

Proposals:

1. Discovery Project Proposal
2. One Time-Deal Proposal
3. Basic SEO Copywriting Package (Monthly)

Proposal 1: Discovery Project Proposal

Thank you for considering my SEO services for your financial advisory business. To ensure we build a strong foundation of trust and demonstrate the impact of my work, I propose starting with a **discovery project**. This will allow me to showcase my expertise while minimising any risks to your existing website. Below are several options for the discovery project:

Option 1: Comprehensive SEO Audit & Recommendations Report

Overview: I will perform a detailed audit of your website's current SEO performance without making any direct changes. This will give you a clear understanding of the strengths, areas for improvement, and opportunities for growth.

What's Included:

- **Technical SEO Audit:** I'll review site speed, mobile-friendliness, and any issues affecting your rankings.
- **On-Page SEO Analysis:** I'll assess keyword usage, meta tags, content optimization, and internal linking.
- **Backlink Profile Review:** I'll examine your site's current backlinks and provide recommendations for improving authority.
- **Competitor Analysis:** You'll see how your competitors are ranking and where we can gain an edge.

Deliverable: A comprehensive report with actionable insights and recommendations for improving your website's SEO.

Why This Works: You'll receive detailed information on your SEO status without any changes being made to your website, allowing us to plan future strategies without risk.

Option 2: SEO Content Strategy Plan (Keyword Research + Content Outline)

Overview: I will create a tailored content strategy designed to boost your website's visibility and attract qualified leads through carefully chosen keywords and optimized content.

What's Included:

- **Keyword Research:** I'll identify the most valuable keywords for your financial services, focusing on high-intent search terms.
- **Content Gaps & Opportunities:** I'll analyze your existing content and highlight areas where new content can be added.
- **Content Calendar:** You'll receive a 3-month content plan that includes blog topics and optimized page updates designed to drive traffic.

Deliverable: A detailed keyword research report and content strategy plan tailored to your business.

Why This Works: You'll get a roadmap for creating SEO-optimized content without changes to your existing pages, allowing you to see the potential impact of strategic SEO-driven content.

Option 3: Google My Business (GMB) & Local SEO Setup/Optimization

Overview: I will optimize or set up your Google My Business profile, ensuring your financial advisory services are visible to local clients searching for nearby advisors.

What's Included:

- **GMB Profile Setup/Optimization:** I'll ensure all details (business hours, services, etc.) are correctly displayed and optimized.
- **Local SEO Audit:** I'll review your local search presence and provide recommendations for improving your visibility in local search results.
- **Review Strategy:** I'll help implement a strategy to increase positive reviews, which builds local trust.

Deliverable: An optimized Google My Business profile and local SEO audit report.

Why This Works: This improves your local search rankings without altering your website, helping you reach more potential clients near you.

Option 4: Landing Page Optimization for Lead Generation

Overview: I will optimize a single landing page on your website, designed to attract new leads and improve conversions.

What's Included:

- **SEO Optimization:** I'll optimize the page titles, headers, and content to target high-conversion keywords.
- **Conversion Optimization:** I'll suggest changes to the layout, calls-to-action, and lead forms to increase engagement.

- **Testing:** We can run A/B testing to measure the impact of any updates before fully implementing them.

Deliverable: An optimized landing page or a proposal with recommended changes, with no permanent alterations made unless approved.

Why This Works: We'll focus on improving a single page to demonstrate the effectiveness of SEO and conversion techniques while limiting risk to your overall site.

Option 5: Competitor SEO Comparison & Opportunity Analysis

Overview: I will conduct a comprehensive analysis of your top competitors, identifying the strategies they are using to succeed in SEO and highlighting opportunities for your business to outcompete them.

What's Included:

- **Competitor Keyword Research:** I'll show which keywords your competitors are ranking for and how we can target them effectively.
- **Content & Backlink Comparison:** I'll compare your content and backlink strategies to theirs, identifying areas where we can improve.
- **Opportunity Map:** I'll provide an actionable list of steps to outperform your competitors in search rankings.

Deliverable: A competitor analysis report with clear, actionable recommendations for improving your SEO.

Why This Works: You'll gain insights into your competition's strengths and weaknesses, helping you make informed decisions on how to improve your own SEO performance.

Payment for Discovery Project

For any of these discovery project options, the proposed flat fee is \$750. This fee covers the time and expertise needed to conduct the research and provide detailed recommendations. Should you choose to move forward with a SEO package after the discovery phase, a portion of this fee can be credited toward the larger project.

Conclusion

Each of these discovery project options is designed to provide you with valuable insights and measurable results while minimizing risk. This approach allows us to build trust, demonstrate the impact of SEO on your business, and set the stage for future success. I look forward to helping your business grow through strategic SEO solutions.

Next Steps

I'm excited to work with **Myfamilyfinance** and help your business grow through effective SEO. To move forward, please let me know by replying to this email, and I will send over a calendly link to schedule our kickoff meeting [or schedule a link.](#)

Proposal 2: One-Time SEO Copywriting Project

I am pleased to submit a proposal to provide SEO copywriting and optimization services for My Family Finance. This one-time project will focus on immediate improvements to your website's SEO, increasing visibility, and driving qualified leads.

