

Organic SEO

For:

Your Organization Name

Prepared By:



Date: <Today>

Related Proposals for Reference

- [Web Design Proposal PDF](#)
- [Google Ads Proposal PDF](#)

Introduction

The following information in this document covers a good faith agreement between PalmettoSoft (PS) and the customer.

Our Goal

Our immediate goal is to create an Organic SEO campaign to get your marketing efforts on a good path and begin to show positive ROI. Once your comfort level is raised, we can look at adding other digital marketing services such as Google Ads and paid press releases.

About Us- Quick Tidbit

PS was established in 2005 and we have served over two hundred SEO customers. Many of our clients have been with us for a very long time- and we don't use contracts to lock our customers in.

Learn More About Our SEO Process Philosophy

- [SEO Process](#) - Over 8,000 views

Subject Matter Experts: We also hold top organic Google positions for many national search terms like "[SEO Process](#)" and "[Google Ads Process](#)." On a continual basis, we periodically create subject matter expert (SME) content and Google acknowledges that by rewarding us with the highest national and global rankings.

Takeaway: **PS has cracked the Google ranking algorithm.** We have done this through experience, reverse engineering, intuition and research.

In addition, we are highly ranked for many local city and state terms such as [South Carolina SEO](#), [Charleston SEO](#), [Greenville SEO](#), [Columbia SEO](#) and [Myrtle Beach SEO](#).

Can we do SEO at a high level? **Absolutely.**

The question is not "can we?," but **"How can we help your business?"**

What is Organic SEO?

Organic SEO describes the work done to boost a website's position within the natural, organic search engine results. Organic SEO is NOT a one time exercise. It is ongoing work mainly due to: Competitor enhancements, constantly changing search engine algorithm updates, shifting search trends and evolving technology.

Expectations & Assumptions

- Deliver a white glove level service
 - 24 or less turnaround times on emails
 - Highly organized and structured communication style
 - Friendly attitude and demeanor of personnel
 - Workflow is managed through a web based project management tool
 - Maximum efficiency
 - Calendar
 - Scheduling & planning
 - Communication tracking
- Act as a consultant for any other marketing related activities
 - And for 3rd party IT vendors
- Fees are inline with the industry- and lower in many instances
- No contracts!
 - Only require a 30 day notice of cancellation.
- Follow the Google Search Console guidelines
- The customer can swap up to but not more than 20% of their total campaign keywords within a 90 day time frame.
 - By doing this, the campaign should maintain positive momentum and not suffer a destabilization event with too much ranking loss.
- Google now dominates the search engine market, maintaining an [92.47 percent market share](#) as of January 2021.
- Google processes trillions of searches every year, and still, [15% of searches are new and have never been searched before.](#)
- Track and report business leads (email and phone calls) with customer

- Oversee campaign
 - Monthly performance report

Miscellaneous Fees (these are not common)

Search engines evolve.

Your competition does too.

Throughout the life of your campaign, there may be additional charges needed to keep your website up to date. Examples of this are a recommended annual website copy refresh by the PS copywriter and a citation building campaign (third party software is used). Websites who periodically refresh their content (and make proactive adjustments/upgrades) get “ranking favoritism” over ones that don’t. PS asks that the customer pay for situations like these. Another example could be adding a video section to your website... or expanding a page’s content to better support a more competitive/high search demand keyword. *While most of the SEO work PS does is considered “routine,” and is included with our monthly service, sometimes extra work needs to be done for an ever changing Internet landscape.*

Website Maintenance is a Separate Service

Websites need to be changed/modified on a regular basis. The information in this agreement focuses primarily on search engine optimization work and this is also one of the core services of PS.

In the event the customer wants to, for example, add a new web page, adjust their logo, add images, change copy, etc... This type of work needs to be done by an experienced developer and we **may ask the client to pay extra for this work** for a marginal fee.

If the customer has a developer and/or wants to pay their developer to do the work- PS will consult free of charge as part of your service.

