

XYZ Client

SEO & Content Marketing

Proposal

DD MM YYYY

SEO Proposal for
Client PDF

About Our Agency

We're a Global Digital Marketing Agency based in the heart of XXX with partners in UK, USA and Middle East, We specialise in providing SEO, SEM and Content Marketing services to companies locally and globally, covering Web, Mobile, Software and Intelligence.

Notes: **Modify this based on your own agencies background.**

**Add Logo
Here**

Clients Overview

USA/UK

MENA

Australia

Notes: Add client logos in specific target markets you have worked with.

Team Profiles

First Name Last Name

Project Director
12+ years of in XYZ

First Name Last Name

Head of Content
14+ years of content and SEO
experience for **National and
Multinational Companies**

First Name Last Name

Head of SEO
5+ years of SEO experience for
**International and Local Digital
Companies**

Notes: **Add your top three stakeholders to give an idea of who the client will be working with.**

Glossary



01.

On-Page SEO

05.

Backlinks

02.

Off-Page SEO

06.

Organic Growth

03.

Content Marketing

07.

Domain Authority

04.

Referring Domains

08.

Topical Authority

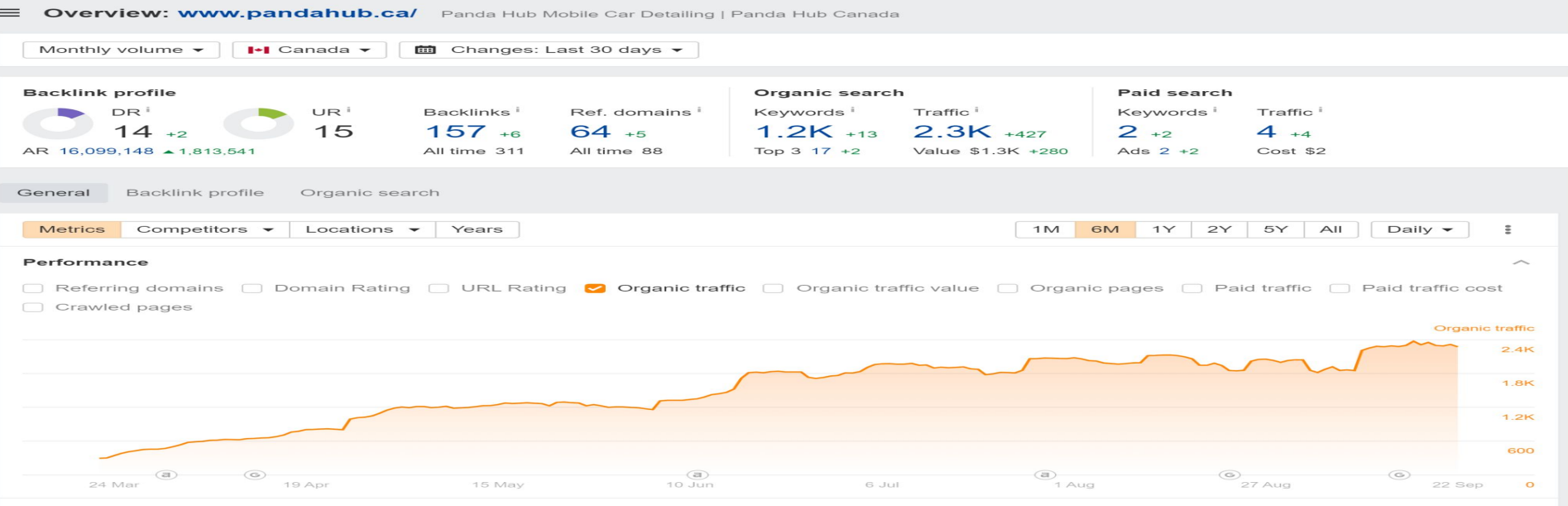
Notes: Edit as per finalized
slide deck.

Current Organic Search State versus Competitors

Major Learnings for the Existing Detailing Clients Website - Organic Search Traffic has not grown significantly since March 2023.

