

# SEO Proposal

*Private and Confidential*

## **Introduction**

Dear \_\_\_\_\_,

We, as a leading digital marketing agency, are excited to present to you a Search Engine Optimization (SEO) proposal designed to elevate your online visibility, and drive organic traffic to your website. In an increasingly digital world, the ability to be found by your target audience amidst the sea of online competitors is paramount to success. Our team is dedicated to crafting a strategy that will propel your business to the forefront of search engine results.

This proposal outlines our approach to SEO that encompasses technical optimization, strategic content creation, content marketing and authoritative link building. We are committed to working closely with you to meet your business objectives.

Our goal is not only to improve your search rankings and enhance user experiences, boost conversion rates, and ultimately drive business growth.

Please review our proposed strategy in detail, and do not hesitate to reach out with any questions. We are confident that our tailored approach will set the stage for remarkable success. We look forward to the opportunity to contribute to your online success.

Sincerely,

## SEO Strategy

Below, please find our SEO strategy to understand the details of the services that we provide.

<b>Comprehensive Website Audit</b>	
<b>Keyword Research and Analysis</b>	
<b>On-Page Optimization</b>	
<b>Technical SEO Enhancement</b>	
<b>Content Strategy Creation</b>	
<b>Link Building</b>	
<b>Regular Monitoring</b>	
<b>Ongoing Optimization</b>	

## ***Timeline and Milestones***

*Our proposed timeline outlines the key milestones and activities that will be undertaken throughout the duration of the project. Please note that the timeline may be subject to adjustments based on your specific needs and the evolving nature of search engine algorithms.*

**1st to 3rd Month:**

**4th to 6th Month:**

**7th to 9th Month:**

**9th to 12th Month:**

**Ongoing Process:**

## ***Budget and Pricing***

Our goal is to provide you with a transparent breakdown of the costs associated with our comprehensive SEO services. See the payment principles below;

- Initial setup and research fee under this proposal is \_\_\_\_\_. This amount shall be paid cash on the date of approval of this proposal.
- The monthly service price for all services under this proposal is \_\_\_\_\_. This amount shall be paid on the \_\_\_\_\_ day of the month at the latest by bank transfer.

## Term and Conditions

### I. Parties

This SEO Proposal is specially prepared for \_\_\_\_\_ (the "**Client**" hereinafter) by \_\_\_\_\_ (the "**Company**" hereinafter).

If the Proposal is approved, it will be accepted as an Agreement between the parties and terms and conditions set out below will be binding between the Client and the Company.

### II. Term

The term of this Agreement is \_\_\_\_\_ year from the approval of the proposal. If the parties are willing to continue the Agreement in the future, the Company will submit a new proposal including the current needs of the Client and a new contract will be signed.

### III. Price and Payment Schedule

The total contract price for the services proposed under the proposal is \_\_\_\_\_, which is the sum of initial setup and research fee and service fee as stated in the *Budget and Pricing* section of the proposal.

Service fee shall be paid monthly, \_\_\_\_\_ for each month until the end of the term of the Agreement, on the \_\_\_\_\_ day of the month at the latest by bank transfer.

### IV. Termination of the Agreement

This Agreement is for a fixed period and terminates automatically at the end of the term of the Agreement. The parties may terminate the Agreement at anytime with written agreement.

If the Client does not pay any of the required service fee on due date, \_\_\_\_\_ period is given with a written notice. If payment is not made at the end of this period, the Company may unilaterally terminate the Agreement immediately.

Each of the Parties may terminate the contract by giving \_\_\_\_\_ days notice if the other party does not fulfill its obligations specified in the Agreement.

## **V. Intellectual Property**

All SEO strategies, content, and materials developed during the project will remain the property of the Company until full payment is received. Upon full payment, the Client shall retain ownership of any content and materials produced specifically for their website.

## **VI. Confidentiality**

For the purpose of this Agreement, confidential information includes, but not limited to business strategies, trade secrets, customer data, marketing plans, and any other information that is not publicly available.

The receiving party of the confidential information agrees to maintain the confidentiality of the confidential information received from the disclosing party. The receiving party shall not use, reproduce, distribute, disclose, or otherwise make available the confidential information to any third party without the express written consent of the disclosing party.

Upon completion of the SEO services or termination of this Agreement, the receiving party shall promptly return or destroy all tangible and electronic copies of the confidential information, as directed by the disclosing party.

## **VII. Amendment**

This proposal can only be changed or modified by the Company. A new proposal will be made if the Client wishes to change the content of the document. After the approval of the Client, the terms and conditions shall only be modified or amended by the written mutual consent.

## VIII. Assignment

Neither this Agreement nor any of the rights, interests or obligations hereunder shall be assigned by any of the Parties hereto without the prior written consent of the other Party. The assignment of any of the obligations arising from this Agreement by one of the Parties will not result in the internal relationship between the Parties.

## IX. Notifications

Any notifications to be sent under this Agreement shall be in written form and shall be made to the addresses of the Parties indicated in this Agreement. Address changes shall be immediately notified to the other party in writing.

## X. Governing Law and Dispute Resolution

The provisions of the Proposal and this Agreement shall be construed and interpreted in accordance with the laws of the State of \_\_\_\_\_ . All kinds of disputes arising from this Agreement shall be tried to be resolved primarily through peaceful resolution methods such as conciliation and mediation.

### The Company

Name

Date

**Signature**

---

### The Client

As of the date of \_\_\_\_\_, this proposal approved and the above terms and conditions have become binding.

Name

Date

**Signature**

---



This document is a PDF copy of **SEO Proposal** template. You can edit it with **Jotform Sign** and convert to an eSign document with **Jotform Sign**.



## Learn More About Jotform PDF Products

Jotform offers powerful PDF solutions. Check them out below.

### Jotform PDF Editor

Turn form submissions into PDFs automatically ready to download or save for your records.

[jotform.com/products/pdf-editor/](https://jotform.com/products/pdf-editor/)



### Smart PDF Forms

Convert your PDF files into online forms that are easy to fill out on any device.

[jotform.com/products/smart-pdf-forms/](https://jotform.com/products/smart-pdf-forms/)



### Jotform Sign

Collect e-signatures with Jotform Sign to automate your signing process.

[jotform.com/products/sign/](https://jotform.com/products/sign/)



These templates are suggested forms only. If you're using a form as a contract, or to gather personal (or personal health) info, or for some other purpose with legal implications, we recommend that you do your homework to ensure you are complying with applicable laws and that you consult an attorney before relying on any particular form.