

SEO Proposal Template

I hope you enjoy this SEO proposal template, complete with a cover letter and summary of services.

We've also included a sample agreement with boilerplate wording you can use. But having a lawyer review your contract before sending it out is always a good idea.

After all, we're not lawyers. This isn't legal advice.

I hope you found this SEO template helpful! You can see our complete library of 20+ other SEO templates [here](#).

-Khaleeque Zaman
Founder, keywordro.com

-Brian Dean
Founder, Backlinko.com

[Contact's first name],

It was great talking with you the other day.

As promised, here is a more detailed outline of our SEO proposal, followed by an agreement to make it official.

Let me know if you have any questions. If you'd like to discuss anything, please call me at the number below or on my cell at [555-555-1212].

Best,

[Your name]

[Your title, company name]

[Your contact information]

SUMMARY OF SERVICES

This project aims to increase your company's revenue and traffic via SEO (search engine optimization).

To do this, we will:

- 1) **Provide and implement specific SEO recommendations** to optimize your website for search engines.
- 2) **Create high-quality blog content** that will help position your company as a leader in your industry. The primary purpose of this will be to bring in more search engine traffic. But it can also help drive social media traffic and even attract new talent to your team.
- 3) **Conduct outreach** to build backlinks to your site and secure media coverage for your brand.

[NOTE: Modify the above based on your services. And add as much detail as makes sense. This is a great place to remind the prospect of how much value you're offering. You can even call out a specific goal, such as increasing their revenue by X in the first year. (Just don't phrase it as a guarantee.)]

TERMS OF AGREEMENT

PARTIES

This Agreement is made between [CLIENT COMPANY NAME], a [New York Limited Liability Company] (from now on "Client" or "the Client") and [YOUR NAME OR COMPANY NAME], a [New York Limited Liability Company] (from now on "Company" or "the Company").

PRICING, FEES AND CONTRACT LENGTH

Client agrees to retain Company for Marketing Services, which services are described above. The price for these Services is [\$XX, XXX] monthly, with each payment to be paid in the first five days of the following month.

Either party may terminate this Agreement any time by providing 14 days' advance written notice. In the event of such termination, the Client shall be obligated to pay a pro-rated fee for that month.

This Agreement shall take effect once both parties sign and remain in effect until terminated.

ADDITIONAL TERMS

The client acknowledges and agrees to the following:

1. The company is an independently established business and will be an independent contractor, not an employee, of the Client. As such, the Company will be free from direction and control over the means and manner of providing its services to the Client, subject only to the right of the Client to specify the desired results. The Client will not withhold taxes from any payments made to the Company.
2. Due to competition, ongoing changes in businesses' policies and algorithms, and other factors, the Company cannot guarantee specific keyword rankings, a particular level of revenue, traffic, or different results to arise from these marketing services or the timeframe in which the results should be expected.
3. Sensitive Client information provided to or collected by the Company is confidential, including traffic and subscriber numbers, revenue, target keywords, and strategic initiatives, unless otherwise agreed. Information in "case studies" can be shared only if such information is anonymous unless the Client agrees otherwise.
4. The company is not responsible for changes made to the Client's website by other parties that adversely affect the search engine rankings, traffic, revenue, or other performance of the Client's website.
5. **LIMITATION OF LIABILITY.** Notwithstanding any provision to the contrary, the total liability of the Company and its owners, employees, and contractors for all losses, damages, costs, and expenses, including attorneys' fees, shall not exceed the aggregate amount paid to the Company under this Agreement, regardless of the legal theory under which such liability is imposed.
6. Suppose any provision of this Agreement is held to be invalid, illegal, or unenforceable. In that case, the remaining portions of this Agreement shall remain in full force and effect and construed to effectuate the original intent and purpose best.

7. This Agreement shall be governed by and construed following the laws of the State of New York without giving effect to any conflict-of-law principle that would result in the laws of any other jurisdiction governing this Agreement. Any dispute, controversy, or claim arising out of the subject matter of this Agreement will be settled by arbitration before a single arbitrator in New York, New York. If the parties agree on an arbitrator, the arbitration will be held before the arbitrator selected by the parties. If the parties do not agree on an arbitrator, each party will designate an arbitrator, and the arbitration will be held before a third arbitrator selected by the appointed arbitrators.
8. Suppose any arbitration, action, suit, or proceeding is instituted to interpret, enforce, or rescind this Agreement or otherwise in connection with the subject matter of this Agreement. In that case, the prevailing party on a claim will be entitled to recover concerning the claim, in addition to any other relief awarded, the prevailing party's reasonable attorney's fees and additional fees, costs, and expenses incurred in connection with the arbitration, action, suit, or proceeding, any appeal or petition for review, the collection of any award, or the enforcement of any order, as determined by the arbitrator or court.
9. This Agreement is the entire agreement between the parties concerning the subject matter hereof and will be in effect immediately following its acceptance by both parties.
10. This Agreement may be signed in counterparts. A fax or email transmission of a signature page will be considered an original signature page.

If you agree to the Terms of Agreement above, please sign in the space below.

X _____

Client Authorized Representative Signature

Date

Client Authorized Representative Printed Name and Title

X _____

Company Authorized Representative Signature

Date

Company Authorized Representative Printed Name and Title