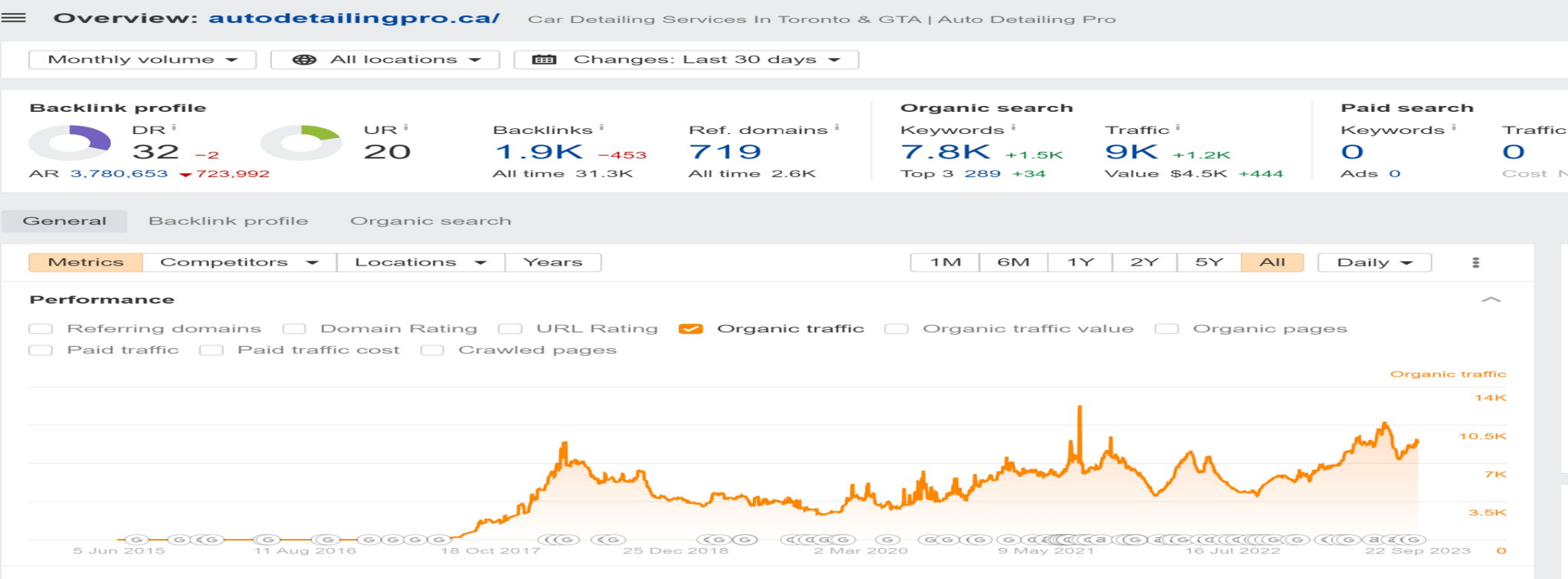
Notes: Add a screenshot of a the prospective clients performance. You can scrape this information from Ahrefs or SEMRush.

PandaHub is currently generating 2,300~ Organic Clicks per month in Google Canada - PandaHub began with SEO in Jan 2021.



Notes: Add Details about Competitor 1.

Auto Detailing Pro is getting over 9000 organic clicks per month - Ranking for over 3100 keywords in Canada specifically!



Notes: Add details about Competitor 2.

Top Ranking Keywords haven't increased since 6 months in Google Canada

In September 2023, XXX client is ranking for only 9 keywords in Top 0 positions on SERP. SEO is supposed to bring a majority of **non branded keywords** based users. Majority prospective audience is looking for non branded terms in the Google ecosystem.

Our agency will identify pages for which keyword rankings can be optimized from the existing pages and execute the following steps to regain positions:

1. Optimize **On Page Copy**
2. Implement a Content Marketing Strategy and funnel + **Internally link pages** towards our service pages.
3. Build **Backlinks** from higher authority websites (DR 50-90) and blogs to build our pages authority.

Notes: Add Keywords data trend from Ahrefs or SEMRush.

Strategy Plan - Moving Forward

Low Hanging Fruits - Improve On-Page, Quality Backlinks and Internally link the existing web pages

We are only ranking for a maximum of 16 keywords in Google Canada till date.

If you observe the snip on the right, it is evident that **multiple URLs** are ranking for a **few keywords each**. This signifies that each URL has:

- Limited alignment with the search intent
- As a result of which Google is not tagging our pages for multiple clusters of related keywords.

We will identify keywords and pages with the highest conversion potential and then strategically optimize based on priority.

Notes: Highlight the ranking keywords versus each URL.

Service Location Pages for Lead Generation - 5 pages per month (Main Competitor has around 60 such pages)

The Best Performing Competition in the Greater Toronto Area has focused on location service pages.

What's the advantage?

- Rank for relevant locations in the GTA
- People who are in a specific location at a given time e.e. Vaughan will have a higher probability of being shown your service location page because it specifically has on page content meeting the searchers intent, internal links from other pages proving the same and backlinks from external websites that are already specifically speaking about car detailing services, detailing services in Canada and other related services.
- Lesser Monthly Search Volume but Higher Conversion Rates

Notes: Save volumes for service location pages and club the data to highlight overall potential.

Strategic Digital PR - Build High Quality Backlinks

If the goal is to rank for more competitive search terms with a given page (money page), you need to increase this page's URL Rating. The only way to do that is to naturally build white hat, do follow, in content backlinks from high domain authority websites (DR 40-90+ recommended) to that page.

Strategically secure editorial mentions (do follow backlinks) to your conversion pages i.e. pages on your site that have the most traffic potential and conversion value to the business, while considering the appropriate anchor texts.

Example:

As you can see on the right almost none of your pages have any links pointing towards your specific URLs while your homepage has majority of the backlinks.

