

SEO Proposal Template

Proposal for: [Client company]

Prepared by: [Your name, your agency]

Date: [Date]

Valid until: [Date, 30 days out]

1. Where you are now

[One paragraph summarising what the audit found, worst problem first.]

Finding	What it means	Impact
[e.g. 340 pages indexed, 60 with traffic]	[Thin pages competing with each other]	[Diluted authority]
[Finding]	[Meaning]	[Impact]
[Finding]	[Meaning]	[Impact]

2. Where the opportunity is

[The terms, page types or topics that are winnable, and the evidence: who ranks for them today and what is true about those sites.]

Opportunity	Est. volume/mo	Difficulty	Current position
[Keyword or cluster]	[Volume]	[KD]	[Not ranking / position]
[Keyword or cluster]	[Volume]	[KD]	[Position]

3. Objectives

Over [12] months, we are working towards:

- [Objective as a business outcome, for example "organic enquiries from 4 to 15 per month"]
- [Objective]

4. What we will measure

Metric	Baseline	Month 3	Month 6	Month 12
Organic sessions	[Current]	[Target]	[Target]	[Target]
Ranking keywords in top 10	[Current]	[Target]	[Target]	[Target]
Organic enquiries	[Current]	[Target]	[Target]	[Target]

We do not guarantee specific positions. Rankings depend on competitor behaviour and search engine changes that no agency controls. What we commit to is the work in section 5 and honest monthly reporting against the table above.

5. Scope of work

Technical

[Crawl and indexation fixes, site speed, structured data, internal linking, redirects.]

Content

[Number] pieces per month: [page type and target cluster]. Written by [us / you], reviewed by [whom].

Digital PR and links

[Approach, how many placements per month, and the kinds of site targeted. Write "not included in this engagement" if it is not.]

Reporting

[Monthly report and a call. What the report contains.]

Not included: [Paid search, social, CRO, web development beyond SEO fixes, translation.]

6. Timeline and what to expect when

Months	Focus	What you should expect to see
1	[Technical fixes, baseline, content plan]	[Little or no ranking movement. This is normal]
2-3	[Content production, on-page, first links]	[Long-tail terms entering the top 30]
4-6	[Scale content, authority building]	[Traffic growth, mid-tail terms in the top 20]
7-12	[Compounding, targeting head terms]	[Meaningful traffic and enquiry growth]

SEO does not produce results in month one. The first quarter is foundation work, and the curve above is what a well-run engagement looks like rather than a worst case.

7. Investment

	Option A: [Name]	Option B: [Name]	Option C: [Name]
Technical	[Included]	[Included]	[Included]
Content per month	[Number]	[Number]	[Number]
Link building	[No]	[Yes, N per month]	[Yes, N per month]
Reporting	[Monthly report]	[Report and call]	[Report, call, dashboard]
Monthly fee	[Amount]	[Amount]	[Amount]

Minimum term: [6] months. SEO compounds, and a three-month engagement measures the foundation phase rather than the results.

Not included in the fee: [Content production beyond the volume above, paid tools in your name, third-party costs].

Payment: [Monthly in advance / monthly in arrears].

8. What we need from you

- [Access to Google Analytics, Search Console, and the CMS]

- [A named approver for content, with a turnaround of X working days]
- [Developer access, or a route to ship technical fixes]
- [Subject-matter input for content: one call per month]

Delays in content approval or technical deployment move results out by the same amount. This is the most common reason SEO engagements underperform.

9. Scope and changes

This proposal covers the work described above for the term stated. Additional work is quoted separately at [rate]. After the minimum term, either party may end the engagement with [30] days written notice.

All accounts, content and data remain the client's property. [Add confidentiality and liability here, or reference the master agreement.]

10. Next steps

1. Select an option and sign below, or reply with questions.
2. We request access and confirm the start date.
3. Kick-off call in the first week, and the baseline report inside two.

11. Acceptance

Option selected: [A / B / C]

Signed for [Client company]: _____ Date: _____

Signed for [Your agency]: _____ Date: _____