

HIGH **CONVERTING** PROPOSAL SAMPLES

Create your own proposal and win
new projects

Client Proposal Samples of The Top Agencies

After reaching out to a hundred agencies and requesting them to share their client proposals - we've put a tag on the best 4 templates. Here's a compilation of these templates for you to take inspiration from and create your very own proposal!

P.S: You can also [download our client proposal template](#) and start your winning streak with clients!



About the Agency

Green Flag Digital is a boutique content marketing and SEO agency based in Los Angeles, CA. They offer content-led link building campaigns to earn top placements in national publications and powerful industry blogs. By creating high-fidelity content with best-in-class visuals, their clients build content assets that compound in value over time. They are remote-first team spread throughout the world and are focused on innovation and constant improvement.

Services

Content Marketing & SEO Services for Travel, Ecommerce, and B2B Companies

SEO Retainer Proposal

February 27, 2020

Recommended Monthly SEO Retainer

We recommend a monthly SEO growth strategy involving a combination of keyword and topic research, technical SEO, content optimization, and content creation as the primary components.

We will mutually set performance goals and work backwards to determine the best strategy for supporting these goals with SEO and content creation work to drive SEO traffic for 2020. We can set goals on a quarterly and yearly basis and use those to guide monthly SEO work.

A core part of growth will come from improving the SEO of existing and new service and landing pages, as well as a focus on blog content production. For blog production, our team will provide SEO content briefs - fully researched and outlined topics with keywords and SEO direction for your writers to execute on.

With new content creation, optimization of existing pages, and new SEO strategies, BRAND will be set up well for renewed SEO growth in 2020 and beyond.

One Year Calendar

	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021
Initial tech SEO & analytics audit	✓											
Keyword & competitor audits	✓											
Keyword mapping & quarterly update	✓			✓			✓			✓		
Monthly SEO scan		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Monthly Strategy		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Blog content briefs		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Landing/service page SEO		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Monthly reporting		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad-hoc SEO work		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Because of the time it takes for new SEO and content work to show results, often 3-6 months, we recommend looking at the project on a 12-month timeframe. The initial month will include additional in-depth research and planning that will set us up for the 12 months to come.

Monthly Work Details

01. Monthly Strategy & Prioritization

Given your team's goals and bandwidth on a monthly basis, we'll collaborate on the highest priority strategic projects to focus on this month.

02. Monthly Organic Reporting

We'll report on the month over month and year over year organic growth and how it tracks with business goals. We'll add insights and recommendations based on findings.

03. Monthly SEO Technical Scan & Monitoring

We'll report on the month over month and year over year organic growth and how it tracks with business goals. We'll add insights and recommendations based on findings.

04. Keyword Mapping Quarterly Update

Keyword intent is shifting more than ever, so it's important to refresh the sitewide research on a quarterly basis to match intent.

05. Page-level Optimization

On a monthly basis we'll take a deep dive into 5-10 specific pages to recommend changes to those specific pages to fully optimize, including meta tags, keyword targeting, content quality and length, technical SEO and other factors.

06. Blog Support & Strategy

We'll help strategize and optimize the blog posts your content team creates, and this will vary depending on volume of posts, typically 4 posts a month.

07. Additional Hours for Various Ad-hoc SEO Projects

Flexible time of 4-8 hours a month will allow for tackling one-off or occasional projects. Examples would be a restructuring a portion of the site, or a deep dive into category page structuring, or planning for a new page type launching, etc.

Month 1: Technical SEO & Analytics Audit

We've already done a high level SEO audit for you, and this one would allow us to dig deeper and prioritize the work that needs to be done.

The initial technical SEO audit covers a checklist of 50+ items to find and review the most important priorities to take action on.

Some of these are listed here. The audit is standardized, but the approach and priorities differ from site to site.

A full technical SEO audit in month one will allow us to better prioritize the work for upcoming months.

- Sitemaps
- Robots.txt
- Meta tags
- Javascript and SEO impact (may be significant issues here)
- Indexation
- Crawl budget
- Site speed and SEO impact
- Google Analytics audit
- Search Console review
- ...and more

Month 1: Keyword Audit & Strategy, Competitor Comparison Audit



The keyword audit will take a broad look at the overall website keyword strategy.

