

SEO Proposal: Worked Example

A completed proposal for a fictional SaaS company. Use as a reference when filling in the template.
alstonantony.com/resources/seo-proposal-template/

1. Situation (Baseline Audit)

Client: Acme Analytics (fictional SaaS company)
Site: acme-analytics.com
Current organic traffic: ~2,400 sessions/month
Indexed pages: 87 (site has 340 pages)

Key findings:

1. 253 pages not indexed. Blog posts use client-side rendering; Googlebot sees empty pages.
2. LCP is 4.8s on mobile. A third-party chat widget loads 1.2MB of JavaScript on every page.
3. The pricing page gets 900 visits/month and has a 0.3% conversion rate. No structured FAQ, no schema.
4. Main competitor (bettermetrics.io) has 3x the backlinks and covers 40 keywords Acme does not target.

2. Scope

Included:

- Technical SEO audit and implementation support
- Keyword research (200+ queries)
- Content strategy and 4 articles/month
- Monthly reporting with named KPIs

Excluded:

- Paid advertising, social media management, website development, design work

3. Deliverables

1. Technical audit report covering 340+ pages, delivered within 2 weeks of kickoff.
2. Keyword research workbook with volume, difficulty, and intent for 200+ queries, by week 3.
3. Content calendar for months 2-6 with target keywords and briefs.
4. Monthly performance report comparing traffic, rankings, and conversions to baseline.

4. Timeline

Month 1: Technical audit, keyword research, baseline metrics.
Month 2: Fix rendering issues, implement schema, begin content production.
Month 3: Publish first 4 articles, begin link outreach.
Months 4-6: Ongoing content, link building, monthly reporting, iterative optimization.

5. Investment

Monthly retainer: \$X,XXX/month (replace with your pricing)
Minimum commitment: 90 days
Payment terms: Net 15, invoiced on the 1st of each month

Example proposal from alstonantony.com. For the editable template, download the XLSX from the resources page.