

SEO Proposal Template

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<https://performnext.com/usa/blog/seo-proposal-template/>

SEO proposal for [Client name]

Prepared by [Your agency] for [Contact name], [Date]

1. Your goals

[One short paragraph restating the client's goals in their own words, ideally in revenue or lead terms.]

2. What we found

[Three to five findings from a quick audit. For each:]

Finding	Why it matters	What we would do
[What we found, with evidence]	[Business impact]	[Fix and rough timing]
[Finding 2]		
[Finding 3]		

3. Recommended strategy

[Plain-language summary of what you will prioritise and why. One page at most.]

4. Scope of work

Included each month	Not included
[Technical monitoring and fixes] [Optimisation of X priority pages] [X new pages or articles] [Local SEO] [Link building] [Monthly report and call]	[Website development beyond SEO fixes] [Paid advertising]

5. Timeline

Period	What happens	How progress shows
Month 1	Audit, critical fixes, tracking	Work log and baseline

Months 2 to 3	On-page work on priority pages, first content	Impressions and rankings in Search Console
Months 4 to 6	Content and links	Organic clicks to target pages
Months 6 to 12	Compounding results	Enquiries or revenue from organic search

SEO results build over time. We do not guarantee specific rankings.

6. Investment

Option	Best for	Included	Monthly fee
Foundation	Fixing the basics	[Technical fixes, on-page for key pages, reporting]	[\$]
Growth	Most clients	[Foundation + content + local SEO]	[\$]
Authority	Competitive markets	[Growth + link building and digital PR]	[\$]

Minimum term: []. Notice period: []. What changes the price: [].

7. How we will report

[Organic enquiries or revenue; traffic to pages that sell; rankings for the agreed keyword list; work completed and next month's plan. The client keeps full access to Search Console and analytics.]

8. About us

[Relevant experience, the people who will do the work, examples you are allowed to share.]

9. Terms and next steps

[Ownership of content, data and accounts stays with the client. Payment terms. Start date. How to accept.]

Filled example (fictional business, for illustration only)

Goals

Brightline Plumbing wants 25 more booked jobs a month from Google in Austin, Texas, within 12 months, mainly water heater and repiping work.

What we found

Finding	Why it matters	What we would do
The water heater page is not indexed (Search Console: "Discovered, currently not indexed").	It is their highest-margin service and cannot appear in Google.	Fix internal links and request indexing; week 1.
Twelve town pages share the same text.	Copied pages rarely rank and can weaken the site.	Merge into 4 genuine area pages with local detail; month 2.
The Google Business Profile lists 3 of 9 services and has 11 reviews.	Map pack rankings depend on relevance and reviews.	Complete services, start a review process; month 1.

Recommended option

Growth: technical fixes and Google Business Profile in month 1, then two service pages and one guide a month, with monthly reporting on calls and booked jobs.