We'll analyze how well you're targeting keywords broadly, and where structural improvements can be made. We'll do page level-keyword targeting on the top 10 most important pages to start.

The competitor comparison audit will look at gaps in content between your own product, category, and content pages vs similar competitors and where the opportunities are.

Month 2-12

On a monthly basis, there are core recommended SEO practices to continuously monitor the health of the site and continue to improve pages month after month.

Depending on the monthly scope of services will determine the speed at which we can help improve individual pages at a deeper level.

- Monthly Strategy & Prioritization
- Monthly Organic Reporting
- Monthly SEO Technical Scan & Monitoring
- Keyword Mapping & Quarterly Update
- Page-level Optimization
- Blog Support & Strategy
- Additional Hours for Various Ad-hoc SEO Projects

Monthly SEO Retainer Pricing

Option 1

Option 2

Monthly Strategy & Prioritization

Monthly Organic Reporting

Monthly Technical SEO

Keyword Mapping & Quarterly Update

Blog content briefs

4 posts/mo

4 posts/mo

Landing & services page SEO

2 pages/mo

2 pages/mo

Flexible SEO hours

8 hours/mo

8 hours/mo

Total

\$X,000 /mo

\$X,000 /mo

Work is planned on a 12-month basis, but the contract would be a 3-month minimum, then rolling monthly engagement.



Thank You

We look forward to working with you!

Should you have any questions, feel free to
contact us at joe@greenflagdigital.com



About the Agency

Since 2008, [SEO.co](#) has provided online marketing, SEO and link building services through premium content writing and high-profile link acquisition. Clients have included both small startups and Fortune 500 customers looking to expand their link equity through high-quality content marketing. Their top-notch team of project managers and premium, U.S.-based writers can scale content and link building for any sized enterprise budget.

Services

Content Marketing, Link Building & White Label SEO Agency



PROPOSAL FOR SEO SERVICES

1.1.2019

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< ADD TITLE ABOUT YOUR AGENCY HERE.

/>

01

Enter a few paragraphs here about your company morals, beliefs and practices

02

Use this space to tell the prospect more things about your agency that they don't already know.

03

This should a space that you sell yourself, give them good reason to dig further through the proposal and choose you

04

Write as much as you can but don't go overboard. Keep it short and to the point. SELL THEM!

- **Add bullet here.** I like to say things like "always available", then use this text space to add some detail.
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< PITCH SPECIFIC INSIGHTS.

The key to a good proposal is identifying issues and then detailing how you will solve them. The first few slides in your proposal should identify issues on their site and how you can help fix them. We generally try and find at least 5 issues on their site to add into our proposals.

Issue : Add issue here.

Solution: Add insights here about how you can fix it.



**Screenshot to illustrate
your point.**

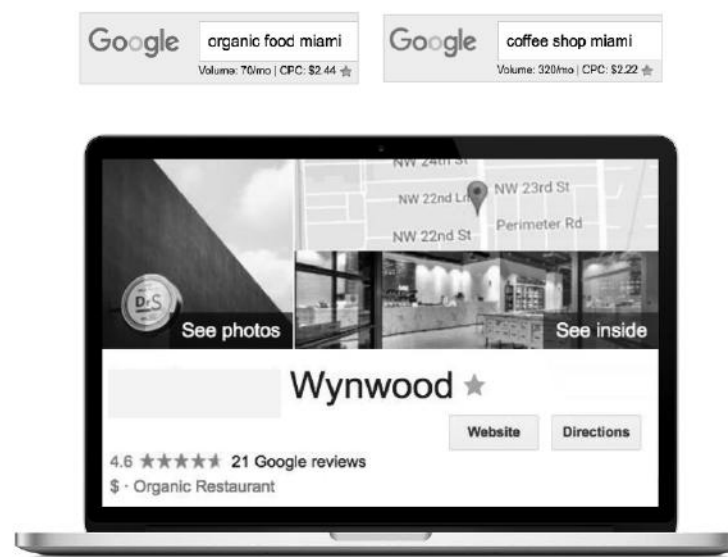
< EXAMPLE FROM WEBRIS PITCH.



