

Instructions:

- Make a copy of this Google Sheet.
- Replace Business Overview Goals/Budget with your info or link to an external doc.
- Replace Brand/identity with your brand/logo details.
- Remove these instructions and the logo. Modify colors to your brand.

Business Goals and SEO/Content Goals	<p>Business Goals Define your expected business goals that you want to achieve through this engagement. Include both qualitative and quantitative targets, such as improving conversion/return and brand awareness.</p> <p>SEO and Content Goals Check and define the SEO and content goals that you want to achieve through this engagement. Include both qualitative and quantitative targets, such as improving keyword rankings, increasing organic traffic, enhancing content quality, etc.</p> <p>Business overview [Link to a brief introduction about your company, the nature of your business, company size, target audience, an overview of your work, and any relevant history or context that the agency should know.]</p> <p>Instructions for Agencies: Please describe how your services will help achieve the above stated goals. Include past case studies or examples of similar challenges faced and how your agency addressed them.</p>
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Information Collection Forms	<p>List your Business Info forms in sheet 2 labeled Business Information Collection.</p> <p>Instructions for Agencies: Provide the name and contact details of the person who will be available to discuss this RFP further. Include their role in your agency and direct contact information.</p>
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Project Scope and Timeline	<p>Instructions for Agencies: Outline your proposed approach to the project scope on sheet 3 and confirm your availability to meet the timeline specified. Highlight any potential challenges or considerations that might impact the timeline.</p>
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Project Questions	<p>List your Project Questions in the sheet labeled Project Questions.</p> <p>Instructions for Agencies: Answer each question clearly on the Project Questions sheet in the blue cells and provide any additional information that might help your proposal stand out.</p>
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Evaluation Criteria	<p>Specify the criteria that will be used to evaluate proposals in the sheet labeled Evaluation Criteria.</p> <p>Instructions for Agencies: Ensure you address each of the evaluation criteria. Provide evidence or examples where possible to corroborate your qualifications in each area. Review our expectations in the Evaluation Criteria Sheet.</p>
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Budget	<p>Indicate the budget range for the project or ask agencies to provide detailed cost proposals.</p> <p>Instructions for Agencies: Submit a detailed pricing proposal that includes breakdowns for each part of the project scope. Indicate any optional services and costs that might be relevant.</p>
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Legal Documents	<p>Include or reference any legal documents or requirements that the agency needs to be aware of, such as non-disclosure agreements, terms and conditions of service, etc.</p> <p>Instructions for Agencies: Provide any legal forms included and attach any required signed documents as part of your proposal.</p>
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Scope and Timeline



Instructions:

- Analyze timeline table with your data.
- Remove any deliverables you don't intend to request.
- Remove those you're not sure on. We'll only stick to your brand.

TIMELINE	GOAL START DATE	GOAL END DATE
	DD/MM/YY	DD/MM/YY

CATEGORIES		
SEO	CONTENT	ACCOUNT MANAGEMENT
Site Audit	Content Audit	[Weekly/Bi-Weekly/Monthly] Status Meetings
Competitive Analysis	Content Recommendations	Quarterly Business Review
Keyword Portfolio	Content Strategy	Dedicated Account Team
Content Gap Analysis	Content Creation	Weekly Staff Training
Structural Data	Content Governance and Workflow Development	Monthly Education Presentations
Core Web Vitals	Digital PR / Link Building	Quarterly Trend Analysis
Technical SEO Monitoring	Generative AI Workflow	Consulting
Entity SEO	Performance Reporting	
Offsite Link Building	Ad Hoc Projects	
Internal Link Analysis		
Core Page Optimizations		
Local SEO / GBP Management		
International SEO		
Backlink audit		
Site Migration/Redesigning Support		
SGE Optimization		
Knowledge Graph Optimization		
Monthly Reporting		
Content Engineering		
Ad Hoc Projects		

