Mega

Proposal for Acme Corp

SEO & GEO Agent | Paid Ads Agent | Website Agent

PREPARED FOR
John Smith
Acme Corp

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PREPARED BY
Julien Comito

Executive Summary

This Statement of Work outlines a comprehensive AI-driven marketing strategy designed to generate high-quality leads for your business. Our approach combines cutting-edge SEO/GEO optimization, intelligent paid advertising, and conversion-focused web development to create a powerful lead generation engine that delivers measurable results and sustainable growth.

Your Services

SEO

SEO & GEO Agent

Dominate search results with AI-powered SEO and GEO strategies

ADS

Paid Ads Agent

Maximize ROI with intelligent paid advertising automation

WEB

Website Agent

Custom AI-optimized websites built for conversion

Why Mega

AI

AI-Powered

Our proprietary AI agents work 24/7, continuously optimizing your campaigns and content for maximum performance.

DT

Dedicated Team

Every client gets a dedicated account manager and direct access to specialists — no call centers, no runaround.

ROI

Results-Driven

We optimize for business outcomes, not vanity metrics. Every dollar works toward qualified leads and revenue.

SEO/GEO Agent Services Scope

Our SEO/GEO Agent leverages cutting-edge AI technology to optimize your digital presence across search engines and local geo-locations. Through strategic content creation, technical optimization, and local search dominance, we drive qualified traffic and improve your online visibility where it matters most.

- **Dedicated Account Manager:** You'll work one-on-one with a dedicated SEO/GEO Account Manager available for monthly strategy meetings to review performance, discuss goals, and align on priorities.
- **Ongoing Optimization:** This isn't a one-time setup. Our AI agents continuously monitor performance, update articles, and adapt to algorithm changes. We optimize content daily and adjust strategies based on search trends.

SEO/GEO AGENT — SERVICE DELIVERABLES

SEO/GEO Strategy & Keyword Research
- Comprehensive competitor analysis and gap identification
- High-value keyword research and opportunity mapping
- Local search optimization and geo-targeting strategy
- Content strategy development and editorial calendar planning

Content Creation & Ongoing Optimization
- 20-25 SEO-optimized articles and pages per month
- Location-specific landing page development
- E-E-A-T content creation for authority building
- Regular content audits and metadata optimization
- Internal linking strategy implementation
- Content refresh and update programs

Technical SEO/GEO & Continuous Monitoring
- Comprehensive site audits and technical fixes
- Page speed optimization and Core Web Vitals
- Schema markup implementation and maintenance
- Mobile responsiveness and user experience optimization
- XML sitemap management and robots.txt optimization
- Google Search Console and Google My Business management

LLM & AI Placement (GEO)
- AI search optimization for ChatGPT, Claude, and emerging AI platforms
- Local AI search visibility enhancement
- Voice search optimization for local queries

Link Building & Authority
- High-quality backlink acquisition campaigns
- Local citation building and NAP consistency
- Industry partnership and collaboration outreach
- Digital PR and thought leadership positioning
- Link audit and toxic link disavowal

Conversion Optimization
- Landing page conversion rate optimization
- Local lead capture form optimization
- Call tracking and conversion attribution setup

Implementation Timeline

Day 0-30 (Foundation & Analysis)
- Full site audit and technical SEO analysis
- Review and optimize sitemap & robots.txt
- Complete Google Search Console and Google My Business review
- Comprehensive competitor and keyword research
- Generate 20-25 SEO-optimized articles
- Content audit and metadata optimization
- Image SEO optimization and technical fixes
- Implement E-E-A-T best practices

Day 31-60 (Content & Growth)
- Review 0-30 day performance data and insights
- Generate 20-25 additional SEO-optimized articles
- Update 5+ existing articles daily for freshness
- Program and launch location-based landing pages
- Optimize internal linking structure site-wide
- Weekly Google My Business posts and local SEO boost
- Add comprehensive schema markup implementation
- Page speed optimization and performance tuning

Day 61-90 (Scale & Authority)
- Review 0-60 day comprehensive data analysis
- Generate 20-25 high-authority pages
- Rollout programmatic landing pages at scale
- Refresh and update older content for relevance
- Launch high-quality backlink acquisition campaigns
- Local citation building and directory submissions
- Conversion rate optimization review and implementation
- AI search crawlability and optimization setup

Ongoing (Month 4+)
- Monthly comprehensive performance reviews
- Content expansion and topical authority building
- Continuous keyword opportunity mining
- Technical maintenance and optimization
- Competitive monitoring and strategy adjustments
- Quarterly strategy refinement and goal setting

Paid Ads Agent Services Scope

Our Paid Ads Agent leverages advanced AI technology to optimize your paid advertising campaigns across all major platforms. Through strategic campaign management, creative testing, and performance optimization, we drive high-quality leads and maximize your advertising ROI.

- **Dedicated Paid Ads Expert:** You'll work one-on-one with a dedicated Paid Ads Expert and Account Manager available for monthly strategy meetings to review performance, discuss goals, and align on priorities.
- **Optimized for CPQL, Not Just CPL:** We don't just chase cheap leads. Our AI optimizes for Cost Per Qualified Lead (CPQL)—focusing your budget on the leads that actually convert into revenue, not just form fills.
- **Ongoing Optimization:** This isn't a one-time setup. Our AI agents continuously monitor performance, analyze data, and optimize your campaigns daily. We adjust budgets, refresh creatives, and adapt to market changes.

