



January 23, 2018

For: Joe Farmer
WhizBang Studio

From: Andy Krikawa

RE: DRAFT PROPOSAL - SEO Support for sparclaine.com

Thank you for reaching out to me last week for assistance with SEO for sparclaine.com. Here are some initial thoughts on approach and tasks that we could collectively achieve. As a start, I've placed hours estimates next to each aspect in order to gauge scope.

Initial Audit / Optimization

- Site audit / optimization recommendations (2 hours)
- Google Analytics set up including setting up an account and ensuring tracking code is placed on site (.5 hours)
- Google Search Console / Webmaster tools set up and connecting to Google Analytics (.5 hours)
- Competitive research and keyword opportunity research on client's desired keywords / keyword phrases - up to four (2-3 hours)
- Yoast SEO plugin installation and seeding initial optimized values for page title tags and meta descriptions (2.5 hours)
- Page content updates to optimize for keyword phrases (1-4 hours, range depends on whether drawing from existing content or producing content)
- Assisting client with claiming their Google My business listing and subsequent set-up / optimization (<https://www.google.com/business/>) (1 -2 hours?)
- Set up automatic weekly traffic report to send from Google Analytics (1 hour)

Total Hours and Fee: 10.5 to 15.5 (\$1050-\$1550)

Ongoing SEO

- Review traffic and rankings every two weeks with an eye on overall goal
- Adjust initial optimized values for page title tags accordingly
- Adjust page content accordingly
- Consider additional pages and content to target additional keyword phrases

Fee: Hourly @ \$100/hr

After the Initial Audit / Optimization phase, we could develop an Ongoing SEO plan that fits within your client's budget. It may be as simple as checking in on and reporting on the initial efforts, or as involved as building upon the initial efforts with more targeted content.
