SEO Services Sample Proposal

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James Duggon
President
Duggon Industries
123 Presidential Way
Diamond Harbour 8941

Mr. Duggon,

Thank you for the opportunity to provide a quotation for a search engine optimization campaign for your web site, as per your recent email.

As you may be aware, SEO is a long-term solution to get your site ranking in the natural free "organic" search results, as opposed to pay per click search engine advertising (which we also provide). Attached is our estimate to optimize your company's web site for high rankings in the organic search engine results and provide submissions, ongoing ROI analysis, detailed site visitor statistics plus pro-active SEO maintenance, advice and monthly campaign reporting.

The easiest way to navigate the document is by clicking on the page numbers within the Table of Contents page or the bookmarks on the left. Of particular interest will be the Needs Assessment section of the proposal, where we discuss the existing search engine compatibility issues of the web site in great detail.

Should you have any questions about the attached, please let me know. If you would like to proceed with our consulting services, you just need to choose your options, sign and fax or email through the final page of the SEO Services Agreement (which will be provided separately). Based on your competitive market and immediate requirement, I suggest we kick things off as quickly as possible. Our schedule for the next 60 days is filling up so please let me know if you'd like to proceed so I can block some time for you in our schedule.

Most of your questions should be answered within the proposal, but don't hesitate to let me know if you need any more information, such as client references.

Thanks again for the opportunity to improve the search engine visibility of your site and I look forward to hearing from you when you've had time to read our proposal.

Sincerely,

Kalena Jordan
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PROPOSAL

Search Engine Optimization & Reporting for Duggon Industries

Prepared for:	James Duggon President
Prepared by:	Kalena Jordan Director

TABLE OF CONTENTS

www.JordanConsultingGroup.com

CLIENT SUMMARY

The Objective. . .

To make the Un-optimized Site at www.DuggonIndustries.com more compatible with search engines and to achieve higher search engine rankings for target keywords, with particular emphasis on attracting more potential clients via search results.

Client Goals

- To contribute significantly to site visitors and web revenue targets.

- To strive for top 20 positions for all core identified key phrases that have poor organic presence.

- To attract more "qualified" visitors who are more likely to convert to customers.

Situation Analysis

- The web site was originally designed without consideration of search engine marketing as a major driver of traffic. Instead, the majority of visitors were expected as a result of offline promotion and more traditional advertising mediums, which have not yet been implemented.

- As a result, the site is not experiencing satisfactory traffic levels.

- Jordan Consulting Group was asked to review the search engine compatibility of the site.

- Our analysis shows that the site is suffering from major search engine compatibility issues, preventing it from ranking highly for target search queries in the major search engines.

- The number of top 50 search engine rankings for the site is very low, indicating the need for SEO and for urgency with this project.

- It is unknown if Un-optimized Site is using Pay Per Click (PPC) advertising, but if immediate traffic delivery is required, PPC may be a viable short term option as SEO requires long term commitment and has a longer lead time. Quotations to create and manage a PPC campaign in Google AdWords and/or Yahoo Search Marketing are available upon request.

NEEDS ASSESSMENT

Site Analysis

To prepare a detailed search engine optimization proposal for Un-optimized Site, we spent some hours researching your site and conducting a search engine compatibility analysis, at no cost to you.

Having now analyzed your web site at www.DuggonIndustries.com, we found the following search engine compatibility issues:

● **Poor Search Engine Ranking** - The site is not currently ranking highly on all of the most popular U.S. search engines for logical search terms (please see the ranking report provided with this proposal). Your site may also not be ranking highly in search engines in other countries or markets that you target.

● **Untargeted Keywords** – Detailed keyword research may not have been conducted into the most popular search terms relating to the products and services offered on your site. Such research can reveal what search terms you should actually use in your web site body text, page titles and META tags to help attract your target audience via search engines.

● **Ineffective TITLE Element** – The TITLE Element in the HTML code of the home page is not formatted or optimized in the most effective manner for the achievement of high search engine rankings. It also contains some characters that search engines might have trouble indexing (e.g. #). A more effective Title element should be developed for each page of your site being optimized.

