

# SEO Proposal Template

A complete proposal framework for agencies, freelancers, and SEO consultants.

Use this template to present the client's current situation, define goals, explain the proposed SEO strategy, document deliverables, establish responsibilities, present pricing, and agree on next steps.

## Cover Page

Proposal title	Prepared for	Prepared by	Date	Proposal validity period	Contact details

## 1. Executive Summary

Proposal field	Details
Client situation summary	
Primary SEO opportunity	
Recommended engagement	
Expected business contribution	
Proposed engagement period	

## 2. Business and Website Context

Proposal field	Details
Business model	
Primary products or services	
Target markets	
Target audience	
Primary conversions	
Current acquisition channels	
Known SEO challenges	
Previous SEO work	
Internal resources and constraints	

## 3. Current SEO Situation

Proposal field	Details
Organic visibility summary	
Technical SEO observations	
Content observations	
Keyword visibility observations	
Competitor observations	
Authority / backlink observations	
Tracking and measurement observations	
Immediate risks	
Immediate opportunities	

## 4. SEO Goals and Success Criteria

Business goal	SEO objective	KPI	Current baseline	Target direction	Measurement source	Review frequency	Notes / assumptions

## 5. Proposed SEO Strategy

Workstream	Objective	Key activities	Primary deliverables	Expected contribution	Dependencies	Frequency / timing

## 6. Scope of Work

Service area	Included activities	Deliverable	Quantity / frequency	Client input required	Delivery format	Review / approval process

## 7. Technical SEO Deliverables

Proposal field	Details
Technical audit	
Crawl and indexation review	
Sitemap and robots review	
Canonical review	
Redirect and status-code review	
Internal linking review	
Core Web Vitals review	
Structured data review	
Implementation recommendations	
Developer QA / validation	

## 8. Keyword and Content Deliverables

Proposal field	Details
Keyword research	
Keyword clustering	
Keyword-to-URL mapping	
Content gap analysis	
Content briefs	
Existing content refresh recommendations	
New content recommendations	
On-page optimization	
Content QA	
Content performance review	

## 9. Authority and Off-Page Deliverables

Proposal field	Details
Backlink profile review	
Competitor backlink gap analysis	
Link reclamation opportunities	
Broken backlink opportunities	

Proposal field	Details
Unlinked brand mention opportunities	
Digital PR / outreach recommendations	
Risk monitoring	

## 10. Reporting and Communication

Proposal field	Details
Monthly performance report	
KPI dashboard	
Completed work summary	
Next-month priorities	
Insights and recommendations	
Meeting cadence	
Communication channel	
Primary contacts	
Escalation process	

## 11. Project Timeline

Phase / month	Primary objective	Activities	Deliverables	Client dependencies	Milestone	Status

## 12. Roles and Responsibilities

Task / responsibility	Agency / freelancer owner	Client owner	Approver	Required access or input	Expected turnaround time

## 13. Pricing and Investment

Service / package	Setup fee	Monthly fee	One-time fee	Quantity	Billing frequency	Term	Notes

## 14. Optional Services

Optional service	Description	Fee	Recommended timing	Dependency	Notes

## 15. Assumptions and Dependencies

Assumption / dependency	Why it matters	Client action required	Deadline / timing	Impact if delayed

## 16. Out of Scope

Excluded item	Reason / boundary	Available as add-on	Notes

## 17. Measurement Framework

KPI	Definition	Baseline	Target / direction	Data source	Reporting frequency	Owner

## 18. Terms and Working Process

Proposal field	Details
Proposal validity	
Engagement term	
Payment schedule	
Invoice due period	
Cancellation / notice period	
Revision policy	
Access requirements	
Confidentiality note	
Third-party costs	
Implementation responsibility	

## 19. Acceptance and Next Steps

Decision / step	Owner	Target date	Status	Notes