

AI-SEO Proposal Template

Executive Summary

[Company Name] is pleased to present this comprehensive SEO proposal for [Client Company Name]. This proposal outlines our strategic approach to improving your website's search engine visibility, driving qualified organic traffic, and achieving measurable business growth through search engine optimization.

Key Objectives:

- Increase organic search visibility for target keywords
 - Drive qualified traffic to your website
 - Improve conversion rates from organic search
 - Establish long-term sustainable growth
-

About [Your Company Name]

[Brief description of your company, experience, and expertise in SEO. Include key achievements, years in business, and team credentials.]

Our Track Record:

- [X]+ years of SEO experience
 - [X]+ successful SEO campaigns
 - Average [X]% increase in organic traffic for clients
 - [X]+ certified SEO professionals on team
-

Current Website Analysis

Technical SEO Audit Summary

- **Site Speed:** [Current loading times and Core Web Vitals scores]
- **Mobile Optimization:** [Mobile-friendliness and responsive design assessment]
- **Crawlability:** [Issues with site structure, robots.txt, sitemap]
- **Technical Issues:** [Summary of critical technical problems found]

AI-SEO Readiness Assessment

- **Content Structure:** [Analysis of heading hierarchy and content organization]
- **Conversational Content:** [Assessment of natural language vs. keyword-stuffed content]
- **Direct Answer Potential:** [Pages that could be optimized for AI overviews]
- **Brand Presence:** [Current brand mentions and reputation across AI platforms]

Content Analysis

- **Content Quality:** [Assessment of existing content depth and expertise]
- **Expert Authority:** [Review of author credentials, citations, and trust signals]
- **Question-Based Content:** [Gap analysis for conversational queries]
- **TLDR/Summary Usage:** [Current use of summary sections and key takeaways]

Brand Authority Analysis

- **Review Platforms:** [Google Business, Yelp, Trustpilot ratings and presence]
- **Credibility Signals:** [Industry certifications, awards, testimonials display]
- **Source Citations:** [Current linking to authoritative sources]
- **Social Proof:** [Case studies, client success stories, expert quotes]

Competitive Analysis

- **Main Competitors:** [List 3-5 key competitors]
- **AI Overview Presence:** [Competitors appearing in AI search results]
- **Content Gaps:** [Opportunities where competitors are winning]
- **Conversational Query Opportunities:** [Untapped question-based searches]

SEO Strategy & Approach

Phase 1: Foundation & AI-SEO Readiness (Months 1-2)

Technical SEO Optimization

- Fix critical technical issues (site speed, mobile optimization, crawl errors)
- Implement proper URL structure and internal linking
- Optimize meta tags, headers, and schema markup
- Set up comprehensive analytics and AI traffic tracking

AI-SEO Foundation

- Audit current content for AI overview potential
- Analyze conversational query opportunities
- Assess brand presence across AI platforms (ChatGPT, Claude, Perplexity)
- Review and optimize heading structure (H1/H2/H3) for AI comprehension

Keyword & Query Research

- Traditional keyword research and mapping
- Conversational query identification and mapping
- Question-based search pattern analysis
- Competitor AI overview presence analysis

Phase 2: Content Optimization & Authority Building (Months 2-6)

AI-Optimized Content Strategy

- Convert existing content to conversational, direct-answer format
- Add TLDR summaries and key takeaway sections to high-value pages
- Implement expert-driven content with author credentials
- Create structured content that answers specific questions directly

Brand Authority & Trust Building

- Optimize Google Business Profile, Yelp, and review platforms
- Implement review collection and management strategy
- Display industry certifications, awards, and credentials prominently
- Create and showcase client success stories and case studies

Traditional Content Optimization

- Optimize existing high-value pages for both traditional and AI search
- Create new targeted content based on keyword and conversational query research
- Develop content calendar focusing on expert-driven, source-cited content
- Implement credible source linking strategy

Link Building & Digital PR

- Develop high-quality backlink acquisition strategy
- Create linkable assets (original research, industry reports)
- Expert positioning and thought leadership outreach
- Monitor and disavow harmful links

Phase 3: Advanced AI-SEO & Scaling (Months 6+)

Advanced AI Optimization

- Scale conversational content creation
- Advanced AI overview optimization techniques
- Multi-platform AI presence management
- Competitive AI search intelligence

