

SEO & SEM Proposal For 'Swift Lawn & Garden Care'

PRIVATE & CONFIDENTIAL

STEP 1: EXTENSIVE SEARCH ENGINE OPTIMISATION (SEO) PROGRAM

OBJECTIVE: Optimise & rank swiftlgc.com.au on the 1st page of Google to expand online market share in Brisbane.

SCOPE OF WORKS

- Grand strategy outline (brief high-level strategy):
 - a. Increase online exposure & inbound traffic for **8 keywords**.
 - b. Keywords targeting the following niche: **Gardening and Lawn Mowing**
 - c. Increase authority & relevancy of swiftlgc.com.au
- On-page:
 - a. Optimise on-site technical SEO to ensure all elements needed to rank are displayed on the site.
 - i. Meta tags: Title tag, description, keywords
 - ii. Page structure
 - iii. Internal Linking
 - iv. URL naming
 - v. Sitemaps
 - vi. Page loading speed
 - vii. Keyword density
- Off-page (backlinking strategy):
 - a. Reverse engineer top competitors' existing rankings and backlinks.
 - b. Submission to high authority & relevant sites.
 - c. Creation of blog articles submitted to websites related to the business niche.
 - d. Google Places (Google Plus) and other Online Business Directories
 - i. Optimise Google Places listing - This enhances online credibility and increases exposure. Increase chances for first page Google ranking.
 - ii. List business on all popular online business directories - This enhances Google Places weighting and increases online exposure.
- Reporting:
 - a. Ongoing SEO Revision & Analysis.
 - b. Monthly overall ranking snapshot & Google Analytics report will be sent automatically.

- Estimated traffic volumes & growth:

Brisbane

No.	Keyword	Avg. monthly searches (Exact match only)	Avg. CPC (AdWords)	Estimated SEO Traffic (30%)	Estimated SEO Value (Per Month - AUD)
1	garden maintenance brisbane	210	\$6.62	63	\$417.06
2	garden maintenance brisbane northside	90	\$5.86	27	\$158.22
3	garden maintenance brisbane southside	70	\$6.47	21	\$135.87
4	lawn mowing brisbane	1300	\$3.12	390	\$1,218.10
5	lawn mowing brisbane northside	210	\$3.64	63	\$229.11
6	lawn mowing brisbane southside	90	\$6.47	27	\$174.69
7	lawn mowing services brisbane	170	\$5.26	51	\$268.09
8	mowing services brisbane	140	\$4.96	42	\$208.32
	Subtotal	2280	\$5.30	684	\$2,809.46

INVESTMENT

- SEO Program*:
 - Brisbane (8 Keywords)**
 - Setup (Once Off): **AUD\$1,100* + GST**
 - Monthly (Ongoing): AUD\$2,809.46
 - Adjustment: AUD\$1,909.46 (bulk SEO campaign rebate)
 - Subtotal: **AUD\$900* + GST / month (min. 6 months commitment)**

* Prepaid upfront subject to availability because we only work with 1 business per industry.

PAYMENT SCHEDULE

Description	Month	Amount
Step 1: Setup (Once Off)	0	\$1,100.00
Step 1: SEO Program (Monthly)	1	\$900.00
	2	\$900.00
	3	\$900.00
	4	\$900.00

Robin Ooi

robin@catapultz.com.au

8 October 2018

	5	\$900.00
	6	\$900.00
Subtotal		\$6,500.00

ESTIMATED RETURN ON INVESTMENT

Based on:

● **Brisbane:**

- Total Avg. Google search volume: ~ 2,280 per month
- 30% of people click-through to site: ~ 684 per month
- 5% of visitors convert to clients: ~ 34.2 new clients per month

● Average customer value: ~ AUD\$1,240

ROI: $(34.2 \times \text{AUD\$1,240}) / \text{AUD\$900} \times 100\% = \underline{4,712\%}$

Which means that for every **AUD\$1** you spend, you're getting **AUD\$47.12*** in return.

** These figures are worst-case scenario / conservative estimates & it doesn't take into consideration the lifetime value of each customer. Repeat purchase from existing customers after 1 year & viral effect of word of mouth are not taken into account for this calculation.*

STATUS: Waiting for acceptance of the proposal.

ACTION: The immediate action would be to authorise this proposal.

STEP 2: DESIGN & DEVELOP SEARCH ENGINE MARKETING (SEM) CAMPAIGN

TARGET: Build a laser-focused search engine marketing campaign (Google AdWords) to increase targeted traffic to generate online leads for Swift Lawn & Garden Care within Brisbane.

SCOPE OF WORKS

1. **DOES** include media buy in Google Search Network only.
2. **DOES** include Google AdWords account setup, which includes: i) Market research, ii) Keyword intelligence research, iii) Ad copies writing
3. **DOES** include conversion tracking integration with current website.
4. **DOES** include the creation of landing page(s) as required.
5. **DOES** include general reporting screenshot on a monthly basis.
6. **DOES NOT** include logo redesign.
7. **DOES NOT** include enquiries (phone/email) handling.

SAMPLE LANDING PAGE

These are sample mockups of the landing pages for the client's website. The following are for client's information only, and not finalised in any way.







Thank you page - upon submission of project details.



INVESTMENT

- Setup Fee: **AUD\$1,100* + GST (Once Off)**
- Management Fee: **AUD\$500* + GST / Month** or 30% of total Ad Spend* (whichever is higher).
- Ad Spend: **min. AUD\$600**/Month**
- Subtotal: **AUD\$1,100 / Month**
- Duration: minimum 6 Months

*Setup Fee & Management Fee are prepaid.

**Ad Spend paid directly to Google AdWords using client's credit card.

PAYMENT SCHEDULE

Description	Month	Amount
Step 2: Setup (Once Off)	0	\$1,100.00
Step 2: SEM Program (Monthly)	1	\$1,100.00
	2	\$1,100.00
	3	\$1,100.00
	4	\$1,100.00
	5	\$1,100.00
	6	\$1,100.00
Subtotal		\$7,700.00

ESTIMATED RETURN ON INVESTMENT

Based on:

- ~390 clicks from Google Traffic Estimator with an AUD\$600 Ad Spend Budget/month
- 5% of the visitors convert to client(s): ~ 19.5 new customers
- Average customer value: ~ AUD\$1,240

ROI: $(19.5 \times \text{AUD\$1,240}) / \text{AUD\$1,100} \times 100\% = 2,198.18\%$

Which means that for every **AUD\$1** you spent, you're getting **AUD\$21.98** in return.

STATUS: Waiting for acceptance of the proposal.

ACTION: The immediate action would be to authorize this proposal.