



CURRENT DATE, 2019

BECCA REID
VIRTUAL SERVICES

Managed SEO Solution

PROPOSED BY

campaign manager
Becca Reid | Virtual Services

PROPOSED TO

client name
client company name

MANAGED SEO SOLUTION

PROJECT PROCESS

01

KICK-OFF

Discuss a details about your website, your service and competition. If you don't know, that's totally fine too - we'll walk you through it and figure it out for you.

02

CAMPAIGN DESIGN

We'll investigate your site, your competition, and determine the best strategy for you. We'll take a look at easy-win keywords and find the gaps in your content.

03

PROGRAM ONBOARDING

After research, we will schedule an onboarding call to review the campaign and answer questions. Once you approve the order, we begin the work!

04

CAMPAIGN PRODUCTION

Once approved, the fulfillment process typically takes 30 days to be completed.

05

RESULTS TRACKING

We get it, tracking SEO results takes time and patience. That's why we also provide weekly rank tracking to check the current keyword rankings and progression.

06

REPORTING & FOLLOW-UP

Each month you'll receive reports of everything we've done, 100% transparent. You'll book a call to review progress of your campaign(s) every month!

CONTACT US

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BECCA REID
VIRTUAL SERVICES

SEO PROJECT PROPOSAL

This document outlines Becca Reid | Virtual Services proposed Managed SEO Program and Strategy to improve search engine rankings and dramatically increase the amount of targeted traffic to <https://client-website.com.com>.

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Current Date

Dear client name,

Thank you so much for this opportunity to work with you and <customer business name>. We are looking forward to improving your site's authority with the search engines and boosting your revenue by driving relevant traffic to <https://client-website.com/>.

Please review the SEO Proposal and Project Plan, sign the agreement at the end, and return it back to me at your earliest convenience, so we can get started as soon as possible.

Let me know if you have any questions!

Thank you,

<signed by campaign manager>
Becca Reid | Virtual Services

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SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

SEO Project Plan

MONTH 1: Onboarding, Site Review, Strategy Development

Before we begin, we would like to have a quick meeting to discuss your goals, demographic, competitors, etc. We will also need site access and login information (or permission to set up) Google Analytics, Webmaster Tools, etc.

Month 1 Task List:

- **Baseline SEO Audit and Report** – Thoroughly audit and document existing rankings, link profile, internet presence, and social media. This baseline report will be used in our onboarding meeting and will be updated and sent to you on a monthly basis. The report will include:
 - Keyword Rankings
 - Popular Pages
 - Backlink Profile
 - Site Authority
 - Social Media Presence
- **Website Audit** – Conduct a thorough review of your website to determine your current site's strengths and weaknesses and identify potential challenges.
- **Client Onboarding Meeting/Call** – During our kick-off meeting/call, we will:
 - Learn about your company, competitors, customers, and target demographic.
 - Review the Baseline SEO Report and Website Audit
 - Discuss historical and present website SEO efforts.
 - Identify key metrics of success (traffic, conversions, etc.)
 - Set goals (traffic, primary conversions, secondary conversions)
 - Review proposal and note any updates.
 - Sign contract and collect first month's payment.
- **Information Exchange** – Client to provide website access (i.e. FTP, WordPress login) and access to any existing web tool accounts (i.e. Google Analytics, Webmaster Tools)
- **Keyword Research, Analysis, and Selection** – Research keywords and related phrases to identify primary and secondary keywords.
- **Develop Onsite SEO Strategy** – Review Website Audit and create a comprehensive strategy to improve the site's overall onsite SEO.

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

- **Develop Landing Page Optimization Strategy** – Analyze existing keyword target pages and create an optimization strategy that focuses on these pages.
- **Develop Content Strategy** – Create content strategy including release frequency, topics, resources, and writers.
- **Develop Website Authority & Link Building Strategy** – Evaluate current backlink profile and authority metrics to develop off-site SEO strategy including:
 - Citation Cleanup (Directories, Company Listings, Etc.)
 - Backlink Analysis and Cleanup
 - Link Building Strategy and Budget
- **Develop Social Media Strategy (If Applicable)** – Create a social media strategy to drive customer engagement and improve search engine authority.
- **Create SEO Strategy Brief** – Summarize all strategies into a single SEO Strategy Brief that will be updated and sent to you on a monthly basis.
 - Target Keywords and Landing Pages
 - Onsite SEO Strategy
 - Landing Page Optimization Strategy
 - Content Strategy/Schedule
 - Website Authority & Link Building Strategy

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Month 1 Checklist:

Becca Reid | Virtual Services Deliverables:

- Baseline SEO and Key Metrics Report
- SEO Strategy Brief

Client Deliverables:

- Access to Website and Web tools
- Review and Sign Agreement
- Monthly Payment

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

MONTH 2: Onsite Optimization

Once we have planned your overall SEO strategy, the next step is to optimize your website. During this stage, we will make sure your website and all landing pages are properly optimized for search engines. In addition, we will ensure there is a relevant and properly optimized landing page on your website for each targeted keyword phrase outlined in the strategy brief.

