RFP for SEO Template		PIPULLRANK	
ntructions: Make a copy of this Coogle Sheet. Replace Business Over-few/Code/Budget with your into or link to an e Replace bracketed into with your brand's into or delete. Remove these instructions and the logs. Modify colors to your brand.	eternal doc.		
Business Goals and SEO/Content Goals			
	believe Code Other are expected believes good their you want to acknow through this organization to be dead to define the expected believes are expected believes and their read operations to be dead to be the expected of		
Information Collection Forms			
	(list your Basivess Hyly Form in sheet 2 labeled Busivess Information Collection) Businestime for Agencie: Provide the runner and contact details of the person who will be available to discount this REF further. Insulate their their lyes agency and direct contact information.		
Project Scope and Timeline			
	Instructions for Agencies: Outlies 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.		
Project Questions			
	[List your Project Questions in the sheet labeled Project Questions] Instructions for Agencies: Armore each question clearly on the Project Questions sheet in the blue cells and provide any additional information that might help your proposal stand out.		
Evaluation Criteria			
	Specify the criteria that will be used to evaluate proposals in the sheet labeled Evaluation Criteria) Bentwetten for Agencies Exams your proposal addresses each of the evaluation criteria. Provide evidence or examples where Exams your proposal addresses each of the evaluation criteria. Provide evidence or examples where Criteria Sheet.		
Budget			
	[bedicate the budget range for the project or ask agencies to provide detailed cost proposals.] behavior for Agencies: Salamits a detailed pricing proposal that includes broaddowns for each part of the project scope, ledicate any optional services and costs that might be relevant.		
Legal Documents			
	(heckade or reference any legal documents or requirements that the agency reseds to be exerce of, such as non- disclosure generated, forms and conditions of arriving etc.) Conditional descriptions of a condition of arriving etc. Provide any legal terms included and attack any required signed documents as part of your proposal.		

Business Information Collection	PIPULLRANK							
Instructions:	•							
Replace or add any info collection fields with your own. Remove these instructions and logo. Modify colors to your brand.								
BUSINESS INFO								
Agency Name								
Main Point of Contact (POC) Name								
POC Email								
Agency Size								
Location								
Account Team Composition								
Preferred Tools Case Studies								
Case Studies Sales Collateral								
Sales Collateral Reporting Capabilities								
Meporting Capabilities								

Scope and Timeline			PIPULLRANK							
Instructions:										
Replace timeline info with your dates. Remove any deliverables you don't intend to req. Remove these instructions and logo. Modify colo	uent. es to your brand.									
TIMELINE	GOAL START DATE	GOAL END DATE								
	pococoog	[XXXXXXXX]								
CATEGORIES							a			
SEO	CONTENT	ACCOUNT MANAGEMENT					ì			
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								
Structured Data	Content Governance and Worflow Development	Monthly Education Presentations								
Core Web Vitals	Digital PR / Link Building	Quarterly Trend Analysis								
Technical SEO Monitoring	Generative Al 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/Replatforming Support										
SGE Optimization										
Knowledge Graph Optimization										
Monthly Reporting										
Content Engineering										
Ad Hoc Projects										

Project Questions	;		₽ IPULLRANK						
Instructions: Replace or add any project questions with	hyour own.								
Remove these instructions and logo. Mod									
CATEGORIES	QUESTIONS What's the most important information you need to help us	ANSWERS							
SEO	achieve our SEO and business goals?								
SEO	What SEO education do we need to make sure we get the most out of your services?								
SEO	What's the most important SEO trend in our industry that we need to be aware of?								
SEO	What are your biggest roadblocks to SEO success and how can we help your mitigate them?								
SEO	What's your definition of a successful SEO brand/agency partnership?								
CONTENT	What role should content play in SEO success?								
CONTENT	What's your perspective on content performance in the context of generative Al?								
CONTENT	How do you source and incorporate subject matter experts into your content creation process?								
CONTENT	What's the most important part of your content brief?								
CONTENT	Why do you think content is a worthwhile investment for us?								
ACCOUNT	What are your preferences and limits for communication in terms of channel and frequency?								
ACCOUNT	How do you hold your clients and yourself accountable for implementation?								
ACCOUNT	What's your communication style?								
ACCOUNT	How do you track and report on engagement progress?								
ACCOUNT	Do we get access to your principles?								
BONUS	In what ways are you a great fit for us?								
BONUS	What's different about your agency that stands out from traditional SEO agencies?								
BONUS	What questions did we miss that are important to cover?								

Evaluation	Criteria		PIPULLRANK										
Instructions:													
Replace or add any evaluation criteria wit Adjust weighting based on what's most in Remove these instructions and logo. Mod													
Topic	Weight (Out of 100%)	Evaluation Rurbic											
Reputation	X%	Does their reputation among our network and the SEO industry at large earn trust with us?											
SEO & Content Philosophy	X%	Does their perspective on how SEO and Content contribute to business goals fulfill our needs?											
Capabilities		Do they have the resources and expertise to execute across deliverables to suit our needs?											
Case Studies		Does their case studies reveal successful examples of SEO and content work for similar needs?											
Evaluation Questions	X%	Did they demonstrate an exceptional understanding of our needs and concerns through their answers?											
Account Management	X%	Do they seem like the type of people we want to work with? Are they professional?											
Budget	X%	Can they deliver everything we need them to do within our budget?											