**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12284&utm_source=template-word&utm_medium=content&utm_campaign=SEO+Marketing+Proposal-word-12284&lpa=SEO+Marketing+Proposal+word+12284)**

[Your Name]

[Your Company]

[Client Name]

**SEO Marketing   
Proposal Template**

[Client Company]

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Introduction

Enter text

# **Client Goals**

# **Scope of Work**

Enter text

# SEO Audit Summary

Overview

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

# Keyword and Content Strategy

**Primary and Secondary Keywords**

Enter text

**Content Strategy**

Enter text

**Competitive Keyword Analysis**

Enter text

# Competitive Analysis

Overview of Top Competitors

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

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

# 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

# Services and 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

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

# Pricing and Deliverables

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

Payment Schedule

# Why Choose Us?

Enter text

Previous Client Results

**Client A:**

**Client B:**

**Client C:**

Portfolio Highlights

**Project 1:**

**Project 2:**

**Project 3:**

# Next Steps



|  |
| --- |
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