

# *Inside The* SEO Proposal

*A Special Report Showing You  
Step By Step  
How To Write A Professional  
SEO Services Proposal*

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<http://www.LushProfits.com>

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## Disclaimer

This report is for **PERSONAL USE** only.

This report was provided to you as a free product, and as such is not allowed to be sold for any amount and cannot be modified in any way. This does not apply if you've acquired Private Label Rights.

Email me to find out how you can get permission to modify and distribute this report.

The information provided here serves as a guideline and is not meant to be given to a client word for word. Every client has individual needs and should be viewed separately. In addition, the hourly estimates for tasks can vary widely depending on what your client requires, and the amount of time you require to complete the tasks.

This report is for informational purposes only. While every attempt has been made to ensure that the information is valid, some of it is opinionated and you should not view it as a full and final proposal. It may or may not cover exactly what you need to provide a client.

## Personal Note

I created this proposal for a new client who just launched a business/corporate website in the Point of Sale industry. For the purpose of this report, I've removed any references to their website for privacy reasons. Throughout the proposal below I've added additional notes that aren't meant to belong to the proposal itself, and to help differentiate I've put them in colored text.

Enjoy!

*Please leave any feedback or questions at [www.LushProfits.com](http://www.LushProfits.com)*

Thank you,

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## Objectives

To increase your search engine presence and rankings, which will in turn increase the number of people visiting your website. This ultimately increases new customers for your company.

## Overview of Proposed Services

- 1) Benchmark current state in the search engines
- 2) Keyword research and analysis
- 3) Competitive analysis for the main keywords
- 4) Analysis of HTML and page design structure  
[ NOTE: The client's website was already designed and launched, but this may not be the case for all clients.]
- 5) Manual submission of website to major search engines
- 6) Monitoring and maintaining search engine placement
- 7) Analysis and recommendations to create a Link Development Campaign  
[ NOTE: The client wanted this as an external project to the initial SEO services, which is why link development isn't part of this proposal. ]
- 8) Recommendations for ongoing content creation and updates

NOTE: The next page is a detailed explanation of why the client would benefit from SEO services. This was important when pitching my SEO services to this specific client, because they were convinced that they only needed simple on-site SEO work done. I had to go into detail to explain the full benefits.

## The Importance of Search Engine Optimization

The most obvious benefit of SEO is traffic. Without traffic, you don't have anybody visiting your site to turn into buyers.

Search engine optimization is one of the best ways to create targeted traffic for your website. There is countless number of ways to generate traffic, but often times the visitors are not targeted, and thus end up viewing your site but not converting to customers. It's important to create targeted traffic for your site.

With this SEO proposal, your website's pages will attract visitors who are searching on specific keywords and keyword phrases. This is what targeted traffic means - getting people to view your website that want to see the content.

Just like in the offline world, when you create a business, you have to tell people about it. You don't just open shop and hope people find out about you. A website is the same thing. You need exposure, and since there are millions of people online, you especially need targeted exposure.

The benefits of properly optimizing your website will not be immediate. It can take a month or longer for your site to rank well in the major search engines. This is why we include a Maintenance portion in the proposal. Even though there is some initial one-time work for SEO, there are still ongoing SEO tasks that need to be maintained. Securing a high ranking position in Google for instance, is not permanent. Your competitors will not sit back idly and let you have all the glory. If you invest in the initial SEO tasks now, but not in maintaining your presence in the major search engines, then your investment is a waste of your valuable time and money.

Right now your competitors are raking in the visitors for keyword phrases that apply to your company's products and services. The reality is, most of your competitors have likely implemented an SEO campaign and are profiting because of it. Your industry for "*<insert client industry here>*" is "mid" competitive, and we feel confident that by following the guidelines in this proposal, you can get your share of those visitors.

Search engines need help to identify what your website pages are all about. That's what on-page optimization is all about - setting up your pages to make relevant data clear to the search engines.