Month 2 Task List:

- **Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- **Implement Overall Onsite SEO Strategy** – Implement overall onsite SEO strategy as outlined in the SEO Strategy Brief.
- **Implement Landing Page Optimization Strategy** – Create and/or optimize landing pages to focus on target keyword phrases.
- **Prepare to Implement Content Strategy** – Onboard writers and submit topics for professionally written, keyword targeted blog/site content.
- **Implement Website Authority & Link Building Strategy** – Create foundation links using techniques outlined in the Website Authority & Link Building Strategy, and make any necessary onsite changes to support offsite optimization and link building.
- **Review Social Media Strategy (If applicable)** – Review Social Media Strategy and make any necessary onsite changes to support these efforts such as default page titles, descriptions, and graphics.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Month 2 Checklist:

Becca Reid | Virtual Services Deliverables:

- Updated Monthly SEO and Key Metrics Report
- Checklist of Completed items
- Updated SEO Strategy Brief
- Additional Recommendations

Client Deliverables:

- Review Checklist and Recommendations
- Monthly Payment

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

MONTH 3: Off-Site Optimization

Once your site is optimized, it is time to re-review your internet presence and start getting the updated page information out to the search engines.

Month 3 Task List:

- **Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- **Review Onsite SEO** – Review onsite SEO and make necessary adjustments.
- **Review Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments.
- **Implement Content Strategy** – Begin adding fresh content, according to the schedule defined in the Content Strategy.
- **Continue Executing Website Authority & Link Building Strategy** – Continue building links and search engine authority, using methods outlined in the Website Authority & Link Building Strategy.
- **Implement Social Media Strategy (If applicable)** – Implement the Social Media Strategy as outlined in the SEO Strategy Brief.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Month 3 Checklist:

Becca Reid | Virtual Services Deliverables:

- Updated Monthly SEO and Key Metrics Report
- Checklist of Completed items
- Updated SEO Strategy Brief
- Additional Recommendations

Client Deliverables:

- Review Checklist and Recommendations
- Monthly Payment

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

ONGOING: Monthly SEO Maintenance and Updates

The first three months laid a solid foundation on which to build your website's authority with the search engines.

To keep the momentum going, it is essential to continue posting and promoting fresh content on a regular basis and monitor and fine-tune your SEO strategy each month.

Ongoing Monthly Task List:

- **Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- **Monitor and Fine-Tune Onsite SEO** – Review onsite SEO and make necessary adjustments.
- **Continue Executing Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments.
- **Continue Executing Content Strategy** – Add fresh content, according to the schedule defined in the Content Strategy.
- **Continue Executing Website Authority & Link Building Strategy** – Continue building links and search engine authority, using methods outlined in the Website Authority & Link Building Strategy.
- **Continue Executing Social Media Strategy (If applicable)** – Implement the Social Media Strategy as outlined in the SEO Strategy Brief.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Ongoing Monthly Checklist:

Becca Reid | Virtual Services Deliverables:

- Updated Monthly SEO and Key Metrics Report
- Checklist of Completed items
- Updated SEO Strategy Brief
- Additional Recommendations

Client Deliverables:

- Review Checklist and Recommendations
- Monthly Payment

SEO PROPOSAL & AGREEMENT

Client Name - <https://client-website.com/>

Agreement/Pricing

This Agreement is made between <client company name> (hereinafter "Client") and Becca Reid | Virtual Services (hereinafter "BR|VS").

Schedule	Focus	Payment
	One-Time Set-Up Fee	\$500.00
Month 1	Site Audit, Baseline Metrics, Client Onboarding, Strategy Development	
Month 2	Onsite Optimization	
Month 3	Website Authority, Offsite SEO, Content Strategy	
Month 4	Regular SEO Monitoring and Updates, Content Updates and Promotion	
Month 5	Regular SEO Monitoring and Updates, Content Updates and Promotion	
Month 6	Regular SEO Monitoring and Updates, Content Updates and Promotion	
	Total:	