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# Sample Proposal/Agreement for Web Site Optimization

By Pam Foster, Founder and Senior Copywriter, Web Content Optimization

ContentClear Marketing [www.contentclear.com](http://www.contentclear.com)

[Date]

Dear [Client]:

Thank you for requesting a proposal from me to plan and write optimized content for your Web site! Based on our conversation and my assessment of your project scope, here's my proposal outlining what you can expect from me, including cost estimates.

I will do the following work to help your Web site succeed as a strong credibility source and lead-generator/sign-up resource for your business.

## 1. Strategic Planning

Assess and clarify your specific mission for this site, using components of the 7-step ContentClear™ Marketing Method for Web Site Optimization. This will include:

- Working with your team to complete a Web Purpose Brief
- Conducting research on the Web materials/details you provide and reviewing your audience and competitive situation
- Evaluating your current site's usability using our 21-point checklist
- Working with you to complete a Web Creative Brief
- Developing a site map and content maps/wireframes for each page of your site, verifying what should be included and where
- Creating a clear message direction for each page of your site
- Marketing plan for initial re-launch of your site

## 2. Content Writing

Write optimized content for the site (all functions and pages mentioned herein). This will include incorporating keywords for search-engine optimization and repurposing relevant existing content. Pages/elements include:

- Home Page (optimized for clicks to landing pages)
- Sub-Page #1/Landing Page (optimized for conversions to registration page)
- Sub-Page #2/Landing Page (optimized for conversions to registration page)
- Sub-Page #3/Landing Page (optimized for conversions to registration page)

- Sub-Page #4/Landing Page (optimized for conversions to registration page)
- Registration Pages (one for each audience to sign up for your services)
- 2 PPC Ads for specific target audiences/keywords

### 3. Web Success Collaboration

To ensure the best results for your business, I'll work with you and/or your Web developer through the entire process as your new Web pages are built. This is included in the estimate.

#### **My proposed fee for these services is \$XXXXX maximum broken out as follows:**

- Strategic Planning/Content Mapping: \$XXXX
- Home Page content: \$XXXX
- Sub-Page/Landing Pages #1-4: \$XXXX each
- Registration Pages: \$XXXX (total for 2)
- PPC Ads: \$XXXX (total for 2)

#### **A note about my fees**

I require a 50% deposit up front, and I invoice the balance upon completion of the project (to be paid upon receipt). I accept checks made payable to "ContentClear Marketing." I've attached an invoice for the 50% deposit, and I can begin this work once I receive your deposit check.

#### **Caveats**

If you need to cancel or put the project on hold once I have begun work, a cancellation fee will be applied. This fee is equal to the deposit.

Although I make every effort to ensure that your copy complies with the law, I'm not an attorney. Therefore, you accept responsibility for the content validity (and you submit the copy for legal review as you see fit). You're also responsible for final proofreading of all copy.

#### **Results**

There are many factors in your marketing effort—product, market, price, list, demand, consumer preferences, major events—that I cannot control. Therefore, while I can and do guarantee your satisfaction with the copy I write for you, I cannot guarantee specific sales results.

Thank you very much!

Pam

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Pam Foster  
ContentClear Marketing

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Client Name  
Business Name