



SEO Proposal Quote & Deliverables

Project Scope:

- SEO services and Internet marketing for client. To be performed on an ongoing monthly basis.

Immediate Project Goals:

To assess the current website for User and Search Engine Friendliness, conduct keyword research, and set-up PPC campaigns.

Long-Term Project Goals:

To establish a monthly Internet marketing campaign for client that will:

- directly generate a high volume of quality traffic
- attain Internet Branding and Saturation for client
- rank highly for competitive search terms

After achieving immediate and long-term project goals, potential clients will find client on the Internet through multiple venues, including:

- natural listings on major search engines (e.g., Google, Yahoo, MSN)
- pay-per-click listings on major search engines (e.g., Google, Yahoo)
- news and press release sites
- local directories and searches
- industry authority sites
- blogs and social media networks



Option 1 - Package Pricing & Monthly Breakdown

SEO Services:

- on-page SEO for up to 15 pages, annually, including:
 - extensive keyword research
 - hand-crafted, unique Title, Description and Keyword META tags
 - keyword optimization of on page content
 - on and off-site anchor text optimization
 - source code optimization
 - maintenance of SEO to pages based Google and Yahoo search engine algorithm updates
- ongoing competitive analysis
- search engine rank monitoring

Pay Per Click Campaign:

- set up of Pay Per Click campaign in Google
- custom Pay Per Click Google ad creation
- up to \$125 in monthly click costs included

Link Popularity and Online Advertising Services Include:

- up to \$50 paid inclusion in popular web directories such as Best of The Web and DMOZ, and/or paid links and ads, monthly
- registration in over 500 free SEO friendly web directories

SEO Friendly Content Creation:

- 5 professionally written* core website pages, annually (up to 400 words per piece; one round of edits)

Consulting:

- up to 30 minutes consulting time, monthly
- recommendations for additional online advertising venues

Total Option 1: \$600/month

Set-Up Fee Option 1: \$600



Option 2 - Package Pricing & Monthly Breakdown

Option 2 includes all items in Option 1, plus:

SEO Services:

- on-page SEO for up to 15 additional pages, annually (up to 30 pages total)
- HTML sitemap creation
- robots.txt validation
- Google sitemap utilization
- XML sitemap setup

Pay Per Click Campaign:

- set up of Pay Per Click campaign in Yahoo & Google!
- custom Pay Per Click Yahoo! ad creation
- up to \$125 in additional monthly click costs (up to \$250 per month total)

SEO Friendly Content Creation:

- 5 additional (10 total) professionally written* core website pages, annually (up to 400 words per piece; one round of edits)

Consulting:

- up to 30 minutes additional consulting time, monthly (1 hour total)

Social Media Marketing:

- social bookmarking of key website pages to Digg, StumbleUpon, Technorati, Reddit, and over 50 other social media websites
- blog directory submissions for existing company blog, if applicable
- ongoing social media network recommendations – includes specific recommendations on how best to utilize MySpace, LinkedIn, Facebook, Twitter, and other upcoming social media networking sites in your SEO campaign.
- online & social media reputation monitoring

Website Maintenance:

- up to 30 minutes of minor website additions or content edits, as necessary

Total Option 2: \$1200/month

Set-Up Fee Option 2: \$900



* All copywriting services provided by partner company, The Writers For Hire, Inc. (www.thewritersforhire.com). Since its inception, The Writers For Hire has served well over a hundred clients, including Hilton, Sara Lee, Mitsubishi Forklift Trucks, Caterpillar Lift Trucks, Conn's, Pilot, Carpet One Floor & Home, Watson Wyatt and Investopedia. The Writers For Hire, Inc. have been providing an integrated Internet branding and copywriting service for over half a decade.