

let's get **visible**[®]

DIGITAL MARKETING PROPOSAL

Client Name

01/01/2022

PROPOSAL CREATED BY:

YOUR NAME

Your Email Address

Your Website



Dear (Client Name),

Thank you for considering **(Your Business Name)** for your digital marketing needs.

This Proposal describes the program elements, services and terms of the digital marketing services and outlines a coordinated plan crafted with the intent of combining the specific digital marketing efforts which would yield the best return on investment for your business.

As a Digital Marketing consultant, I am committed to the success of my clients and will be assigned to your support plan as the project manager and will serve as the primary communication point for the ongoing services.

To your online success!

Your Name





Package Details & Inclusions

Create a custom SEO strategy and plan to increase organic online visibility for **(client website/URL)**.

Activities will encompass onsite, offsite and technical SEO elements including but not limited to the following:

Keyword Phrase Research & Mapping

Create a keyword map of the best keyword phrase “clusters” (established by target market, target audience and competitor site analysis); these keyword clusters include a range of keyword combinations to improve the online visibility of your website.

Competitor Research

Review direct and non-direct competitors to perform a gap analysis including strategy, keywords, and offsite opportunities.

Onsite Optimisation

Create title, description and other metadata including image alt tags, focusing these pages to best target your keyword phrase clusters to maximise visibility and click-throughs. Use best practice principles to coordinate the implementation of updates to your onsite elements.



Content Research & Mapping

Create a monthly content map & briefs for the blog section, including recommended topics and keywords to be used.

Offsite Optimisation

Local SEO

Find offsite opportunities including submitting your business to unpaid listings and directories to improve local visibility.

Google My Business

Optimise Google My Business listing and create and share weekly posts on the platform.

Technical

Ensure ongoing health of the website and make updates/changes as required following best practices.

Monthly Activity Reporting

A report will be provided monthly, looking at the key areas and progress. This will also be supported with emails/calls as required between the client and (your name). A 30 minute Zoom call per month will be scheduled to discuss activities and plan for the following month.





Fee Summary & Acceptance:

Initial services fees are invoiced upon the receipt of this signed agreement and must be settled prior to commencement of services.

SEO Consulting Services

Investment: \$

Commencement:

The plan is recommended for a minimum of 6 months.

No lock-in contract, however, 30 days' notice is required to pause services.

Owner/Representative:

Signature: _____

Date: / /

Web design and development tasks are not included in this quote.



Service Terms:

Add your service terms here.

