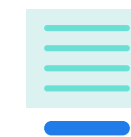


# Your SEO Proposal Checklist: Pitch SEO to Your Boss

Here's a checklist that can help you structure your SEO proposal before presenting it to your boss



## 1. Executive Summary



This is your one-page overview. Write this last, but place it first.

- State what you're proposing and why it matters to the business.
- Name the specific outcomes you're aiming for: increased qualified leads, higher organic revenue, or stronger visibility against competitors.
- Keep it to concise and to a single page. Your boss should get the full picture here.

## 2. SEO Objectives



These are the specific, measurable outcomes you're committing to. They must be tied to business goals.

- Write two to three primary objectives.  
Example: *"Increase organic leads by 10% in three months"*
- Tie each objective to a business goal your boss already tracks  
Example: *Pipeline growth, revenue, or competitive positioning*
- Assign a timeline to each objective  
Example: *3 months for a scoped pilot initiative and 12-24 months for longer-term goals*

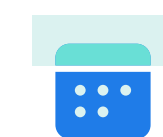
## 3. Strategy and Tactics



This section details what you'll actually do and why each tactic is important.

- List the SEO tactics you'll execute  
Example: *Technical SEO, on-page SEO, content creation, link building, and local SEO, if applicable*
- Write one sentence explaining why each tactic matters to your objectives
- Explain why each strategy is important to your goal

## 4. Timeline and Milestones



This is the phased roadmap your boss can use to track progress.

- Map clear deliverables every 30 days throughout the engagement  
Example:
  1. Day 30: Complete technical fixes and on-page optimization
  2. Day 60: Measure ranking improvement on optimized pages
  3. Day 90: Measure traffic growth and project lead and revenue impact going forward
- Tie each milestone back to your objectives

## 5. Budget and Resources



In this section, detail the investment you're asking for and what it will deliver.

- State your projected SEO investment and what it would deliver against your stated goals
- If you're reallocating budget from another channel, show the math
- If you're proposing partnering with an SEO agency or freelancer, include the scope of work and cost breakdown

Not sure how to evaluate SEO partners? Download our [free guide to choosing an SEO agency](#).

## 6. KPIs and Measurement



This section how you'll report your SEO's results and prove its ROI over time.

- Identify two to three metrics tied directly to your objectives  
Recommended KPIs: *organic leads generated, organic conversion rate, revenue attributed to organic search*
- Propose a monthly reporting cadence with your boss
- Define what a successful campaign looks like and agree on it with your boss before the engagement begins