SEO Proposal Template (Client-Ready)

Built to be forwarded around without you explaining it. Edit the fields, then export to PDF.

Meet them where they are

Simple 3-layer scope

Clear boundaries

PROPOSAL BASICS

Tip: tab through fields and keep it plain-English.

Client / Company

[Client Company Name]

Prepared for (contact)

[Client Contact Name, Title]

Prepared by

[Your Name / Agency]

Proposal date

[January 13, 2026]

Snapshot (the “why this matters” in their language)

You’re not buying “SEO.” You’re buying outcomes: more qualified leads, more revenue-driving pages, and fewer “we fixed a thing but nothing changed” moments. This proposal lays out a simple roadmap tied to what matters, with clean boundaries so the work doesn’t turn into endless “can you just…” requests.

Make it forwardable

Assume this gets passed to a CFO, a marketing lead, and a developer. Keep it skimmable. Define what’s included, what’s not, and how we’ll measure progress.

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OBJECTIVES & MEASUREMENT

Define “success” so charts aren’t guesswork.

Primary goals (3–5 bullets)

- Increase qualified organic leads for [service/category]
- Improve visibility for high-intent searches (buyer keywords)
- Fix technical blockers that limit crawling/indexing
- Build authority to close the gap with competitors

How we’ll measure progress

- Conversions from organic (forms, calls, purchases)
- Non-brand organic traffic to priority pages
- Rankings for agreed keyword set (directional, not vanity)
- Technical health improvements (crawl errors, speed, index coverage)

Reporting cadence: Monthly performance summary + prioritized next-step list. Quick check-in call optional.

SCOPE & APPROACH

Simple structure: technical → on-page/content → authority.

What we’re doing (and why it’s organized this way)

SEO gets confusing fast when it’s a laundry list. We keep it clean: build a foundation (technical), make pages relevant (on-page & content), then build credibility (off-page). Each layer supports the next.

1) Technical SEO (foundation)

Crawl, indexing, speed, mobile, site architecture, and a prioritized fix list.

- [x] **Technical audit + fix roadmap**
  Issue list, severity, effort, and impact.
- [x] **Crawl & index cleanup**
  Sitemaps, robots, canonical, duplicates.
- [ ] **Speed & Core Web Vitals**
  Fix bottlenecks with dev guidance.

2) On-Page + Content (relevance)

Keyword mapping, page improvements, internal links, and content aligned to intent.

- [x] **Keyword mapping**
  Match priority pages to real searches.
- [x] **On-page improvements**
  Titles, headings, copy, schema suggestions.
- [ ] **Internal linking plan**
  Structure that distributes authority.

3) Off-Page SEO (authority)

Link earning, digital PR, citations (local), and competitive gap work.

- [x] **Authority gap analysis**
  What competitors have that you don't.
- [ ] **Digital PR outreach**
  Campaigns, placements, mentions.
- [ ] **Local citations (if applicable)**
  Consistency + coverage improvements.

Boundary (so there's no drama later): This scope covers strategy + execution of agreed SEO tasks. It does not include full site redesigns, custom app builds, or ongoing dev-as-a-service unless added as a line item.

DELIVERABLES

Keep deliverables concrete and reviewable.

Add or remove rows as needed. If it's not listed, it's not included (unless agreed in writing).

DELIVERABLE	OWNER	FREQUENCY / TIMING	
Technical audit + prioritized fix roadmap	SEO Team	Week 1–2	×
Keyword mapping for priority pages	SEO Team	Week 2–3	×
Monthly reporting + next-steps plan	SEO Team	Monthly	×

+ Add deliverable **Insert common deliverables**

TIMELINE & PROCESS

Include approvals and access dependencies.

Timeline overview

Weeks 1–2: Access, audit, baseline reporting, fix roadmap
Weeks 3–6: Technical fixes + on-page improvements (priority pages)
Month 2+: Content plan execution + authority building + iteration

Approvals & communication

- Single point of contact for approvals: [Name]
- Approval SLA: [e.g., 3 business days]
- Communication: email + optional monthly call
- Dev coordination: [internal dev / external dev / us]

Access we need (before work starts): CMS/admin access, analytics, Search Console, tag manager, call tracking (if used), and dev contact for fixes.
If access is delayed, timeline shifts accordingly.

INVESTMENT

Make the price match the plan—no mystery math.

Enter amounts as numbers (e.g., `1500`). Totals update automatically.

LINE ITEM	NOTES	MONTHLY ($)	ONE-TIME ($)	
Core SEO (strategy + execution)	Technical + on-page/content + reporting	2500	0	×
Initial technical audit	Baseline + roadmap	0	1500	×

+ Add line item **Insert common add-ons**

Monthly total	$2,500
One-time total	$1,500
Estimated first-month total	**$4,000**

First-month total = monthly + one-time. Ongoing = monthly total.

TERMS & BOUNDARIES

Prevent scope creep before it starts.

Assumptions

Out of scope (unless added)

- Client provides timely access to tools/accounts
- Client reviews/approves deliverables within agreed SLA
- Developer support is available for technical fixes
- SEO results are iterative and compound over time (not instant)

- Full website redesigns or replatforming
- Ongoing development tickets unrelated to SEO
- Paid media management
- Legal/compliance copy approval

Contract length & cancellation

- Term: [e.g., 3-month initial] then month-to-month
- Cancellation: [e.g., 30 days written notice]
- Payment terms: Net [7/15/30]

Change requests

If scope changes (new markets, new sections, heavy dev work), we'll document the change, adjust timeline/cost, and proceed after written approval.

NEXT STEPS

Make acceptance simple.

What happens after approval

1) We confirm access + points of contact
2) We run the baseline audit + establish KPIs
3) We deliver the fix roadmap and begin implementation
4) Monthly reporting + iteration begins

Acceptance

Type names below. Then download the PDF for signing/filing.

Client signature (typed) | Date

[Client Name] | [Date]

Provider signature (typed) | Date

[Your Name] | [Date]

Download-ready

Use the **Download PDF** button in the sidebar to generate a print-ready version (A4/Letter friendly) and save as PDF.

Notes: Replace bracketed items. Remove any section you don’t intend to deliver.