Performance Optimization & Scaling

- Continuous monitoring and adjustment of both traditional and AI strategies
 - Advanced content creation and optimization
 - Expanded link building and digital PR efforts
 - Local SEO optimization (if applicable)
 - Advanced tracking and attribution modeling
-

Deliverables & Timeline

Monthly Deliverables

- **Comprehensive SEO Report** including:
 - Traditional organic traffic growth and keyword rankings
 - AI overview appearances and AI referral traffic tracking
 - Conversational query performance analysis
 - Brand mention monitoring across AI platforms
 - Technical issue resolution and implementation updates
 - Content performance metrics and optimization recommendations
- **AI-SEO Optimization Activities:**
 - Content optimization for conversational queries
 - TLDR summaries and key takeaway sections added
 - Expert content creation with proper author credentials
 - Review platform optimization and management
 - Credible source citation implementation
- **Traditional SEO Activities:**
 - Technical SEO monitoring and improvements
 - On-page optimization and content creation
 - Link building and outreach campaigns
 - Keyword ranking tracking and analysis
- **Strategy Consultation** calls to discuss progress, AI search trends, and strategy adjustments

Quarterly Deliverables

- **In-depth Performance Analysis** covering both traditional and AI search performance
- **Competitive Intelligence Report** including AI overview competitive landscape
- **Brand Authority Assessment** with reputation management recommendations
- **Strategy Evolution** based on latest AI search developments and performance data
- **ROI Analysis** measuring business impact from both traditional and AI traffic sources

AI-SEO Specific Tracking

- **AI Platform Monitoring:** Regular checks of brand presence in ChatGPT, Claude, Perplexity
- **Conversational Query Analysis:** Performance tracking for question-based searches
- **AI Overview Optimization:** Monitoring appearances in Google AI overviews
- **Content Structure Analysis:** Heading hierarchy and direct-answer content performance

Target Keywords & Expected Results

Primary Target Keywords (Traditional SEO)

Keyword	Current Ranking	Target Ranking	Monthly Search Volume	Competition Level
[Keyword 1]	[Position/Not ranking]	Top 5	[Volume]	[High/Medium/Low]
[Keyword 2]	[Position/Not ranking]	Top 5	[Volume]	[High/Medium/Low]
[Keyword 3]	[Position/Not ranking]	Top 5	[Volume]	[High/Medium/Low]

Conversational Query Targets (AI-SEO)

Question-Based Query	Current AI Presence	Target Goal	Search Intent	Priority
"How to [specific question]?"	Not appearing	AI Overview	Informational	High
"What is the best [topic]?"	Not appearing	AI Overview	Commercial	High
"Why does [problem] happen?"	Not appearing	AI Overview	Informational	Medium

AI Platform Presence Goals

- **Google AI Overviews:** Target [X] query appearances within 6 months
- **ChatGPT Brand Knowledge:** Accurate brand information and positive mentions
- **Search Platform Citations:** Increase brand citations across AI search platforms

Projected Results (12 months)

Traditional SEO Metrics:

- **Organic Traffic Increase:** [X]% to [X]%
- **Keyword Rankings:** [X] keywords in top 10 positions
- **Backlink Growth:** [X] high-quality backlinks acquired
- **Technical Performance:** 90%+ Core Web Vitals scores

AI-SEO Metrics:

- **AI Referral Traffic:** [X]% increase in AI platform referrals
- **AI Overview Appearances:** [X] queries showing your content
- **Brand Authority Score:** Improved ratings across review platforms
- **Conversational Query Rankings:** [X] question-based queries in top positions

Business Impact:

- **Conversion Rate Improvement:** [X]% increase in organic conversions
 - **Lead Quality Enhancement:** Better qualified traffic from direct-answer content
 - **Brand Authority:** Established expert positioning in your industry
 - **ROI Expectation:** [X]:1 return on SEO investment
-

Investment & Pricing

SEO Package Options

Starter Package - \$[X,XXX]/month

- Technical SEO optimization and monitoring
- On-page optimization (up to X pages/month)
- Basic keyword research and conversational query identification
- Monthly reporting with AI traffic tracking
- Review platform setup and basic optimization
- Email support

Professional Package - \$[X,XXX]/month

- Everything in Starter Package
- AI-optimized content creation (X pieces/month)
- TLDR summaries and expert content optimization
- Link building campaign (X quality links/month)
- Brand authority building and review management
- Conversational query optimization
- Bi-weekly strategy calls
- Priority support

