

SEO Proposal

Insert Client Name

Insert Month, Year

Contents

[SEO Audit](#)

[SEO Implementation Roadmap](#)

[Our Methodology](#)

[Key People](#)

[Case Studies](#)

[Next Steps](#)

[Appendix](#)

SEO Audit



SEO Audit: www.wallywine.com

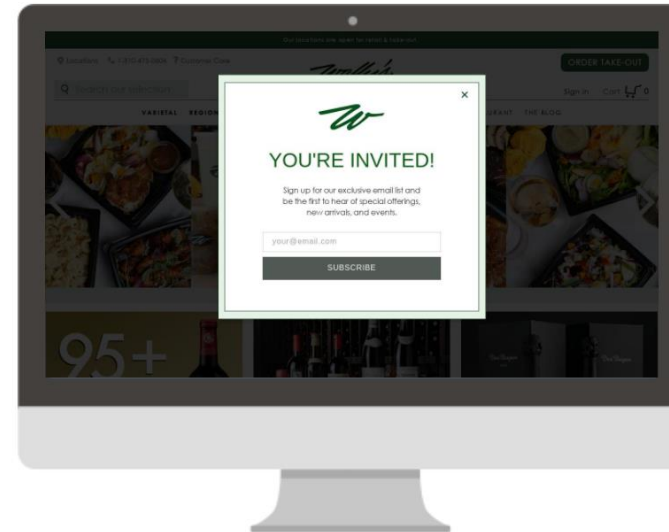


Your page could be better

Number of recommended improvements: 10

Report Generated: 27 January 2:16AM

[Refresh Results Now](#)



SEO



Usability



Performance



Social



Security



SEO Audit: recommendations

| | | |
|-------------|---|-----------------|
| Performance | Reduce your total page file size | Medium Priority |
| Security | Enable SSL on your website | Medium Priority |
| SEO | Implement a XML sitemaps file | Medium Priority |
| Performance | Make use of GZIP compression | Low Priority |
| Performance | Optimize your images to reduce their file size | Low Priority |
| SEO | Use your main keywords across the important HTML tags | Low Priority |
| SEO | Increase Page text content | Low Priority |

SEO Audit: recommendations

| | | |
|-------------|---|--------------|
| SEO | Update URLs to be more human and Search Engine readable | Low Priority |
| SEO | Add ALT attributes to all images | Low Priority |
| Performance | Minify your CSS and JS Files | Low Priority |
| Mobile & UI | Review and Increase Font Sizes across devices | Low Priority |
| Social | Setup & Install a Facebook Pixel | Low Priority |
| Performance | Remove inline styles | Low Priority |
| SEO | Add Schema Markup | Low Priority |

SEO Implementation Roadmap



SEO Implementation Roadmap

Insert gantt chart / timeline

| | Duration in Days | Day Range | Months: | 1 | | | | 2 | | | | 3 | | | |
|--|------------------|-----------|---------|---|----|----|----|----|----|----|----|----|----|----|----|
| | | | Weeks: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| | | | Days: | 7 | 14 | 21 | 28 | 37 | 44 | 51 | 58 | 67 | 74 | 81 | 90 |
| Campaign Name: "SEO Campaign" | | | | | | | | | | | | | | | |
| Campaign Kickstart | 1 | 0 - 1 | | █ | | | | | | | | | | | |
| Requirements & Goals Setup | 3 | 1 - 4 | | █ | █ | █ | | | | | | | | | |
| Competitor Analysis | 7 | 4 - 11 | | █ | █ | █ | █ | █ | █ | | | | | | |
| Keyword Research | 7 | 11 - 18 | | | █ | █ | █ | █ | █ | █ | | | | | |
| Target Audience Analysis | 4 | 18 - 22 | | | | █ | █ | █ | █ | | | | | | |
| Content Tone of Voice | 4 | 22 - 26 | | | | | █ | █ | █ | █ | | | | | |
| Content Assignments Setup | 4 | 26 - 30 | | | | | | █ | █ | █ | █ | | | | |
| Content Production Start | 1 | 30 - 31 | | | | | | | █ | █ | █ | █ | █ | █ | |
| Landing Pages Setup | 4 | 31 - 35 | | | | | | | █ | █ | █ | █ | | | |
| SEO OnPage Optimization Audit Batch 1 | 7 | 35 - 42 | | | | | | | | █ | █ | █ | █ | █ | |
| SEO OnPage Optimization Phase 1 | 10 | 42 - 52 | | | | | | | | | █ | █ | █ | █ | |
| SEO OnPage Tech Audit Batch 1 | 7 | 52 - 59 | | | | | | | | | | █ | █ | █ | |
| SEO OnPage Tech Optimization Phase 1 | 10 | 59 - 69 | | | | | | | | | | | █ | █ | |
| GEO Location Research Audit & Research | 8 | 69 - 77 | | | | | | | | | | | | █ | |
| GEO Landing Pages Phase 1 | 21 | 77 - 98 | | | | | | | | | | | | █ | |

Our Methodology

Insert your agency's SEO methodology, values and unique selling proposition

Insert agency image

Key People



Key People

List the key people who will be working on the project and a bio/description for each

Insert headshot

Case Studies



Case Studies

Insert at least 2 case studies or testimonials.

