

# SEO Proposal Template

The Digital Marketing Templates Library

**BACKLINKO**

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

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

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

Scroll down for the template, and remember to check out our library of 20+ other marketing templates [here](#).

Brian Dean  
Founder, Backlinko.com

[Your Logo]

YourSite.com  
you@yoursite.com

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[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, feel free to call me at the number below or on my personal cell at [555-555-1212].

Best,

[Your name]

[Your title, company name]

[Your contact information]

## Summary of Services

The purpose of this project is 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 main 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 for the purposes of building backlinks to your site and securing 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: For example, to increase 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] (hereinafter “Client” or “the Client”) and [YOUR NAME OR COMPANY NAME] a [New York Limited Liability Company] (hereinafter “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] per month, with each payment to be paid in the first 5 days of the following month.

Either party may terminate this Agreement at 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 signed by both parties, and shall remain in effect until terminated.

### ADDITIONAL TERMS

Client acknowledges and agrees to the following:

1. Company is an independently established business, and will be an independent contractor, and not an employee, of the Client. As such, Company will be free from direction and control over the means and manner of providing its services to the

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Client, subject only to the right of the Client to specify the desired results. The Client will not withhold any taxes from any payments made to Company.

2. Due to competition, ongoing changes in businesses' policies and algorithms, and other factors, Company cannot guarantee specific keyword rankings, a specific level of revenue, traffic or other 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 Company is confidential, including traffic and subscriber numbers, revenue, target keywords, and strategic initiatives, unless otherwise agreed. Information in the form of "case studies" can be shared only if such information is made anonymous, unless Client agrees otherwise in advance.
4. 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 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 Company under this Agreement, regardless of the legal theory under which such liability is imposed.

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6. If any provision of this Agreement is held to be invalid, illegal or unenforceable, the remaining portions of this Agreement shall remain in full force and effect and construed so as to best effectuate the original intent and purpose of this Agreement.
  7. This Agreement shall be governed by and construed in accordance with 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 designated arbitrators.
  8. If 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, the prevailing party on a claim will be entitled to recover with respect to the claim, in addition to any other relief awarded, the prevailing party's reasonable attorney's fees and other 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 with respect to the subject matter hereof, and will be in effect immediately following its acceptance by both parties.

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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 set forth above, please sign in the space provided below.

X

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Client Authorized Representative Signature

Date

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Client Authorized Representative Printed Name and Title

X

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Company Authorized Representative Signature

Date

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Company Authorized Representative Printed Name and Title