Enterprise Package - \$[X,XXX]/month

- Everything in Professional Package
- Advanced AI-SEO strategy and implementation
- Comprehensive brand monitoring across AI platforms
- Expert positioning and thought leadership content

- Advanced link building and digital PR campaigns
- Local SEO optimization (if applicable)
- Weekly strategy calls with AI search trend analysis
- Dedicated account manager
- Custom reporting and analytics dashboards

Contract Terms

- **Minimum Contract:** [X] months
 - **Setup Fee:** \$[X,XXX] (one-time)
 - **Payment Terms:** Net 30 days
 - **Contract Renewal:** Month-to-month after initial term
-

Why Choose [Your Company Name]

Our Competitive Advantages

- **Proven AI-SEO Expertise:** Early adopters of AI search optimization with documented results
- **Dual-Strategy Approach:** Master both traditional SEO and cutting-edge AI search optimization
- **Transparent Reporting:** Detailed monthly reports tracking both traditional and AI metrics
- **White-Hat Techniques:** Ethical SEO practices that protect your brand across all search platforms
- **Industry Authority Building:** Deep focus on establishing your brand as a trusted expert
- **Future-Proof Strategy:** Stay ahead of search evolution with AI-first optimization

Client Success Stories

Case Study 1: [Industry] Client

- **2,300% increase** in AI referral traffic within 6 months
- **90 keywords** now appearing in AI overviews (from zero)
- **Traditional SEO growth** also accelerated significantly
- **Brand authority** established across multiple AI platforms

Case Study 2: [Industry] Client

- **[X]% organic traffic increase** through conversational content optimization
- **[X] AI overview appearances** for high-value commercial queries
- **[X]% improvement** in conversion rates from AI-driven traffic
- **Expert positioning** achieved through strategic content and authority building

Case Study 3: [Industry] Client

- **Review rating improvement** from [X.X] to [X.X] stars across platforms
 - **Brand mention accuracy** improved across AI platforms
 - **[X]% increase** in qualified leads from direct-answer content
 - **Local AI search dominance** achieved for target service areas
-

Getting Started

Next Steps

1. **Proposal Review:** Review this proposal and ask any questions
2. **Strategy Call:** Schedule a call to discuss specifics and customizations
3. **Contract Signing:** Finalize agreement and begin onboarding process
4. **Campaign Launch:** Begin SEO work within [X] business days

Contact Information

[Your Name] [Title] [Company Name] Phone: [Phone Number] Email: [Email Address]
Website: [Website URL]

Frequently Asked Questions

Q: How long does it take to see SEO results? A: Traditional SEO improvements typically show within 3-6 months. However, AI-SEO optimization can show results much faster - we often see AI overview appearances and improved AI referral traffic within 4-8 weeks for properly optimized content.

Q: What makes your AI-SEO approach different? A: We're early adopters of AI search optimization, combining traditional SEO excellence with cutting-edge AI search strategies. Our approach focuses on conversational content, brand authority building, and direct-answer optimization that works across both traditional and AI search platforms.

Q: How do you measure AI-SEO success? A: We track multiple AI-specific KPIs including AI referral traffic, AI overview appearances, conversational query rankings, brand mention accuracy across AI platforms, and the quality of traffic from AI-driven searches. These complement traditional SEO metrics for a complete picture.

Q: What if AI search algorithms change? A: Our AI-SEO strategies focus on fundamental principles like quality content, brand authority, and user value that remain constant across

algorithm updates. We continuously monitor AI search developments and adapt strategies accordingly while maintaining a strong traditional SEO foundation.

Q: Do you guarantee specific AI overview appearances? A: While we cannot guarantee specific placements (as AI systems are constantly evolving), our strategies are specifically designed to maximize your chances of appearing in AI overviews and search results. We provide detailed tracking and optimization based on performance data.

Q: How do you handle brand reputation across AI platforms? A: We actively monitor your brand presence across major AI platforms (ChatGPT, Claude, Perplexity, etc.), optimize review platforms, ensure accurate business information, and create expert-driven content that establishes your authority. This multi-platform approach builds trust with both AI systems and users.

This proposal is valid for 30 days from the date of submission. Pricing and terms subject to change after this period.

Prepared by SEOprojournal.com