**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12252&utm_source=template-word&utm_medium=content&utm_campaign=SEO+Marketing+Proposal-word-12252&lpa=SEO+Marketing+Proposal+word+12252)**

**Microsoft Word  
SEO Marketing   
Proposal Template**

[Your Name]

****

[Your Company]

[Client Company]

[Client Name]

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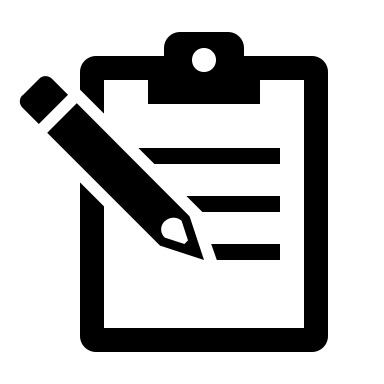
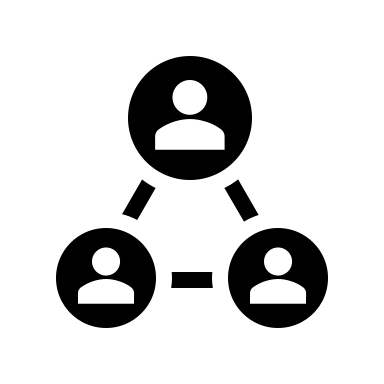
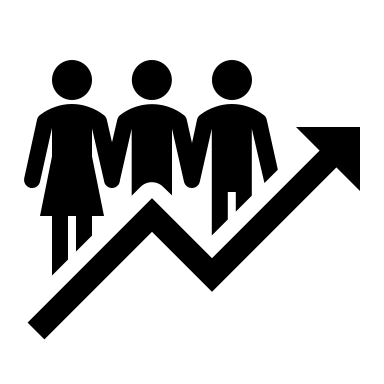
## Project Overview

Introduction Client Goals

Sample text

Sample text

Scope of Work



Sample Text

Sample Text

Sample Text

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## SEO Audit Summary

Overview

Sample text

|  |  |  |  |
| --- | --- | --- | --- |
| Audit Category | Issues Identified | Impact Level (High/Medium/Low) | Recommendations |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

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## Keyword and Content Strategy

|  |
| --- |
| Primary and Secondary Keywords |
|  |

|  |
| --- |
| Content Strategy |
|  |

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|  |
| --- |
| Competitive Key Word Analysis |
|  |

## Competitive Analysis

Overview of Top Competitors

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Competitor | Target Keywords | Domain Authority | Average Ranking | Content Strategy |
| Competitor 1 |  |  |  |  |
| Competitor 2 |  |  |  |  |
| Competitor 3 |  |  |  |  |
|  |  |  |  |  |

*Attach charts or graphs to show the client’s current position relative to competitors on priority keywords.*

## Recommendations and Prioritization Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Recommendation | Impact | Priority Level | Resources Required | Expected Outcome |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Explanation of Priorities:

* **High Priority:** Immediate impact and feasible with current resources
* **Medium Priority:** Important but may require additional resources or time
* **Low Priority:** Optional improvements for longer-term benefits

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## Services & Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| Service | Description | Timeline | Milestones |
| SEO Audit and Setup |  |  |  |
| On-Page Optimization |  |  |  |
| Content Creation |  |  |  |
| Off-Page SEO and Link Building |  |  |  |
| Ongoing Monitoring and Reporting |  |  |  |
| Quarterly Review and Adjustments |  |  |  |

## Performance Metrics

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|  |  |  |  |
| --- | --- | --- | --- |
| Metric | Current Baseline | 3-Month Projection | 6-Month Projection |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Pricing and Deliverables

|  |  |  |  |
| --- | --- | --- | --- |
| **Service** | **Cost Estimate** | **Frequency** | **Details** |
|  | $ |  |  |
|  | $ |  |  |
|  | $ |  |  |
|  | $ |  |  |
|  | $ |  |  |
| **Total Estimate** |  |  | **$** |

Payment Schedule

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## Why Choose Us?

Sample text

Previous Client Results

Client A

Client B

Client C

Sample text

Sample text

Sample text

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Portfolio Highlights

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**Project 3**

**Project 2**

**Project 1**

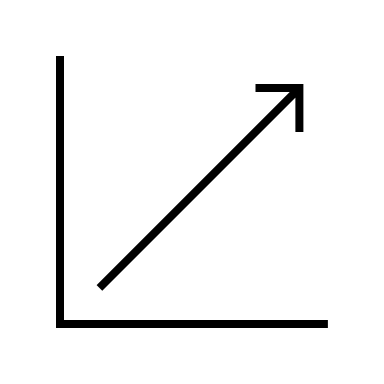
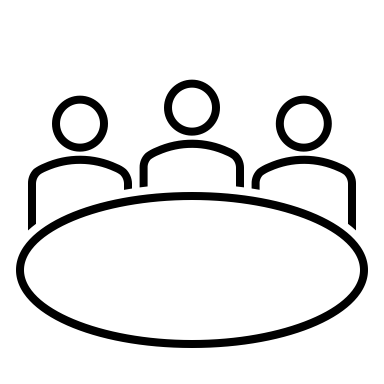
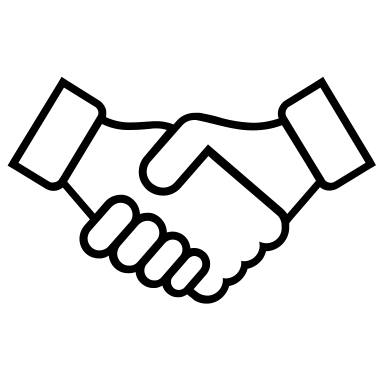
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## Next Steps





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|  |
| --- |
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