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March 24

**Mr James Duggon**  
President  
Duggon Industries  
123 Presidential Way  
Township  
City State 90210

Dear 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,

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# Proposal

Search Engine Optimization & Reporting  
for [www.DuggonIndustries.com](http://www.DuggonIndustries.com)

March 24

**Prepared for:** James Duggon  
President

**Prepared by:** Kalena Jordan  
Director

## Description

A proposal to improve the search engine compatibility of [DuggonIndustries.com](http://DuggonIndustries.com) to ensure it ranks well in search engine results pages and attracts more traffic and potential customers.

Proposal Number: 148-34

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## Client Summary

### **The Objective...**

To make the Un-optimized Site at [www.DuggonIndustries.com](http://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.





# S A M P L E

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