Prepared for:

Strawberry Software Inc.

Search Engine Optimization Proposal

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SEOEveryWhere

Introduction

There has never been a more a crucial time for a business to maximize its online presence in the savviest, most effective way possible. There are so many companies with great products and services, but if your company is buried in search results to the point that consumers can't find you online, you essentially don't exist. SEOEveryWhere is here to solve that problem through Search Engine Optimization.

What is Search Engine Optimization?

Search Engine Optimization, or SEO, is one of the best tools that companies have in terms of gaining visibility online because it allows them to bring in more visitors through free, organic search results. The major search engines like Google, Bing, and Yahoo rank websites based on specific parameters they deem most important and they do so at no cost to the website owners. In optimizing your website and increasing your ranking in search engines results, you will gain more visibility and will, in turn, see an increase in visitor traffic to your website.

What You Need to Know About SEO

There is good news if your website is currently ranked low in search engine results! You will be able to increase your ranking by implementing a new SEO approach. The most important thing in SEO is knowing search engines' ranking factors - such as keywords & content, engagement & traffic, or domain-level brand metrics - to make sure your website is seen as relevant and popular by search engines. Here are the basics that you need to know to understand how SEO works.

AUDITING YOUR WEBSITE

The first steps in auditing a website for SEO is to learn your current rank, review your website's analytics, and determine the keywords that will set you apart.

CRAWLING AND INDEXING

Search Engines have automated robots called crawlers that use links to scour the Internet, find web pages, and decipher page data that are indexed to be included in search engine results.

RANKING

Each search engine has different ranking factors, but they all have a few factors in common: keywords, content, and links. Keywords and content are arguably two of the most important factors that search engines look for when ranking pages. Because of this, it is imperative that you know what keywords are in highest demand within your market and incorporate those keywords into the content on your website. All of your website's content will naturally create a collection of links; search engines use link analysis algorithms that look at the sources, number, and anchor texts of links to help determine their relevance in search queries.

ACCELERATED MOBILE PERFORMANCE AND MOBILE OPTIMIZATION

Having a mobile optimized website will help improve your search engine ranking because search engines are starting to develop mobile crawlers that will create mobile-only indexes. Accelerated Mobile Performance (AMP) allows for faster rendering of web pages on mobile devices and is recommended by Google. It has three components: AMP HTML is a simple redesign of HTML with specific AMP commands, AMP JS is javascript for mobile that ensures quick page rendering, AMP Content Delivery Network will cache your AMP content for fast delivery. In Google searches on a mobile device, there is now a carousel of search results that only includes webpages that have implemented AMP. While AMP is not yet a ranking factor, it does drive more traffic and visitors, especially from mobile devices where your website is more likely to be a top result in Google's carousel.

