
Sample Proposal/Agreement

Strategic Web Content/SEO Services

Prepared for [Company]

[Date]

Pam Foster, PetCopywriter.com

Thank you for requesting a proposal from me to plan and write optimized content for your web site! Based on our conversation and my assessment of your project scope, here's my proposal outlining what you can expect from me.

PROJECT DETAILS

I will do the following work to help your web site succeed as a strong credibility source and lead-generator/sign-up resource for your business.

1. Strategic Planning

Assess and clarify your specific mission for this site, using components of the 7-step ContentClear™ Marketing Method for Web Site Optimization. This includes:

- Working with your team to complete a Web Purpose/Creative Brief
- Conducting research on the materials/details you provide and reviewing your audience and competitive situation
- Evaluating your current site's usability
- Developing a site map and content maps/wireframes for each page of your site, verifying what should be included and where (for new pages)
- Creating a clear message direction for each page of your site

2. Content Writing

Write optimized content for your site (all functions and pages mentioned herein). This includes incorporating keywords for search-engine optimization and repurposing relevant existing content. Pages/elements include:

- Home Page (optimized for clicks to landing pages)
- Sub-Page #1/Landing Page (optimized for conversions to registration page)
- Sub-Page #2/Landing Page (optimized for conversions to registration page)
- Sub-Page #3/Landing Page (optimized for conversions to registration page)
- Sub-Page #4/Landing Page (optimized for conversions to registration page)
- Registration Pages (one for each audience to sign up for your services)

3. Web Success Collaboration

To ensure the best results for your business, I'll work with your web developer through the entire process as your new pages are built. This is included in the estimate.

COMPENSATION: \$XXXXX maximum broken out as follows:

Strategic Planning/Content Mapping:	\$XXXX
Home Page content:	\$XXXX
Sub-Page content #1-4:	\$XXXX each
Registration Page content:	\$XXXX (total for 2)

My mission:

You'll be so delighted with my work, you'll want to refer me to your colleagues.

TERMS OF AGREEMENT:

My fee guarantee: *My fees come with a guarantee that I'll revise the content until you are completely satisfied with the way it reads. This revision obligation shall be subject to the deadline section below.*

Deadline

I'll work with you to determine a schedule for each action step outlined herein. The schedule will include designated response times for your review of each phase (message direction, keyword choices, content drafts, etc.) to stay on track. Services for which no response is provided within the prescribed time shall be deemed accepted.

Caveats

Although I make every effort to ensure that your copy complies with the law, I'm not an attorney. Therefore, you accept responsibility for the content validity (and you submit the copy for legal review as you see fit). You/your team is responsible for final proofreading of all copy.

[Company Name] shall defend, indemnify and hold ContentClear Marketing/PetCopywriter.com and me harmless from and against any and all claims, losses, damages and expenses arising from or relating to the offer of goods, information and/or services through your websites, or based on a claim that the websites' content violates the laws, codes, regulations or statutes of any jurisdiction.

Results

There are many factors in your web-SEO and conversion effort — competition, search engine algorithms and regional results, product, market, price, list, demand, customer preferences and major events — that I cannot control. Therefore, while I can and do guarantee your complete satisfaction with my marketing and SEO guidance, ethics and copywriting, I cannot guarantee specific results.

If you approve of this proposal, simply sign it and email it to me. Thank you very much for this opportunity to help you!
Pam

Pam Foster
ContentClear Marketing
www.contentclear.com

[Company Name]

ContentClear Marketing

Agreed and accepted this _____
day of _____, 20XX:

Agreed and accepted this _____
day of _____, 20XX

By: _____

By: _____

Title: _____

Title: _____