● **Ineffective META Description Tag** - The META Description tag in the HTML code of the home page is not optimized in the most effective manner for the achievement of high search engine rankings. It also contains excessive keyword repetition which may trip search engine spam filters and result in a ranking penalty being placed on the site. A more effective META Description should be developed for each page of your site being optimized.

● **Lack of Sufficient Keyword Density** - Many site pages (including the home page) do not contain enough body text or enough target keywords within the existing body text to ensure search engines consider the site relevant for logical searches relating to its content. The text on each page needs to contain adequate keyword density for search engines to find the pages a relevant match to search queries.

● **Missing ALT IMG Attributes** – Your web site does not seem to contain any ALT IMG attributes for images that can be indexed by search engines and used by visually impaired visitors. ALT IMG attributes are an important inclusion in web sites to meet international usability and accessibility standards. They are also useful to search engines because they provide information about your site with which engines can match search queries. To improve search relevancy, we suggest that more ALT IMG attributes be added to the site and logical target keywords should be integrated within these attributes. A more effective Title element should be developed for each page of your site being optimized.

● **Ineffective File Names** – The file names of many of your site pages contain numbers or abbreviations instead of keywords. If you use keywords within your page file names, search engines can distinguish individual keywords and it contributes slightly to your site's overall relevancy for related search queries.

● **Zero Google Page Rank** - The site has a Google Toolbar PageRank of 0 out of 10 right now and no backward links pointing to it, meaning it has poor link popularity and very few incoming links from other sites. This is likely because it is fairly new. Google uses link information to determine how trustworthy and popular a site is. Sites with a higher PageRank and more links are given more relevancy weight in the Google algorithm and are more likely to be ranked higher for related search queries. Consequently, the site is not on Google's radar and requires aggressive link building and/or blog integration to get it there.

- **No XML Sitemap** - There doesn't appear to be an XML sitemap on the site in the expected location of www.DuggonIndustries.com/sitemap.xml. The creation of an XML sitemap and upload to Google via Webmaster Tools will ensure that Googlebot is able to index and list all pages on the site regularly.

- **Google Hasn't Indexed Entire Site** - According to their Site Status Tool, Google does not yet know about all the pages on the site. The creation of an XML sitemap will address this.

- **Ineffective Navigation Structure** – The existing navigation menu for the site involves JavaScript drop-down menus that can't be indexed by search engines. We recommend that a search engine friendly text-based navigation menu be implemented at the bottom of the page to complement the existing menu. We also recommend that a link to a text-based site map be included within this menu.

- **Limited Indexing by Google** – Although Google reports it has indexed over 300 pages on your site, a check of your site status in Google reveals that Googlebot does not yet know about all your site pages. This can be resolved via the creation and regular submission of a Google Sitemap.

There are other search engine compatibility issues, but these are the major ones.

A search engine optimization campaign can address all your site compatibility issues and ensure your web site is given the best possible opportunity to achieve high rankings for your priority search terms across the major search engines and directories in your target markets. This will result in more web traffic and the capture of web site visitors that are better qualified leads for your goods and services.

Jordan Consulting Group proposes to optimize your site as set out in the following section.

PROJECT DELIVERABLES

The following is a complete list of all project deliverables of our search engine optimization service as stated in the contract and proposal.

Once Off Activity*

- **Requirements Gathering** – we give you a questionnaire to complete to ensure we tailor the optimization of your site to your exact needs.

- **Search Engine Compatibility Report** – we carry out a detailed overview and analysis of your site's search engine compatibility in terms of HTML design, page extensions, link popularity, TITLE and META tags, link popularity, body text and ALT IMG tags. We then provide a detailed report with recommendations based on our findings. The report is included within every proposal or is available as a stand-alone product for USD $395.

- **List of Site Changes** – we provide a list of site changes required in order to meet Google's Webmaster Guidelines.

- **Keyword Research & Consultation** – we undertake extensive keyword research using Keyword Discovery to determine what people are typing in to search engines to find products and services similar to yours. We also look at your competitors' site(s) to find the search terms and techniques they are using in their site code. Then, using specialist software, we analyze the resulting keywords and phrases for performance and determine how many other sites are competing for high rankings with the same terms. Afterwards, we provide you with a list of search terms especially tailored for your site, in order of potential ranking performance on the various engines. In consultation with you, we revise and streamline the list to come up with four or five priority search terms for each page being optimized.