Notes: **Modify this based on your own agencies link building campaign ideas.**

Implementation Strategy for Organic Visibility

We'll begin by executing a detailed page by page SEO and Content Audit to assess existing issues and fix them during month 1.

During Month 1 we will fix previous issues and work with your team for Month 2 till Month 12 through Service Pages and Content Marketing Articles.

Monthly Scope of Work - Month 2 and Onwards

01. SEO

- SEO Strategy Implementation
- URL Structure based on best benchmarks for Product Pages and Content Marketing Articles
- On-Page Optimizations and Off-Page Implementation
- Keyword Research for Product and Content Marketing pages.
- Internal Link Building - Our Normal Routine is to ensure **each page** has at least **15 internal links** to pass link juice across the website. Once we assess your CMS we can forecast how much time it will take to ensure all your pages are properly internally linked.
- External Link Building
 - a. We'll build **20-25 backlinks** monthly from Domain Reputation 50-90 websites. **No Link Farms/No Follow/Forum links :**)

02. Content Marketing

- Content Marketers with successful case studies in:
 - SaaS
 - eCommerce
 - XX
 - XX
 - XX
- Content Delivery will cover:
 - Service Pages - **Upto 5 per month.**
 - Content Marketing - **10 Articles** a month covering Top till Bottom of Funnel.
 - Listicles
 - How To's
 - Guides

Scope of Work - Link Building

Based on the backlinks we'll build we are forecasting the following:

Expected DR Quarter Wise of the engagement:

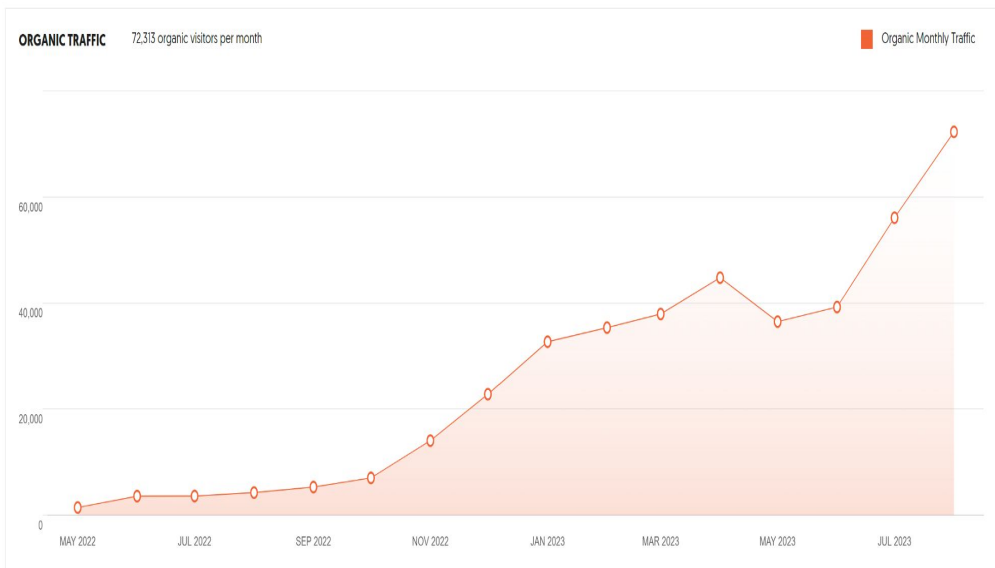
- **Quarter 1:** 10-15
- **Quarter 2:** 20-30
- **Quarter 3:** 30-40
- **Quarter 4:** 40-45

Key Performance Indicators

KPIs we'll measure our performance against

- **Domain Reputation - Currently our Reputation Score is 1 out of 100.**
 - Goal: Increase this and target 40-45 DR by year end.
- **Backlinks - Mix of links to Service and Content Marketing Articles.**
 - Goal: Build 20-25 unique backlinks per month from **High DR Websites**.
- **Organic Traffic - Currently we are getting 1 organic search visitors per month from Google Canada.**
 - Goal: Increase this month on month and forecasted number is to hit **XXXX+ visitors** per month by engagement year end in our primary search engine i.e Google Canada. Overall website traffic will be higher since many pages will rank in other search relevant locations but we're keeping a forecast of XXXX~ monthly visitors for **Google Canada** since this is the primary market. You can expect a forecasted visitor to lead form fill average between **X-Y%**.

Case Study Existing Clients



CASE STUDY

XXX App - Y Combinator Backed Platform

Content Marketing & SEO

XXX is a leading Y Combinator Backed Platform.

Our Agency YYY has enabled client XXX organic search growth from roughly 1000 clicks in May 2022 to roughly 96,000 clicks per month (based on actual Google Search Console data) as of today.

As part of the scope we manage all On-Page, Off-Page and Content Marketing work for Client XXX.

Notes: Ideally add 2 to 3 case studies as part of your pitch.

Questions & Concerns

SEO Proposal for Client PDF

Notes: Give ample time to your prospective client to help them understand the proposal better.