



SEO PROPOSAL AND AGREEMENT

This document outlines Trijour's SEO strategy to improve search engine rankings and dramatically increase the amount of targeted traffic to your company website.



Thank you so much for this opportunity to work with you and your company. We are looking forward to improving your online authority with the search engines and boosting your revenue by driving relevant traffic with a new customized website.

Please review the SEO Proposal, sign the agreement at the end, and return it back to me at your earliest convenience, so we can get started as soon as possible.

Let me know if you have any questions!

Thanks again,

Christopher Finley
Trijour, LLC
chris@trijour.com
(816) 288-6709

In This Document:

SEO Project Plan	3
MONTH 1: Website design, Onboarding, Site Review, Strategy Development	3
MONTH 2: Onsite Optimization	5
MONTH 3: Off-Site Optimization	6
ONGOING: Monthly SEO Maintenance and Updates	7
Agreement/Contract.....	8

SEO Project Plan

MONTH 1: Design, Onboarding, Site Review, Strategy Development

Before we begin, we would like to have a quick meeting to discuss your goals, demographic, competitors, etc. We will also need site access and login information (or permission to set up) Google Analytics, Webmaster Tools, etc.

Month 1 Task List:

- **Website Development** - Design website template based on industry standards of service/products offered. Tailor to specifications.
 - **Baseline SEO Audit and Report** - Thoroughly audit and document existing rankings, link profile, internet presence, and social media. This baseline report will be used in our onboarding meeting. The report will include:
 - Keyword Rankings
 - Popular Pages
 - Backlink Profile
 - Site Authority
 - Social Media Presence
 - **Website Audit** - Conduct a thorough review of your website to determine your current site's strengths and weaknesses and identify potential challenges.
 - **Client Onboarding Meeting/Call** - During our kick-off meeting/call, we will:
 - Learn about your company, competitors, customers, and target demographic.
 - Review the Baseline SEO Report and Website Audit
 - Discuss historical and present website SEO efforts.
 - Identify key metrics of success (traffic, conversions, etc.)
 - Set goals (traffic, primary conversions, secondary conversions)
 - Review proposal and note any updates.
 - Sign contract and collect first month's payment.
 - Go over website design criteria. Identify key factors.
 - **Information Exchange** - Client to provide any website content, access and access to any existing web tool accounts (i.e. Google Analytics, Webmaster Tools)
 - **Keyword Research, Analysis, and Selection** - Research keywords and related phrases to identify primary and secondary keywords.
 - **Develop Onsite SEO Strategy** - Review Website Audit and create a comprehensive strategy to improve the site's overall onsite SEO.
-

-
- **Develop Landing Page Optimization Strategy** – Analyze existing keyword target pages and create an optimization strategy that focuses on these pages.
 - **Develop Content Strategy** – Create content strategy including release frequency, topics, resources, and writers.
 - **Develop Website Authority & Link Building Strategy** – Evaluate current backlink profile and authority metrics to develop off-site SEO strategy including:
 - Citation Cleanup (Directories, Company Listings, Etc.)
 - Backlink Analysis and Cleanup
 - Link Building Strategy and Budget (if applicable)
 - **Create SEO Strategy Brief** – Summarize all strategies into a single SEO Strategy Brief that will be updated and sent to you on a monthly basis.
 - Target Keywords and Landing Pages
 - Onsite SEO Strategy
 - Landing Page Optimization Strategy
 - Content Strategy/Schedule
 - Website Authority & Link Building Strategy

Agency Deliverables:

- ☐ Baseline SEO and Key Metrics Report
- ☐ SEO Strategy Brief

Client Deliverables:

- ☐ 5 or 10 company (some branded prefer) pictures minimum
 - ☐ Access to Web tools
 - ☐ Review and Sign Agreement
 - ☐ Monthly Payment
-

MONTH 2: Onsite Optimization

Once we have planned your overall SEO strategy, the next step is to optimize your website. During this stage, we will make sure your website and all landing pages are properly optimized for search engines.

In addition, we will ensure there is a relevant and properly optimized landing page on your website for each targeted keyword phrase outlined in the strategy brief.

Month 2 Task List:

- **Launch Website** – Publish website, implement SSL Certificate, search engine boost, local full citation audit, local citation building, rich media citation building & submissions, social citation building,
- **Implement Overall Onsite SEO Strategy** – Implement overall onsite SEO strategy as outlined in the SEO Strategy Brief.
- **Implement Landing Page Optimization Strategy** – Create and/or optimize landing pages to focus on target keyword phrases.
- **Prepare to Implement Content Strategy** – Onboard writers and submit topics for professionally written, keyword targeted blog/site content.
- **Implement Website Authority & Link Building Strategy** – Create foundation links using techniques outlined in the Website Authority & Link Building Strategy, and make any necessary onsite changes to support offsite optimization and link building.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

Agency Deliverables:

- ☐ Updated Monthly SEO and Key Metrics Report
- ☐ Checklist of Completed items
- ☐ Updated SEO Strategy Brief
- ☐ Additional Recommendations

Client Deliverables:

- ☐ Review Checklist and Recommendations
 - ☐ Monthly Payment
-

MONTH 3: Off-Site Optimization

Once your site is optimized, it is time to re-review your internet presence and start getting the updated page information out to the search engines.