PAID ADS AGENT — SERVICE DELIVERABLES

Strategic Direction
- Business goal review and alignment
- Channel selection and prioritization
- Audience research and segmentation
- Budget allocation and optimization
- Offer strategy development and testing

Implementation Solutions
- Pixel setup and quality assurance
- Google Tag Manager implementation
- Conversion tracking and attribution
- Event mapping and custom audiences
- CRM integration and lead scoring

Creative

- Hook and headline testing strategies
- Image and basic video creative development
- Creative refresh cycles and rotation
- Ad variant testing and optimization
- Platform-native format adaptation

Campaign Management

- Ad account setup and configuration
- Campaign launches and monitoring
- Ad scheduling and budget management
- Naming conventions and organization
- Live issue monitoring and resolution

Performance Optimization

- Budget reallocation based on performance
- Creative rotation and testing cycles
- Audience pruning and refinement
- Bid strategy tuning and optimization
- A/B testing implementation and analysis

Reporting & Insights

- Weekly performance reporting and analysis
- Channel comparison and optimization
- Top performing ad identification
- Goal tracking and ROI measurement
- Strategic recommendations and planning

Implementation Timeline

Day 0-30 (Foundation & Quick Wins)

- Comprehensive onboarding meeting and goal setting
- Full audit of past ad performance and learnings
- Re-instrument website with proper pixel implementation
- CRM integration and lead tracking setup
- Develop comprehensive advertising strategy
- Begin incrementally testing branded search campaigns
- Identify and reduce current spend inefficiencies
- Launch first round of creative testing
- Implement initial landing page A/B testing

Day 32-60 (Content & Optimization Engine)

- Execute rapid iterations of creative testing
- Optimize channel performance with retargeting and remarketing
- Refine keyword targeting and negative keyword implementation
- Continue landing page refinement and testing
- Implement advanced bidding strategy refinements

Day 61-90 (Scale & Compound)

- Maintain rapid iteration cycles for continuous improvement
- Deploy complex audience segmentation strategies
- Implement multi-approach bidding strategies
- Launch fully robust lead scoring and lead quality solutions

Website Agent Services Scope

Our Website Agent delivers professional, AI-optimized websites designed for maximum conversion and seamless integration with your marketing ecosystem. From custom development to ongoing maintenance, we ensure your digital presence drives results.

- **Dedicated Web Expert:** You'll work one-on-one with a dedicated Web Development Expert who understands your business goals and technical requirements.
- **Dedicated Account Manager:** Unlimited ongoing changes with 2 business-day turnaround. Need updates, new pages, or design tweaks? We've got you covered.

WEBSITE AGENT — SERVICE DELIVERABLES

Full Site Development
- Custom website design and development
- Mobile-responsive design optimization
- User experience (UX) optimization

SEO & Ads Ready
- SEO-optimized site architecture and URL structure
- Ad tracking pixel implementation and testing
- Conversion tracking setup and configuration
- Meta tags and schema markup optimization
- Site speed optimization for better rankings

Analytics Dashboard
- Google Analytics 4 setup and configuration
- Custom conversion goal tracking
- Performance monitoring dashboard setup

Performance & Reliability
- 99.9% uptime guarantee with monitoring
- Fast loading speeds (Core Web Vitals optimization)
- CDN implementation for global performance
- Regular performance audits and optimization

Content Generation
- AI-powered content creation and optimization
- Blog setup and content management system
- Landing page development for campaigns

Unlimited Changes
- Design updates and modifications
- New page creation and content updates
- 2 business-day turnaround guarantee

Hosting & Infrastructure
- Secure cloud hosting included
- SSL certificate and HTTPS implementation
- Daily backups and disaster recovery
- Domain management and DNS configuration

Security & Compliance
- GDPR compliance implementation
- Security monitoring and malware protection
- Regular security updates and patches
- Privacy policy and terms of service setup

Investment Summary

Annual
BEST VALUE
12 months

SEO & Paid Ads Agent	**$1,889/mo** ~~was $2,099/mo~~
Website Agent	**$251/mo** ~~was $279/mo~~
Monthly Rate	**$2,140/mo**

Total Due Upfront
$25,682
10% discount applied

Bi-Annual
6 months

SEO & Paid Ads Agent	**$2,137/mo** ~~was $2,249/mo~~
Website Agent	**$284/mo** ~~was $299/mo~~
Monthly Rate	**$2,421/mo**

Total Due Upfront
$14,524
5% discount applied

Quarterly
3 months

SEO & Paid Ads Agent	**$2,548/mo**
Website Agent	**$339/mo**
Monthly Rate	**$2,887/mo**

Total Due Upfront
$8,661
Standard pricing

Save **$747/mo** by choosing Annual over Quarterly

Next Steps

We're excited to partner with Acme Corp and drive meaningful results. Here's how to get started:

1. Review this proposal and let us know if you have any questions
2. Select your preferred commitment term and confirm your agreement
3. Our team begins onboarding — campaigns go live within 14 days

Contact Julien Comito at juliencomito@gomega.ai to get started.