Issue #1: Keyword targeting is geared towards “organic food” as opposed to “coffee shops”, “cafe”, etc. From a brand point of view, we understand it makes more sense to build BRAND on “organic” messaging, it scales better.

But for SEO, the search volume is much higher for “coffee shop” related searches. Changing keywords will not affect the brand messaging, simply how we target searchers and new customers.

Solution #1: Optimize local landing page and Google My Business listings to be Coffee Shops as opposed to Organic Food listings.



CAMPAIGN GOALS.



It's incredibly important to let your prospect know what the goal of your efforts are.

Use this slide to clearly lay them out and explain them in detail.

Goal 01

I like to say things like "increase organic traffic" and talk about how we measure it with Google Analytics reporting.

Goal 02

I like to say things like "increase organic traffic" and talk about how we measure it with Google Analytics reporting.

Goal 03

I like to say things like "increase organic traffic" and talk about how we measure it with Google Analytics reporting.

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< DELIVERABLE #1.

- The purpose of the goals slide is to let the prospect know what we're trying to accomplish.
- **These “deliverable” slides should lay out the work required to achieve those goals.**
- We generally have between 12 - 18 of these slides, depending on the scope of the pitch. Our proposals focus on the big buckets (i.e. link outreach, technical audit, content creation, etc). Feel free to get granular here and blow it out.



**Screenshot to illustrate
your point.**

EXAMPLE FROM WEBRIS PITCH

To properly optimize, track and report on your campaign we need to make sure your data is **sound**.

Google Tag Manager.
Audit, analyze, setup and optimization.

Tag / pixel management.
Audit of all marketing "tags" (Facebook Pixel, remarketing, etc).

Google Analytics checkup.
Review of goals, events, enhanced eCommerce and more..

Google Search Console checkup.
Review of sitemaps, robots.txt, 404 pages, dead links, inbound links and more.

Recommendations matrix.
Our audit results in a matrix and project plan to make fixes.



Analytics audit findings.

- Our team completed an audit of your Google Analytics
- We've included the major findings in the table below, <https://docs.google.com/spreadsheets/d/1bkRyJIDFCing>

Status	Item	
Working	Do we have proper access to Google Tag Manager?	Not currently us
Working	Site Search enabled	Have not turned
Completed	Link GSC and GA	GSC is NOT setu
Working	Goals set and tracking correctly	NO goals setup,
Working	Internal / Agency IP's filtered	Get company IP
Working	In order to track conversions on blog, will need custom events	Thinking someth
Completed	Setup XML sitemap	You can do this
Open	You're not currently leveraging review schema on your blog	By adding the a (HUGE CTR bump reviews. You the
Open	Branded schema not setup	No structured d https://search.e 2F. Recommend

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< DELIVERABLE #2.

- The purpose of the goals slide is to let the prospect know what we're trying to accomplish.
- **These “deliverable” slides should lay out the work required to achieve those goals.**
- We generally have between 12 - 18 of these slides, depending on the scope of the pitch. Our proposals focus on the big buckets (i.e. link outreach, technical audit, content creation, etc). Feel free to get granular here and blow it out.



**Screenshot to illustrate
your point.**

< DELIVERABLE #3.

- The purpose of the goals slide is to let the prospect know what we're trying to accomplish.
- **These “deliverable” slides should lay out the work required to achieve those goals.**
- We generally have between 12 - 18 of these slides, depending on the scope of the pitch. Our proposals focus on the big buckets (i.e. link outreach, technical audit, content creation, etc). Feel free to get granular here and blow it out.



**Screenshot to illustrate
your point.**

Client Logo Here

QUOTE.