- **META Tag Creation** – this is where we draft tailored TITLE and META tags for each page being optimized, utilizing prioritized search terms.

- **META Tag Performance Testing** - The tags are then run through final testing to check for search engine effectiveness and ranking potential across a range of search engines.

- **Site Compatibility Fixes** – we put together all the tools needed to improve your site's compatibility with search engines, including tailored TITLE and META tags, ALT IMG tags, code integration instructions and other recommendations based on the results of our Search Engine Compatibility Report.

- **Site Copywriting** – this is when we take a look at your existing site copy and, with your co-operation, make changes to ensure it is both search engine compatible and viewer friendly. This can include the addition of keywords and phrases to your existing body text, or the drafting of entirely new body text for various pages, to ensure ranking relevancy and content satisfying to both search engines and viewers.

- **Integration & Upload of Changes** – this is where we (or your site administrators if you prefer) integrate the new META tags, body text and other code alterations, then upload the revised page to your site via FTP.

Ongoing Reporting & Maintenance

- **Search Engine Ranking Reports** – depending on your chosen package, we supply monthly search engine ranking reports for you to track improvements of your site on the main search engines and directories for chosen search terms for a period of six or twelve months. First, we set up a ranking account for you with our specialist search engine ranking software and run an initial ranking mission to establish your site's ranking prior to the optimization campaign. You will receive a report every two weeks for the first month following search engine submission, then monthly for the term of your contract. Keep in mind that search engines can take anywhere between one and twelve weeks to list your site, so you may not notice improvements for a few weeks.

- **Rankings Maintenance** - to ensure up to date listings, your site rankings are monitored each month for six or twelve months and each month, where there has been a significant drop in rankings, the optimization of your site is "tweaked". We will also review your META tags from time to time during the duration of the contract, to ensure your target search terms keep ranking well.

- **Campaign Performance Reporting** – we undertake regular consulting with you to ensure campaign objectives are being met. We also supply monthly detailed ROI reports on the cost-effectiveness of the SEO campaign. These reports are delivered in an Excel spreadsheet and can include detailed site visitor statistics if you don't already have access to these. A sample Campaign Performance Report is available upon request. Performance measurement requires access to your raw log files for integration into our ClickTracks analytics software.

EXPECTED RESULTS

The main reason your web site is not currently performing as well as it could is because it is partly invisible to potential searchers. Our search engine optimization service will turn that around for you.

So what sort of results can you expect?

- Plenty of Top 5, Top 10, Top 20 rankings in the search engines -measurable by monthly ranking reports provided to you.

- An increase in traffic to your site - measurable by site statistics and monthly ROI reports provided to you.

- An increase in pre-qualified leads - measurable by site statistics and monthly ROI reports provided to you.

Thanks to our focus on keyword research and our cutting edge approach to optimizing site page content, ALL our clients are ranking in the top ten results for hundreds of their chosen search terms across the major search engines, competing with millions of sites worldwide. Site traffic has increased dramatically for all our clients and more traffic means the likelihood of more sales.

An SEO campaign generally pays for itself extremely quickly, with a cost efficiency unmatched by any other marketing technique.

TIME LINE

Key project dates are outlined below. Dates are "best guess" estimates and are subject to change.

Phase	Search Engine Optimization Activity	Time Required
Requirements Gathering & Preliminary Research	● Issuing you with a requirements document and analyzing your responses. ● Preparing a Search Engine Compatibility Analysis for www.DuggonIndustries.com to familiarize you with the existing search engine compatibility of the site. ● Preparing a list of site changes required to satisfy Google's Webmaster Guidelines. ● Analyzing your site's link structure and external link popularity. ● Analyzing your competitors' sites and any available ranking reports for your site. ● Phone and/or email consultations with you to determine your target market(s) and to thoroughly understand the goals of your search engine optimization campaign.	Approximately one week
Keyword Research	● Analyzing the site's current log files (if available) to determine what keywords visitors are currently using to find your site via search engines. ● Conducting detailed keyword research through Keyword Discovery (see Section Two) to determine what your target site visitors are typing in to search engines to locate sites like yours.	Approximately one week

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1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.

2) Click the Pick Documents button then click the View Samples tab.

3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.

4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.

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6) Open and edit the Word document to complete your work.

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