



August 10, 2016

SEO Proposal

Dear [REDACTED],

Thank you for inviting me to propose a Search Engine Optimization solution for [REDACTED]. I'm excited about the possibility of working with you to grow this brand online.

From our correspondence, I understand that [REDACTED] has a website, but isn't receiving leads from internet or Google search results. I'm confident I can provide solutions to this problem. I've built a proposal that addresses the search engine optimization and keyword research you're looking for. I've also included additional services for website content. I'm happy to customize a solution that works for your needs and your budget.

SEO services do not include reputation management services. My approach to SEO is organic and website focused, and I can't guarantee the results of any Search Engine Optimization services. SEO is a long-game that requires smart, thoughtful choices. When you have the combination of a well-optimized and responsive website, keyword-rich content, and a strong social media presence, it's generally understood that your SEO efforts will be successful.

I encourage my clients to be as self-sufficient as possible in managing the administrative tasks associated with their website. This prevents any so-called "hostage" situations in which I control the master credentials for platforms that maintain the integrity of your site. This means that I will recommend and facilitate third-party services like hosting accounts, SSL certificates and premium plugins, but I will ask you to arrange payment for them separately.

I'll walk you through these processes as they arise. I look forward to discussing this further at your convenience.

Kind regards,

Angela Holden

Preliminary Research

My initial research for [REDACTED].com shows the following:

1. Only **one** of 15 possible pages are indexed in Google
2. The site **does not** appear to be managed in Google Webmaster Tools
3. Has Google Analytics enabled with tracking code
4. Page title tags and descriptions aren't unique
5. The website is not mobile responsive
6. The domain name isn't encrypted with an SSL certificate
7. A Google search for "[REDACTED]" returns "[REDACTED]" at the bottom of first page, which returns an Error 404 page
8. They have a strong social media presence on Facebook
 - a. [REDACTED] Likes
 - b. Reviews are enabled
 - c. Page is not verified
 - d. Has a unique URL – "[REDACTED]"
9. They have a Google Local Business Page
 - a. [REDACTED]
 - b. Reviews are enabled
 - c. Page is verified
 - d. Does not have a unique URL

10.Branding seems inconsistent, especially among social media profiles and URLs/domain names

Basic SEO Package

- Build a sitemap
- Submit sitemap to Google Webmaster Tools
- Write unique title tags and descriptions for 15 pages
- Submit each page to Google for immediate indexing

Keyword Research

- I will do keyword research for primary, long form keywords, based on current website's content, their location, and local competition
- I will do keyword research for ancillary keywords, based on current website's content, their location, and local competition
- I will write 100 – 150 words of content for the homepage – **which currently has no content** – implementing keyword recommendations, and using best practices for a keyword to content ratio of 1% – 2%

Content for Inner Pages

- I will interview the primary stake holders of [REDACTED] and create 500 – 700 words of content to be used throughout the remaining 14 inner pages of the website
- Content will include keyword research

Services to Consider

- An SSL certificate

- A mobile responsive WordPress website