Scope of Work

1. **Keyword Research:** I will conduct keyword research to identify high-value keywords for your financial advisory services (e.g., retirement planning, wealth management, tax advice).
 2. **On-Page SEO Optimization:** Optimization of core pages, including service pages and the homepage, for SEO best practices. This includes meta tags, headers, and content adjustments to target relevant keywords.
 3. **Content Writing:** Creation of 2 SEO-optimized blog posts (1,000 words each) to target your audience's most relevant questions and concerns about financial planning.
 4. **Google My Business Optimization:** I will audit and update your Google My Business profile to ensure maximum local visibility.
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Deliverables

- Keyword research report
 - On-page SEO updates for core pages
 - Two SEO-optimized blog posts
 - Optimized Google My Business listing
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Timeline

The project will be completed within 4 weeks from the start date.

Money-Back Guarantee

To ensure you feel confident in the value of these services, I offer a **30-Day Money-Back Guarantee**. If by the end of the first 30 days you have not seen measurable improvements in your website's organic traffic, keyword rankings, or content performance, I will refund **100% of the base fee**. This guarantee ensures that your investment is protected while we work towards improving your website's visibility.

One-Time Fee

The total cost for this one-time SEO copywriting and optimization project is **AUD \$2,500**.

Conclusion

This one-time SEO project is designed to deliver immediate improvements in your website's visibility and performance. If desired, ongoing SEO services can be discussed after the initial results are reviewed.

Next Steps

I'm excited to work with **Myfamilyfinance** and help your business grow through effective SEO. To move forward, please let me know by replying to this email, and I will send over a calendly link to schedule our kickoff meeting [or schedule a link](#).

Proposal 3: Basic SEO Copywriting Package

Introduction

I am pleased to submit this proposal to provide SEO copywriting services to Myfamilyfinance. I understand the unique challenges and opportunities in your industry. The goal is to improve your website's visibility, attract more qualified leads, and ultimately drive more conversions for your advisory services.

Package Overview: Basic SEO Copywriting

1. **Keyword Research:**
 - Identify the top-performing keywords relevant to financial advisory services, including long-tail keywords that target specific demographics or concerns (e.g., retirement planning, investment advice).
 2. **On-Page SEO Optimization:**
 - Ensure that every page is optimized for SEO. This includes optimizing titles, meta descriptions, headers, and integrating the right keywords naturally within the content.
 3. **Content Writing (Blog & Web Copy):**
 - Write optimized blog posts (2 per month, 1,000 words each) that align with financial advice trends, industry changes, and your client base's interests.
 - Update or rewrite existing service pages to include optimized keywords while maintaining a professional tone that reflects your brand.
 4. **Google My Business Optimization:**
 - Audit and optimize your Google My Business listing to ensure local visibility and credibility.
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Expectations & Deliverables

- **Timeline:** Work will begin within one week of accepting the proposal. Initial keyword research and on-page SEO updates will be delivered within 2-3 weeks. Blog content will be produced on a bi-weekly schedule.
 - **Content Strategy Consultation:** Bi-monthly strategy calls to adjust focus and ensure the content aligns with your business goals.
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Understanding SEO Timelines

While I am committed to delivering high-quality SEO services, it's important to understand that SEO is a long-term strategy. Typically, significant improvements in search rankings and organic traffic take **3 to 6 months** to become evident. This is due to the way search engines crawl, index, and rank websites, as well as the time it takes for content to gain traction.

However, early wins, such as improvements in **Google My Business** rankings, on-page optimizations, and content performance, can often be seen within the first few weeks.

This timeline means that the full impact of SEO will be measured over several months, and we will track progress along the way through bi-monthly strategy calls and performance reports.

SEO is a long-term process, and the monthly retainer ensures continuous progress and optimizations to help your website grow in visibility and traffic. This structure allows us to build momentum over time, ensuring that your website reaches its full potential in search rankings

Money-Back Guarantee

To ensure you feel confident in the value of these services, I offer a **30-Day Money-Back Guarantee**. If by the end of the first 30 days you have not seen measurable improvements in your website's organic traffic, keyword rankings, or content performance, I will refund **100% of the first month's base fee**. This guarantee ensures that your investment is protected while we work towards improving your website's visibility.

Payment Structure

- **Base Fee:** \$1,500/month.
 - **Commission-Based Payment:** 10% commission on any new leads or clients generated through organic traffic (tracked via Google Analytics and lead conversion forms).
 - Paid at the end of the month
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Client Responsibilities

- Provide access to the website backend, Google Analytics, and any other necessary platforms.
 - Attend bi-monthly strategy calls to ensure ongoing alignment of content and SEO strategies.
 - **Platform Setup:** If you do not currently have Google Analytics or any other relevant tools in place, I will set them up for you at no extra cost. This ensures that we can accurately track website performance, traffic, and lead generation, giving us the data needed to measure success.
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Conclusion

This proposal is designed to help myfamilyfinance capture more local and organic search traffic while positioning your business as a thought leader in the financial advisory space.

Next Steps

I'm excited to work with **Myfamilyfinance** and help your business grow through effective SEO. To move forward, please let me know by replying to this email, and I will send over a calendly link to schedule our kickoff meeting [or schedule a link](#).