Who We Are

SEOEveryWhere is dedicated to providing you with the results you need to gain online visibility. We will conduct a thorough investigation to find out everything there is to know about your target audience and how we can utilize your website's content to drive traffic and turn your visitors into paying customers. By listening to you and determining your business needs, we will put together a successful plan that will help you accomplish your goals and change the way you do business online.
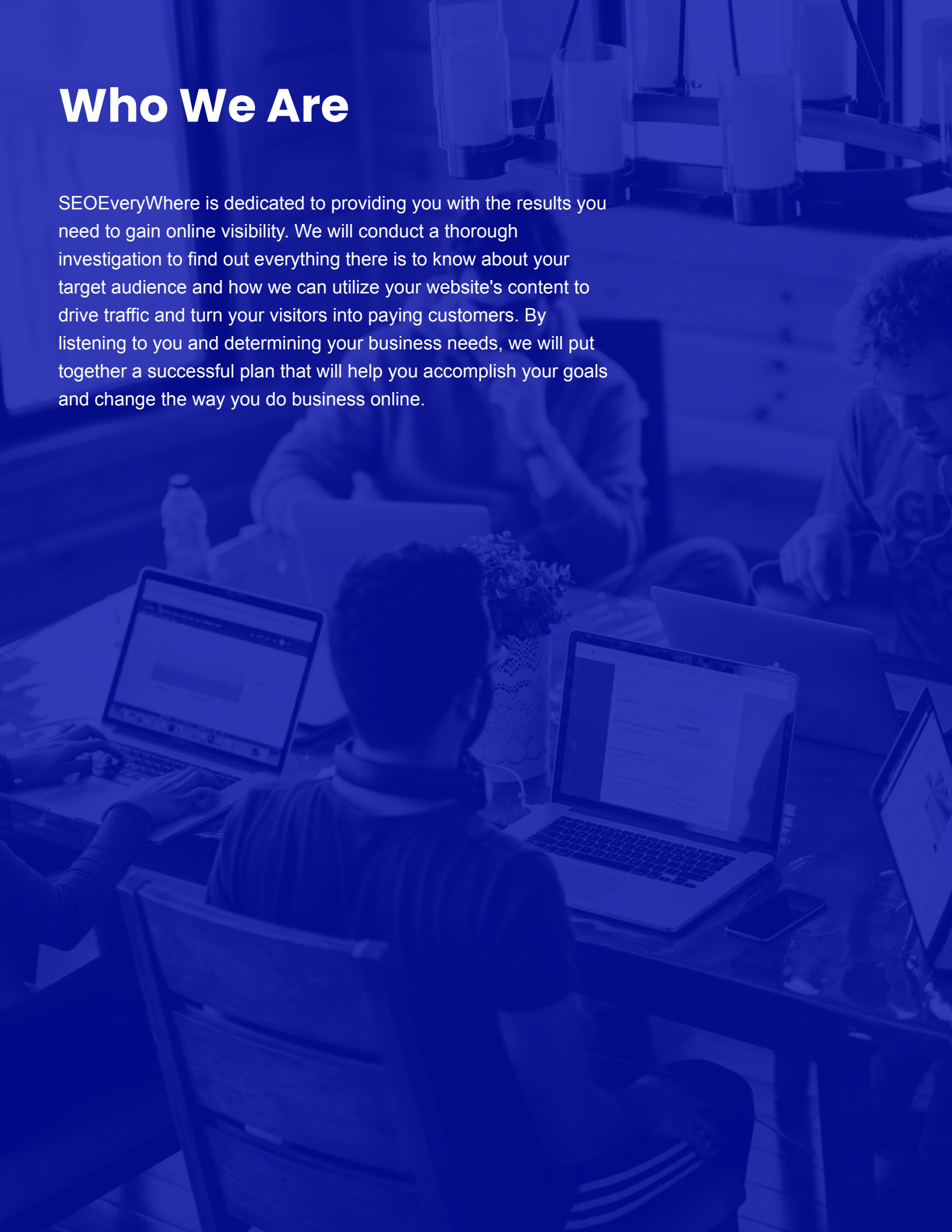
Our Approach

Analysis and Strategy

A successful SEO strategy is about building a company's online presence. SEOEveryWhere's first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need to do to improve upon your program. During our audit, we will look at the following:

Analytics and Keywords

The first step is to determine how your website is currently ranked. We will do this by searching keywords that are associated with your business and finding out how your website stacks up against your competition.

Your Website's Accessibility and Indexing

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images.

Ranking Factors

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking. The different factors that we will be looking at are content to make sure that your content is relevant and utilizes keywords without being duplicated on multiple pages, keywords, and HTML markup to make sure that your source code is relevant to crawlers.

Competitive Analysis

Once we have audited your website, we will run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

Implementation Timeline

To accomplish the above tasks properly and ensure that we have performed our audit as thoroughly as possible to provide you with the best results, we will require about 6 weeks. The table below breaks down the timeline by each portion of the audit.

Sample projects	Timeline
Analytics and Keywords	23 man days
Accessibility and Indexing	12 man days
Ranking Factors	5 man days
Competitive Analysis	7 man days

Deliverables

Once the initial audit has been completed, we will provide you with our recommendations, tactics, and steps that we will take to improve your search engine ranking and help you achieve your goals.

Testimonials

"We had a great concept and good product, but we just weren't attracting the customers. And we didn't know why. Through a referral, we hooked up with SEOEveryWhere and we couldn't be happier. In just the first month, our rankings went through the roof, and we haven't looked back since."

Nataly Burns
ACME Industries

"Sometimes you think you're the only one who knows what's best for your business. In my case, I never knew the value of a strong web presence. We're a century-old, family-owned company from the Midwest, and technology has never been our strong suit. Thanks to SEOEveryWhere, we now understand where the future is headed and how to keep the company strong for future generations."