Month 3 Task List:

- **Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- **Review Onsite SEO** – Review onsite SEO and make necessary adjustments.
- **Review Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments.
- **Implement Content Strategy** – Begin adding fresh content, according to the schedule defined in the Content Strategy.
- **Continue Executing Website Authority & Link Building Strategy** – Continue building links and search engine authority, using methods outlined in the Website Authority & Link Building Strategy.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

Agency Deliverables:

- ☐ Updated Monthly SEO and Key Metrics Report
- ☐ Checklist of Completed items
- ☐ Updated SEO Strategy Brief
- ☐ Additional Recommendations

Client Deliverables:

- ☐ Review Checklist and Recommendations
 - ☐ Monthly Payment
-

ONGOING: Monthly SEO Maintenance and Updates

The first three months laid a solid foundation on which to build your website's authority with the search engines.

To keep the momentum going, it is essential to continue posting and promoting fresh content on a regular basis and monitor and fine-tune your SEO strategy each month.

Ongoing Monthly Task List:

- **Monthly SEO Audit and Key Metrics Report** – Audit existing metrics and prepare monthly report.
- **Monitor and Fine-Tune Onsite SEO** – Review onsite SEO and make necessary adjustments.
- **Continue Executing Landing Page Optimization Strategy** – Review landing page optimization and make necessary adjustments.
- **Continue Executing Content Strategy** – Add fresh content, according to the schedule defined in the Content Strategy.
- **Continue Executing Website Authority & Link Building Strategy** – Continue building links and search engine authority, using methods outlined in the Website Authority & Link Building Strategy.
- **Update SEO Strategy Brief** – Create checklist of completed items, update SEO Strategy Brief, and send to client.

Agency Deliverables:

- ☐ Updated Monthly SEO and Key Metrics Report
- ☐ Checklist of Completed items
- ☐ Updated SEO Strategy Brief
- ☐ Additional Recommendations

Client Deliverables:

- ☐ Review Checklist and Recommendations
 - ☐ Monthly Payment
-

Agreement/Pricing/Contract

This Agreement is made between You (hereinafter "Client") and Trijour, LLC (hereinafter "SEO Agency").

Client agrees to retain SEO Agency for the services, timeline, and payment schedule, as defined in this document, and is hereby made a part of this Terms of Agreement.

Pricing & Payment

The total price is \$5,000.00 ("Price") to be paid in twelve (12) installments beginning at execution of this agreement and every 30 days until the first day of the final month of this 12-month contract.

Client agrees to pay our standard rate of \$75/hr for additional work, outside of the original scope of this document, as well as any 3rd party software or services that are recommended by SEO Company and reviewed and approved by Client.

Schedule	Focus	Payment
Month 1	Site Design, Baseline Metrics, Client Onboarding, Strategy Development	\$600
Month 2	Onsite Optimization	\$400
Month 3	Website Authority, Offsite SEO, Content Strategy	\$400
Month 4	Regular SEO Monitoring and Updates, Content Updates and Promotion	\$400
Month 5	Regular SEO Monitoring and Updates, Content Updates and Promotion	\$400
Month 6	Regular SEO Monitoring and Updates, Content Updates and Promotion	\$400
Month 7	Regular SEO Monitoring and Updates, Content Updates and Promotion	\$400
Month 8	Regular SEO Monitoring and Updates, Content Updates and Promotion	\$400
Month 9	Regular SEO Monitoring and Updates, Content Review and Promotion	\$400
Month10	Regular SEO Monitoring and Updates, Content Review and Promotion	\$400
Month11	Regular SEO Monitoring and Updates, Content Review and Promotion	\$400
Month12	Website Review, Regular SEO Monitoring and Updates, Content Updates and Promotion.	\$400
Total:		\$5,000

Search Engine Policies

Client acknowledges that SEO Agency has no control over changes to search engine policies or algorithms. At any time, Client's website may lose rankings or be excluded from search results at the sole discretion of the search engine.

Place of Law

This agreement shall be governed by and construed in accordance with the laws of the State of Missouri.

Contract Renewal

Client agrees that this contract will be in effect for the agreed upon duration, and from month-to-month immediately following the completion of this agreement.



SEO PROPOSAL & AGREEMENT
www.trijour.com | (816) 288-6709

Agreement to the terms set forth above was approved online. This is only a copy of the proposal. If you have any questions in regards to the proposal please contact us at:

Trijour, LLC
5819 NE Antioch Rd
Gladstone, MO 64119

816-288-6709

legal@trijour.com
