SEO Proposal for [Client Name]

1. What You Need

A snapshot of your current situation and challenges.

- Current traffic, visibility, or conversion gaps

- Where growth is stalling (e.g., high CAC, reliance on paid, competitor pressure)

- Why fixing this matters now

2. Your Growth Goals

Where you want to be and the outcomes that matter most.

- Goal 1: _____

- Goal 2: _____

- Goal 3: _____

Goals to consider: qualified leads / SQLs, pipeline growth and revenue targets, reduced dependence on ads, improved visibility in core markets or categories

3. What's Holding You Back

The obstacles keeping you from reaching those goals.

- Technical limitations: _____

- Content gaps: _____

- Competitor advantage: _____

- Other: _____

4. The Data-Backed Growth Plan

A tailored roadmap based on your situation.

Area 1: [Name it — e.g., Technical SEO, Content, PR]

- Current issue: _____

- What we'll do: _____

- Expected outcome: _____

Area 2: [Custom Focus Area]

- Current issue: _____

- What we'll do: _____

- Expected outcome: _____

Area 3: [Custom Focus Area]

- Current issue: _____

- What we'll do: _____

- Expected outcome: _____

Add/remove areas as needed.

5. Your 90-Day Roadmap

A high-level timeline with milestones.

Weeks 1–2: _____
Weeks 3–6: _____
Weeks 7–12: _____

6. Investment & ROI Options

Clear, outcome-driven packages.

Customize pricing and packages to client context.

Option A – Growth: $_____ / month
Includes: _____

Option B – Scale: $_____ / month
Includes: _____

Option C – Impact: Custom pricing
Includes: _____

7. Proof That It Works

Add short case studies or testimonials here.

- "We achieved _____ in _____ months."

- "By focusing on _____, pipeline increased by _____%."

- Before/after charts (traffic, SQLs, pipeline impact)

- Short exec quotes

8. Next Steps

A simple path to get started.

- Book your strategy call

- Choose your package and sign

- Share your top pages / KPIs for tailoring

9. Questions & Assumptions

Open space for collaboration.

- Which KPIs matter most this quarter?

- Any CMS or compliance constraints?

- Priority pages or products to focus on?

Notes for internal use (remove before sending):

- Swap "What You Need" with a client-specific pain point (e.g., "Why Your Paid CAC is Too High" or "Why [Competitor] is Beating You on Search").

- Use charts/dashboards wherever possible (Ahrefs, GA4, Looker Studio).

- Keep technical depth in an appendix.

- Always tie tactics back to SQLs, pipeline, or revenue.