10.10.2017

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< THE TEAM



Wendy Writer

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



Abby Author

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor



Ronny Reader

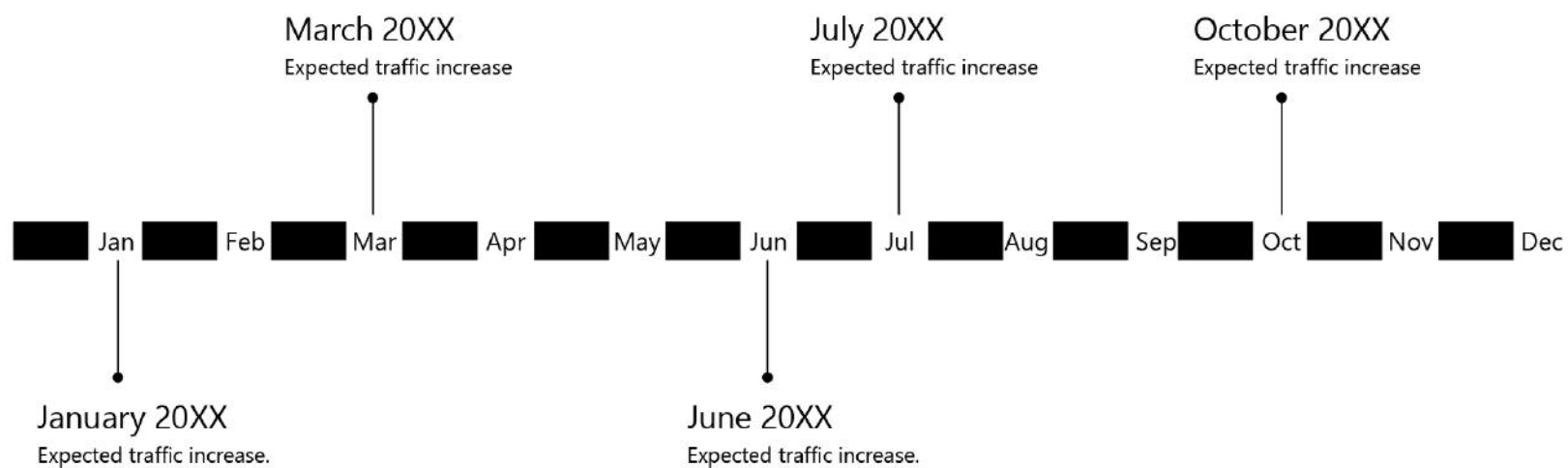
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consectetur adipiscing elit,
sed do eiusmod tempor



Berry Books

Lorem ipsum dolor sit amet,
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sed do eiusmod tempor

< TIMELINE FOR RESULTS.



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< CLIENTS WE'VE HELPED



Client Logo Here

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< PRICING BREAKDOWN



I'm not going to tell you how to price your agreements, that's on you.

We work on a per hour basis - each person that is in our agency has an assigned hourly rate.

Total Hours x Hourly Rate = Total Cost

We work on 6 month agreements, so to get the monthly total, I do:

Total Cost / 6 = Monthly Cost

Item	Rate	Cost
Keyword research	\$XX.X	\$XXX
Technical audit	\$XX.X	\$XXX
Facebook ads	\$XX.X	\$XXX
Content strategy	\$XX.X	\$XXX
Link building	\$XX.X	\$XXX
Expenses	\$XXX	\$XXX
Total		\$XXX

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Contact

Your Name



000-00-000



E-mail



Address

Add a picture of your city,
office or team here.



About the Agency

Upgrow collaborates with clients to create a highly customized conversion-optimized web design and comprehensive digital marketing. They are a single partner for ROI-driven growth in SEO, SEM, social media marketing, and other performance marketing channels.

Services

Web Analytics, SEO, PPC, Social Media Marketing, Web Design, and Content Marketing



PROPOSAL FOR
CLIENT LOGO HERE

Presented on:
DATE

Created by:
Ryder Meehan
ryder@upgrow.io
415.851.7669 x1

STATEMENT OF WORK

SERVICES	AGENCY FEES
PPC MANAGEMENT SETUP <ul style="list-style-type: none"> • Conversion tracking setup and/or confirmation • Reporting dashboard creation and integration • Full initial audit of the current Google Ads and Bing Ads accounts • ABM list formatting and upload as a Custom Audience • Landing page CRO review and strategy • Account restructure and relaunch 	\$XXXX/setup
ONGOING MONTHLY PPC MANAGEMENT <ul style="list-style-type: none"> • Ongoing Google Ads and Bing Ads account optimization: <ul style="list-style-type: none"> • Bid and budget management • Keyword and audience expansion/pruning • Writing and testing ad copy • Landing page testing • Ad extension setup and maintenance • GDN retargeting management • Bi-weekly calls and reporting • Manage total spend and management fees to the set budget • Drive strategy and expansion and optimization for paid media 	\$XXXX/mo Or X% of media spend, whichever is higher.