*(Although we can work with you to create a presence in the major search engines and generate targeted traffic, this proposal does not include converting those visitors to customers. We can however provide some insight into this area. )*

## Breakdown of Proposed Tasks

The following table is a breakdown of proposed tasks, to be completed in the order shown:

TASK	HOURS	DESCRIPTION
Benchmark current traffic and search engine positioning	1	Create a report that displays where your site is ranking now, how many pages are indexed by the major search engines, and the number of external sites linking to yours
Keyword research and analysis	12	Generate targeted keyword phrases for every page of your website. Include a report of estimated search volume per keyword phrase.
Competitive analysis	3	Analyze your top competitors and what keywords they're using to place high in the search engines. Includes competitive link analysis, to identify major sites that are linking to your competitors.
Create site wide META tags and page titles for search engines	2	Recommend website modifications to include separate sets of META tags that adhere to the requirements of each of the major search engines
Site wide on-page optimization for search engines	10	Recommend modifications to all main pages of website, to ensure that keywords are used properly in the content
Search engine submission	2	Manual submission to all major search engines. Including recommendations and instructions for paid submission to specific sites.
Initial analysis to create a Link Development Campaign	2	Create a strategy to develop inbound links to your website
Initial analysis to provide fresh content for your website	2	Analyze how your website can provide fresh content and build over time
Monitor and maintain	Ongoing	Utilize tracking software on your website to analyze traffic over a period of time. Includes continuous tracking and recommended modifications in web pages
<b>TOTAL:</b>	<b>34</b>	

## **Benchmark Current Traffic**

A detailed report of how your site currently ranks in the major search engines, and analysis of where your current traffic is coming from, will provide us with a base line. With this base line, we'll be able to view tangible results that implementing an SEO campaign can bring over time.

- Major search engines include Google, Yahoo, MSN
- Report will show what pages of your website are currently indexed in these major search engines
- Analysis of your web server log files to determine where past and current traffic is coming from

## **Keyword Research**

Optimizing your website for the major search engines must include keyword research. Each page needs to be optimized for a particular keyword or keyword phrase, so that people searching on those phrases will see your site ranked high in the search engines. In order to properly optimize your site, we need to identify what the best keywords would be for every page of your website.

- Using professional industry standard keyword research tools, we will generate a large listing of keyword phrases related to your industry
- From that list, we will recommend individual keyword phrases to be associated with each page of your site for your approval
- We will provide a detailed report on how the chosen keywords are being searched on

## **Competitive Analysis**

In order to compete, you need to know what your competition is doing. They are targeting certain keywords to attract buyers, and these need to be taken into consideration. Many of your competitors will likely also have inbound links from other websites. This is important to identify, because you'll want your website linked at some of those places as well (*link building is an important part of any SEO campaign and discussed in more detail later on*).

- Using a variety of analysis tools, we will identify what keywords your top competitors are using to generate traffic
- We will need assistance from you in identifying your competitors
- Using a variety of analysis tools, we will identify and analyze the inbound links to your competitors' websites
- All information will be provided in a detailed report

## **Creating Site-Wide META Tags**

META tags are part of your website pages that users cannot see. They include keywords about your site and a description. It used to be that search engines placed a lot of importance on Meta tags, and without them you would be severely harming your chances of ranking well. These days though, a lot of major search engines do not place as much importance in this area. But it's still a recommended task throughout the SEO community at large, because it still offers a marginal increase in search engine rankings.

- Evaluate each page for proper keywords
- Recommend modifications to key pages for inclusion of site-wide meta tags

## **Website Optimization**

This is an essential part of the SEO campaign. After identifying your website's keywords, each page needs to be modified to properly utilize and reflect those keywords. That way, each page is optimized for the search engines individually.

- Evaluate what the main pages are on the website
- Recommend individual page modifications for each page
- Analyze what pages are missing (such as a 404 Error page, external links etc.)
- Make appropriate recommendations for additional content that will help with overall positioning in the search engines

- Monitor your website using Google Webmaster Tools

## **Web Directories and Search Engine Submission**

To get your site initially indexed at the major search engines, you need to have them submitted. Although there are other methods to get your site initially indexed, such as writing related articles to article directories and linking back to your main site, we recommend manual submission initially. Note that Google does not require submitting your website, as it's "crawlers" are automated (*and your site is already listing in Google*).

