online target audience and geography</li> <li>- validate assumptions of online strategy</li> </ul>			



# Modify Scope of Work

Modify the scope of work accordingly.

## Scope of Work

- 1) **Pre-Implementation Review**
  - measure current analytics
  - research existing and target keywords list
  - study current online competitive landscape
  - determine SEO priority factors
  - in-depth web site analysis
- 2) **Discussion With Key Stakeholders**
  - review the role of online vs offline channel
  - define further online target audience and geography
  - validate assumptions of online strategy
- 3) **Develop SEO Strategy & Approach**
  - provide a detailed SEO Strategy & Approach document based on information obtained from Steps 1 and 2, and the deliverables include:

Keyword Research and Selection:  
Provide a list of desired keyword list and terms that are most likely to reach the desired target audience. The list will be reviewed with company stakeholders to ensure that the most relevant terms are selected.

Website Architecture Recommendation:  
Review and provide recommendation on website's architecture, directory structure, navigation systems, scripts & layouts

**Note: Formal approval of this strategy document is required before commencement of implementation.**



# Modify Optional Charges

Modify the optional charges costing accordingly.

## **Optional Charges:**

### **Content Development**

Any content that is required to be written by [YourCompany]'s team (or our selected outsource vendor) will be charged at SGD100/page.

### **Project Management**

A one-time **project management fee** of SGD2,000 will be charged if co-ordination with a third party web developer is needed for execution of SEO Phase 1 and 2 strategies. This is in view of the intensive co-ordination works anticipated during the implementation of on-page SEO strategies. These charges are waived if the web redesign and development works are undertaken by [YourCompany].



# Modify Payment Terms

Modify payment terms accordingly.

## **Terms and Conditions:**

**Payment Terms For SEO Phase 1:** 50% upon project confirmation. 50% upon Phase 1 completion.

**Payment Terms For SEO Phase 2:** 100% of monthly fee before start of monthly Phase 2 activities.

**Price Validity Period:** All prices are valid for 2 calendar months from the date of quote.



# Modify Acceptance of Proposal

Modify Acceptance of Proposal accordingly.

## ACCEPTANCE OF PROPOSAL

I/We, \_\_\_\_\_ of \_\_\_\_\_, hereby understand, agree and accept the above proposal offered by [YourCompany] to me/us.

\_\_\_\_\_  
**SIGNATURE AND COMPANY STAMP** **Date**

**NAME:** \_\_\_\_\_

**DESIGNATION:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_





# 'Live' Demo



# Questions?

