



Your Company Name arnie@onrushdigital.com 999-999-9999 www.yourcompany.com

Objective

Our objective is to increase the number of customer leads originating from Google by implementing the most current and effective SEO practices to the client website and by creating content that is optimized for search.

Scope of Services

- Research target search keywords to determine the most effective keywords to target in website content, to improve visibility of website content in Google searches.
- Analyze Google search results to determine optimal SEO strategy.
- Analyze websites and SEO strategy of direct competitors to apply positive insights to client SEO strategy.
- Optimize each webpage and content post with the proper meta tags and header markup according to SEO best practices.
- Obtain inbound links from major directories to improve SEO ranking.

Our Process

Once we enter into a formal agreement, we schedule a discovery meeting to fully understand our client's objectives and requirements. We will then create a project plan, and schedule additional discovery meetings if needed.

Based on our discovery, we will conduct all of our keyword research and search engine and competitor analysis, as described in the Scope of Services.

We will then present our work to the client, with a clear and documented explanation of what exactly we accomplished.

For our monthly services, we will be in regular contact with the client to obtain any information required to perform our work and to answer any questions the client has.

Timeframe

The deliverables described in the Scope of Services above will take between 1 and 2 months to complete. The additional services described in pricing options 2 and 3 are monthly.

Your Investment

Option 1: \$2,500

This is a one time payment that covers everything listed in the Scope of Services above.

Option 2: \$2,500 per month

This pricing option is per month and includes the following:

- Ongoing monitoring and analysis of relevant search engine results
- Ongoing competitor analysis to identify new techniques and initiatives that main competitors and successfully employing.
- Monthly reporting on client search engine traffics, inbound traffic from search and other related metrics.
- Creating 2 SEO optimized (750 - 1,000 word) blog articles on relevant topics developed with client cooperation.

Option 3: \$5,500 per month

This pricing option is per month and includes the following:

- Ongoing monitoring and analysis of relevant search engine results
- Ongoing competitor analysis to identify new techniques and initiatives that main competitors and successfully employing.
- Monthly reporting on client search engine traffics, inbound traffic from search and other related metrics.
- Creating 4 SEO optimized (750 - 1,000 word) blog articles on relevant topics developed with client cooperation.
- Implement email and social media outreach campaign to acquire relevant inbound links to improve SEO ranking.

About Us

YOUR COMPANY is a boutique digital marketing agency located in YOUR CITY. Our areas of expertise include web design and development, SEO, content creation, social media and email marketing.

What we're most proud of is our record of completing projects on or ahead of schedule and within the agreed upon budget. We make sure that each of our clients is 100% satisfied with our work.

Out Team

Jim Jones, CEO

Jim is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

Tom Smith, VP

Tom is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

Jill Jones, Head Designer

Jill is an experienced executive with 15 years of experience in digital marketing. He speaks at conferences and has authored numerous articles and whitepapers on the subject.

Terms

- Payment for Option 1 must be made in full upon signing of proposal, prior to project start.
- Monthly payments for Options 2 or 3 must be made add the beginning of the month. Work will begin only after monthly payment is received.
- [INSERT COMPANY] retains complete ownership of all deliverables until final payment is made and balance owed is paid in full.
- If project is not completed by [INSERT DATE] due to client inaction, Client is liable to pay entire balance owed.
- Payments can be made to [INSERT COMPANY].
- This proposal is valid for 30 days.

Next Step

Please select the investment option you want below, enter your name or initials in the signature box and click accept.

Your typed signature below - or your payment - indicates agreement with the proposal and terms above and constitutes the launch of this project:

Signed and Agreed to by:

Your Signature
for Your Company Name

10/24/2019
Date

Option 1 Option 2 Option 3

10/30/19
Date

I have read and accept the terms of this proposal.

for Test Client

Contact: Your Company Name arnie@onrushdigital.com 999-999-9999 www.yourcompany.com