- Research and recommend search engines for site submission (Google, Yahoo, MSN)
- Research and recommend free and paid website directories in which to submit your website to (Yahoo Directory, Dmoz, Best of the Web, Business.com, etc.)
- Includes carrying out the manual submissions to approved sites (search engines and web directories)
- A more comprehensive analysis of site submission would be covered in a Link Development Campaign

## **Link Development Campaign**

[ NOTE: This is where I had to try and convince the client that they should invest in further SEO services, namely link development. As I said earlier, the client wasn't convinced that the SEO work could be so involved, so I had to do some selling and explaining. ]

All of the SEO tasks described before this point are critical in optimizing your site for the search engines. But they are still only part of the equation. The major search engines, especially Google, qualify a website on more than just on-page optimization. They actually check to see who is linking to a site, in order to grade your overall score. To rank well in the search engines, you definitely want to have other sites consider your website as important. This is often referred to as building page rank.

Google thinks that if other quality sites are linking to yours, that raises the importance of your site as an authority in its field. Google also counts quality outbound links as valuable to your overall page rank.

Getting related quality sites to link to your site isn't a quick process, but it isn't very complicated either. Research has to be done to select quality related sites, and then identifying how to get them to link to your site is the next step. Sometimes that means contacting the site owner, and other times it's simply submitting your site to a directory.

That's part one of the link development proposal. The next part is about building back links. Any link that goes to your website is considered a back link, and while you should build up links from related sites, there are many other ways to a) generate back links and b) increase your website traffic. Generating back links is widely known as a great way to increase traffic to a website.

The end result is always **“How do I get more people to my website?”** We will propose a thorough Link Development Campaign if you are interested.

### ***Creating Ongoing Content***

We understand that not all websites or companies are designed to easily offer ongoing content. But it needs to be stressed that a growing, rich content developed site is viewed highly in the eyes of the search engines.

There are many solutions to providing new content for your website. If this is something you are interested in, we can offer advice and guidance.

### ***Ongoing Maintenance Plan***

This is the final phase of the overall proposal. Once all of the above tasks are implemented, and enough time has passed to gain a respectable presence in the search engines, testing and tweaking begin.

As was mentioned earlier, your competitors are not going to sit idle while your website continues to compete.

It's important to monitor and maintain your positive results.

Another thing worth mentioning is the fact that search engines are always changing. Unless this is something you want to keep continually informed about, you will want someone to monitor.

We can discuss an ongoing relationship if and when you decide it's an important step for your business. A monthly rate would apply.

## **Project Dependencies**

If you choose to use our services, we would require the following:

- 1) A list of your top 5 competitors
- 2) Ongoing access to your web server logs
- 3) Your complete support on the tasks
- 4) A down payment

## Final Words

It would be wise to include legal disclaimers and a contract in any proposal to a client. This proposal is only meant as a guideline, and doesn't include such details. Also most proposals probably wouldn't include all of the explaining that I did, but I tailored this to the specific needs of the client at the time.

Pay close attention to the number of hours you estimate for any tasks. People are always asking how much they should charge for SEO services, and it's difficult to find any concrete answers. That's because SEO services could be very broad, and the time it takes one person to do a certain task isn't the same for everyone.

The best thing to do is analyze how long it takes you to do the specific tasks, and come up with an hourly rate you're comfortable with. You can contract with your client using an hourly rate, or a lump sum which was identified by your estimated hours.

Either way, it is strongly recommended to get a down payment at the beginning. Everything should be on paper and be laid out as a contract, to protect both parties.

I hope you enjoyed this report. Please visit [www.LushProfits.com](http://www.LushProfits.com) with any feedback or questions.

Email me to find out how you can get permission to modify and distribute this report.

Thank you,

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