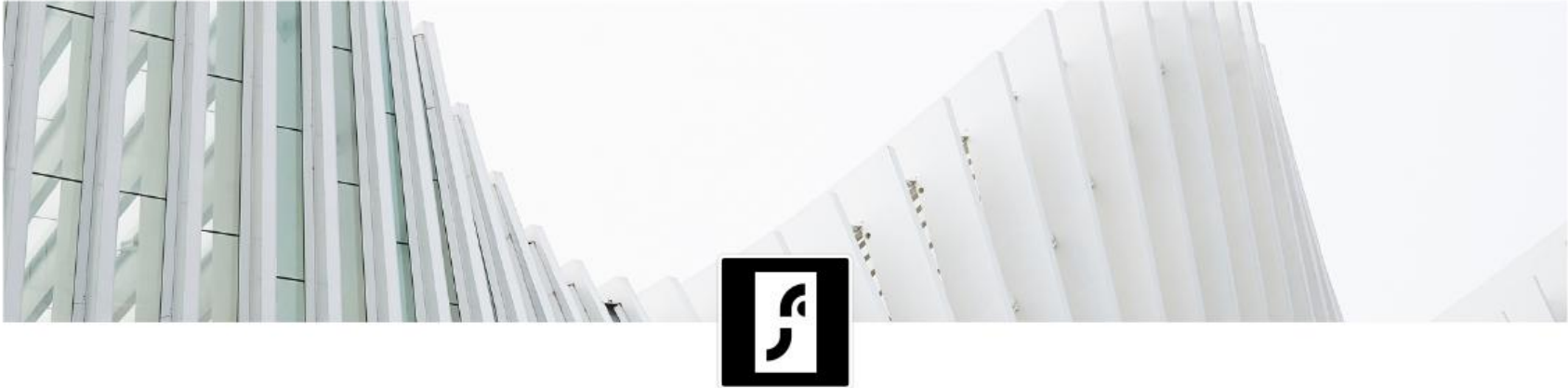


About the Agency

Sam Carlton is a creative agency that focuses on creating world-class websites that enable large-scale ministries to bring good to people.

Services

Web Design and Web Development



Hillsong 2020 Website

FROM

Sam Carlton Creative

sam@samcarlton.com

TO

Hillsong

creative.director@hillsong.com

Sample Works

ARC Website

Summit TV Video Platform

Compassion Offering

Base Project Scope

The site will be built to Google Lighthouse standards for accessibility, performance, and security.

The site will be built to load faster than Google.com(1.0 seconds).

The site will feature playback of recorded worship experiences.

The site will feature the streaming of live worship experiences.

The site will feature a comprehensive streaming experience comparable to Disney+ or HBO.

The site will feature blog content from various authors.

All Project Options include the above scope.

Project Options

Required: Please select one of the options below to accept the proposal.

Industry Leader

\$00,000.00

This site sets the bar for your industry, the gold standard. This is the kind of site that competitors will use as the watermark for what a good website looks like. Every detail is built to the highest standard, and the site provides many modern web applications that few organizations have even started to consider.

This site would be comparable to

patients.debiopharm.com

emberhouse.com

jardins-poudriere.ch

ITEM NAME	UNITS	RATE (USD)	TOTAL
Project Rate	1.0	\$00,000.00	\$00,000.00
Total			\$00,000.00

Well Built

\$00,000.00

This site is well rounded and delivers everything most companies need for their online presence. This site is built to run for several years without falling behind modern standards for security, speed, and accessibility.

This site would be comparable to

abcdentaltexas.com

avenirclinic.com

prahs.com

ITEM NAME	UNITS	RATE (USD)	TOTAL
Project Rate	1.0	\$00,000.00	\$00,000.00
Total			\$00,000.00

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start closing today.

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Empowering People so That They Can Move Their Dream Forward

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www.cloudways.com