Jake Rand
Rand & Smith
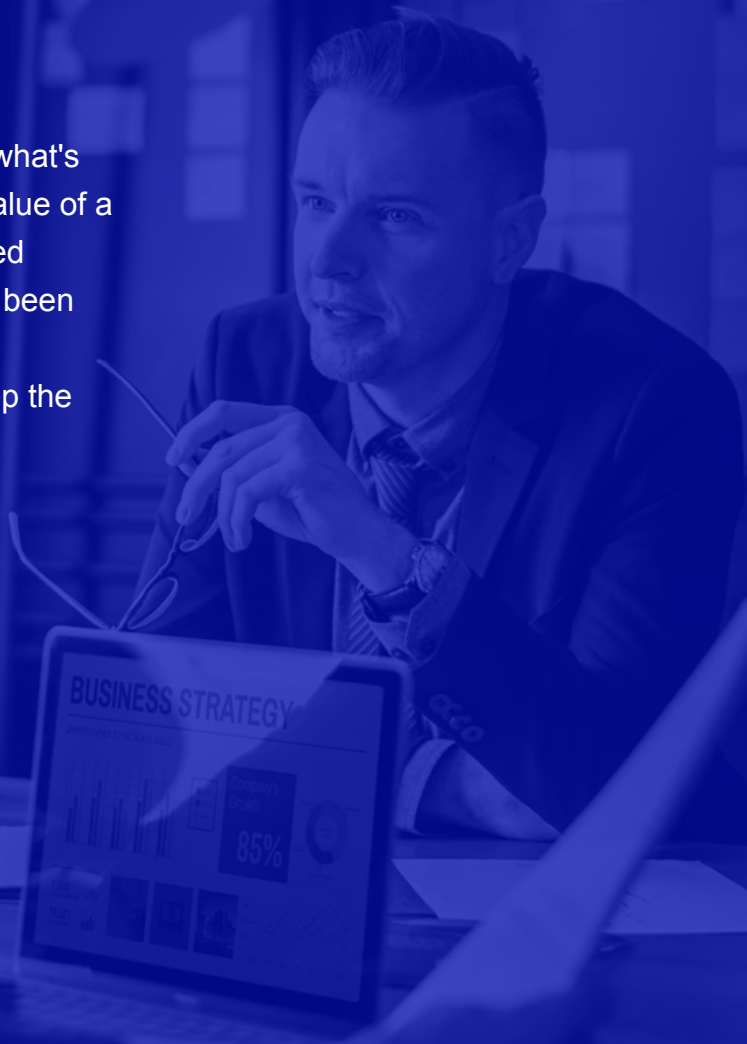
Pricing Estimates

Service	Price	QTY	Rate	Subtotal
Website Audit	$20.00	10	per hour	$200.00
Keyword Research	$25.00	10	per hour	$250.00
Competitors Research	$25.00	15	per hour	$375.00
Content Optimization	$20.00	10	per hour	$200.00
Link Building Campaign	$25.00	40	per hour	$1,000.00
Content Strategy	$20.00	20	per hour	$400.00
Technical Optimization	$25.00	25	per hour	$625.00
Initial payment	$2,000,000.00	1	per hour	$2,000,000.00
				$2,003,050.00

Subtotal	**$2,003,050.00**
Discount	**$0.00**
Tax	**$150,228.75**
Total	**$2,153,278.75**

Terms

This proposal may be amended prior to contractual agreement between Strawberry Software Inc. at the discretion of SEOEW.

Payment

Strawberry Software agrees to submit the initial payment at the signing of this proposal in order for SEOEW to begin the work outlined above. Once SEOEW provides the deliverables, a new contract will be drafted with an implementation timeframe and detailed payment terms.

Warranty

SEOEW warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of SEOEWand not plagiarized or in violation of any copyright or infringement laws.

Termination

Should either SEOEW or SSI elect to terminate this contract, SEOEW reserves the right to collect payment for services provided and will allow SSI thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to SEOEW by SSI within fifteen (15) days of contract termination.

Agreement

By signing below, SSI agrees to accept this proposal and enter into a contractual agreement with SEOEW beginning on the date of signing.

SEOEW   Strawberry Software Inc.

                          08 / 20 / 2020   08 / 08 / 2020

Ludwig Rauch   Bill Jobs