Each case study should highlight different business objectives and how you helped the client achieve success.

Insert screenshot of metrics/results

Next Steps



Next Steps

1. List the action points and dates if relevant
2. List the action points and dates if relevant
3. List the action points and dates if relevant

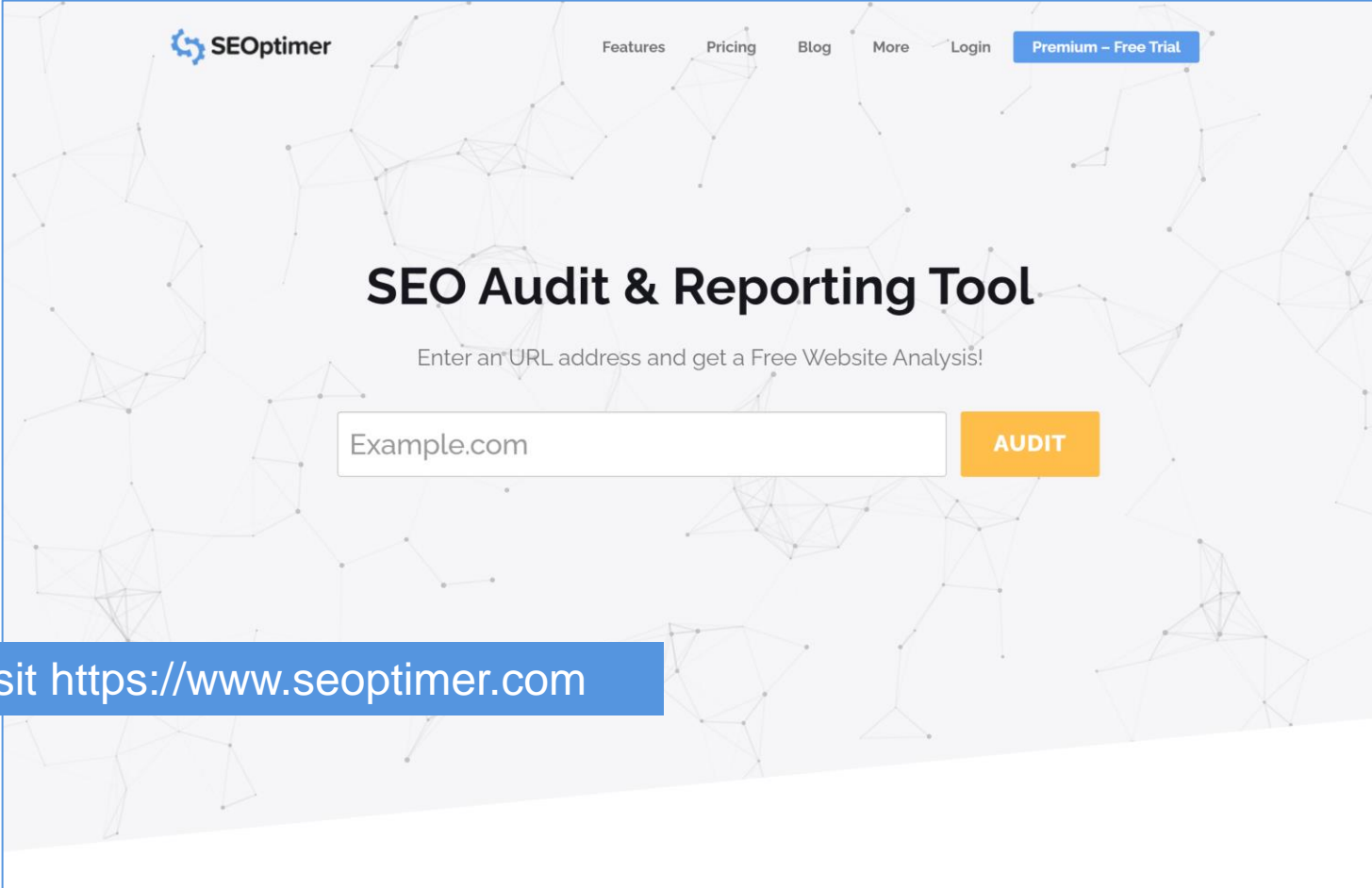
Appendix



Appendix

Add all your data slides here

Save time and automate your SEO Audits



The screenshot displays the SEOptimer website interface. At the top left is the SEOptimer logo. The navigation menu includes links for Features, Pricing, Blog, More, and Login, along with a blue button for Premium - Free Trial. The main heading is "SEO Audit & Reporting Tool". Below this is the instruction "Enter an URL address and get a Free Website Analysis!". A search input field contains "Example.com" and is followed by an orange "AUDIT" button. The background features a light gray geometric pattern of interconnected lines and dots.

Visit <https://www.seoptimer.com>