**PROPOSAL: COMPLETE SEO WEBSITE & ONGOING OPTIMIZATION**

**To:** William Pierce, Get My Junk  
**From:** Matthew Nelligan, Elevate Pro Sites  
**Date:** October 28, 2024  
**Re:** Website Transfer & SEO Management Services

**EXECUTIVE SUMMARY**

This proposal outlines the complete transfer of the Junk Goats Richmond website to your ownership, along with ongoing SEO management to maintain and improve Junk Goats current search rankings. The new site is fully optimized, ready to launch, and designed to generate leads while you retain complete ownership.

**PART 1: WEBSITE TRANSFER - $2,500 (One-Time)**

**What You Get:**

**Complete 16-Page Professional Website:**

**Core Pages (16 Total):**

1. Homepage (optimized for "junk removal richmond va")
2. Contact
3. Service Pages (8):
   * Junk Removal
   * Furniture Removal
   * Appliance Removal
   * Estate Cleanouts
   * Yard Debris Removal
   * Construction Debris
   * Commercial Cleanout
   * Office Cleanout
4. Location Pages (5):
   * Richmond VA
   * Henrico VA
   * Chesterfield VA
   * Midlothian VA
   * Mechanicsville
5. How it Works

**Technical SEO Optimizations (Included):**

**✅ Schema Markup:**

* LocalBusiness schema (helps Google understand your business)
* Service schema (each service page)
* Review schema (testimonials page)
* Organization schema (site-wide)
* BreadcrumbList schema (navigation)

**✅ Meta Tags (All Pages):**

* Optimized title tags (50-60 characters, keyword-focused)
* Compelling meta descriptions (150-160 characters)
* Canonical tags (prevent duplicate content)

**✅ Image Optimization:**

* All images compressed for fast loading
* Descriptive alt text (SEO + accessibility)
* Lazy loading enabled
* Next-gen formats (WebP)
* Responsive sizing (mobile-optimized)

**✅ Content Optimization:**

* Keyword research completed
* Primary keywords naturally integrated
* H1/H2/H3 heading structure
* Internal linking strategy
* Call-to-action buttons optimized
* 1,200+ words per page minimum

**✅ Technical Performance:**

* Mobile-responsive design
* Fast page load speed (<2 seconds)
* Core Web Vitals optimized
* SSL certificate ready
* Clean URL structure
* XML sitemap auto-generated
* Robots.txt configured

**✅ Conversion Optimization:**

* Prominent phone number (click-to-call)
* Quote request forms
* Service area clearly defined
* Trust signals (reviews, affiliations)
* Clear calls-to-action throughout

**SEO-Safe Migration Plan:**

**✅ Zero Ranking Loss Strategy:**

**1. URL Preservation:**

* All current URLs mapped to new site
* 301 redirects for every indexed page
* No broken links

**2. Content Matching:**

* NAP (Name, Address, Phone) kept identical
* Business information consistent
* No changes to Google Business Profile

**3. Technical Continuity:**

* Same domain (junkgoatsrichmond.com)
* Google Search Console verified
* Google Analytics connected
* Sitemap submitted immediately

**4. Monitoring:**

* Daily ranking checks (first 2 weeks)
* Traffic monitoring
* Immediate issue resolution if needed

**Complete Ownership Transfer:**

**You Receive:**

* Full access to Vercel hosting account (your account)
* Full access to GitHub repository (your account)
* Complete codebase ownership
* All content and images
* Documentation for future updates

**You Own:** Everything. The site is 100% yours.

**PART 2: ONGOING SEO & MANAGEMENT - $397/Month**

**What's Included:**

**Monthly Content Creation:**

**✅ 2 New Service/Location Pages per Month**

* Minimum 1,200 words each
* Full SEO optimization (schema, meta tags, keywords)
* Strategic keyword targeting
* Internal linking
* Examples: "Hot Tub Removal Richmond," "Glen Allen VA Junk Removal"

**✅ 2 Strategic Blog Posts per Month**

* Minimum 1,200 words each
* Target commercial intent keywords
* Optimized for featured snippets
* Internal links to service pages
* Examples: "How Much Does Junk Removal Cost in Richmond?", "Estate Cleanout Guide for Executors"

**Total New Content:** 4 pages per month, all fully optimized

**Ongoing SEO Optimization:**

**✅ Keyword Research & Targeting:**

* Identify new ranking opportunities
* Competitive keyword analysis
* Priority keyword mapping
* Search volume and difficulty analysis
* Long-tail keyword discovery