Campaign Goals

- Establish 1st Page Keyword Ranking

- Within 90 days (or less) after routine work starts, **begin** to establish 1st page Google rankings
- Maintain those rankings
- Website Performance
 - Increase organic traffic
 - Improve overall website performance via Google Analytics analysis and customer input
 - Lower website bounce rates
 - eCommerce: Raise sales revenue
- Increase customer base
 - Create new customers
 - Enhance organization branding and credibility

Keywords

Campaign Keywords		
#	Keyword	Google.com Avg. Monthly Searches
1	Sample keyword 1	210
2	Sample keyword 2	110
3	Sample keyword 3	40
4	Sample keyword 4	170
5	Sample keyword 5	90
6	Sample keyword 6	30
7	Sample keyword 7	30
8	Sample keyword 8	90
9	Sample keyword 9	170
10	Sample keyword 10	110

Schedule

Campaign Setup	Start	End
Keyword analysis Research and recommendations based on business's products/services & client	10/3/22	10/11/22

input		
<p>Website audit</p> <p>SEO compatibility check and competitor analysis</p>	10/12/21	10/17/21
<p>Landing page review</p> <ul style="list-style-type: none"> • Audit landing page content, call-to-action buttons, contact forms • Create new landing pages based on the targeted SEO keywords. 	10/18/21	10/26/21
<p>Blog setup and integration</p> <p>Install and/or optimize an existing blog within the website. This includes, but is not limited to an overview page, detail page and social sharing buttons.</p>	10/27/21	10/31/21
<p>Meta element optimization</p> <ul style="list-style-type: none"> • Title • Meta description • Heading tag • Image alt text • Breadcrumb navigation • Google Webmaster Tools and Analytics setup • Sitemap.xml setup • Robots.txt setup • Creating custom 404 error pages • 301 redirect verification • Internal content linking 	11/1/21	11/11/21

<p>Citation building</p> <p>Add website details in the top 50 local business listing websites. This boosts ranking in Google Maps along with referral traffic.</p>	11/14/21	11/30/21
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Routine Work Monthly	Start
<p>Blog posting</p> <p>PS copywriter will interview the customer and write monthly blog post(s) matched to their campaign requirements.</p>	12/1/22
<p>Social Media Posting</p> <p>Post once per week (Wednesday) in Facebook and Instagram</p>	12/1/22
<p>Link building</p> <p>Monthly backlink creation through directory, book sharing, article and blogging</p>	12/1/22
<p>Google My Business listing optimization</p> <p>PS works to routinely optimize this listing for maximum benefit in the local search results.</p>	12/1/22
<p>*Google My Business customer reviews</p> <p>*The customer does this.</p> <p>PS will create a Customer Review email template and share with the customer to use for the collection of customer reviews. This is an important part of SEO and PS will guide the customer in the effort.</p>	12/8/22
<p>Reporting</p> <p>Monthly campaign performance report (for previous month) sent at the beginning of each month.</p> <p>Report attributes feature, but are not limited to: Google</p>	1/3/23

<p>analytics data, Achievements, Opportunities and Challenges. Takeaway: Our reports are the result of a team of professionals analyzing your account on a continual basis. <i>Phone call review is recommended if the customer is able to do so.</i></p>	
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Fees

\$000.00/month

Quick Billing Schedule for your reference

10/1/22	000.00 (for October)
11/1/22	000.00 (recurring invoice moving forward)

Prorated SEO Setup Fees

Typically, SEO campaigns do not begin exactly at the beginning of each calendar month and PS does NOT prorate this work. The explanation is below:

Imagine moving into a leased building on the 10th day of the calendar month; your monthly fee would typically be prorated.

However, the SEO setup work we do is not prorated- we have to do everything. If your campaign began on the 10th, we would have 30 days of normally scheduled work to do in a compressed 20 day period.

Please notice the Setup phase of your SEO schedule in the proposal. All work we do is explained in great detail.