**✅ On-Page Optimization:**

* Title and meta tag updates as needed
* Schema markup maintenance
* Internal linking optimization
* Content updates based on performance
* Image optimization for new content

**✅ Technical SEO:**

* Site speed monitoring and optimization
* Mobile usability checks
* Core Web Vitals tracking
* Broken link monitoring and fixes
* XML sitemap updates
* Indexing status monitoring

**✅ Google Business Profile Optimization: BONUS**

* Weekly GBP posts (maintains your #2-5 map rankings)
* Photo updates monthly
* Q&A monitoring
* Review response strategy

**Website Management & Maintenance:**

**✅ Unlimited Changes:**

* Content updates (pricing, phone, services, etc.)
* Image swaps
* Layout adjustments
* Form modifications
* No hourly billing, no change fees

**✅ Technical Maintenance:**

* Security updates
* Performance monitoring
* Uptime monitoring
* Bug fixes
* Browser compatibility
* Backup management

**Monthly Reporting:**

**You Receive Every 4 Weeks:**

**✅ Ranking Report:**

* Current positions for all target keywords
* Week-over-week changes
* New keywords ranking
* Competitive comparison

**✅ Website Updates Report:**

* New pages/posts published
* Changes made to existing content
* Images updated
* Technical improvements

**✅ Performance Metrics:**

* Site speed scores
* Core Web Vitals status
* Mobile usability
* Indexing status

**✅ Next Steps:**

* Upcoming content schedule
* Optimization priorities
* Recommendations

**INVESTMENT SUMMARY**

**Website Transfer (One-Time):** $2,500

* Complete 15-page optimized website
* Full ownership transfer to your accounts
* SEO-safe migration with 301 redirects
* All technical optimizations included

**Ongoing SEO & Management (Monthly):** $397/month

* 2 new service/location pages (1,200+ words each)
* 2 strategic blog posts (1,200+ words each)
* Continued keyword research and optimization
* Weekly GBP posts
* Unlimited website changes
* Bi-weekly detailed reports
* **Cancel anytime, no contract**

**Year 1 Total Investment:** $7,264  
**Comparable Agency Cost:** $15,000-25,000+

**TIMELINE**

**Week 1:**

* Contract signed, payment received
* Vercel and GitHub accounts set up (in your name)
* Website transferred to your hosting
* DNS pointed to new site

**Week 2:**

* Final migration completed
* 301 redirects verified
* Search Console connected
* First ranking check completed
* Site live and generating leads

**Week 3+:**

* First new pages published
* Monthly reports begin
* Ongoing optimization continues

**WHY THIS WORKS**

**Current Situation:**

* Your organic rankings: #15-35 (page 2-4)
* Your GBP rankings: #2-5 (strong - we'll maintain this)
* Site age: 5 years (established authority)
* Reviews: 400+ (major trust signal)

**Expected Results:**

* **Month 1-2:** Rankings stabilize post-migration
* **Month 3-4:** Improvement to positions #8-15
* **Month 4-6:** Page 1 rankings (#3-10) for primary keywords
* **Month 6-12:** Top 5 positions, increased lead volume

**With 4 new optimized pages per month:**

* Month 3: 27 total pages indexed
* Month 6: 39 total pages indexed
* Month 12: 63 total pages indexed

**TERMS**

**Payment:**

* Website Transfer: $2,500 due at contract signing
* Monthly SEO: $397/month, billed monthly
* First month due with website payment

**Contract:**

* Website transfer: One-time transaction, full ownership transfers
* Monthly SEO: Month-to-month, cancel anytime with 30 days notice
* No long-term commitment required

**Guarantee:**

* Website delivered within 2 weeks or full refund
* SEO work completed as specified or pro-rated refund
* If you're not satisfied, cancel anytime

**NEXT STEPS**

**To Move Forward:**

1. **Review & Sign** this proposal & attached contract
2. **Set up accounts:** Vercel ($20 a month) and GitHub (free) - I'll guide you
3. **Initial payment:** $2,500 + $397 = $2,897 total
4. **Week 1:** Site migration begins
5. **Week 2:** You own a fully optimized, lead-generating website

**ACCEPTANCE**

By signing below, you authorize Elevate Pro Sites to proceed with the website transfer and ongoing SEO management services as outlined in this proposal.

**Client Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**William Pierce, Get My Junk**

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Service Provider:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
**Matthew Nelligan, Elevate Pro Sites**

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CONTACT**

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