



- SEO request for proposal: [Brand name]
- Agency: [Agency name]

Where are we now?

Top-line company information/background:	
How the company makes money:	
Current performance:	
Who do you consider to be your biggest direct competitors?	
Channel performance mix:	
Why are you changing?	
Access to performance + measurement data (e.g. analytics + Google Search Console data)	
Historical SEO results + activity:	

Where are we going?

What does success look like?	
Clear hierarchy of KPIs:	
Roadblocks - what might stop you from achieving success?	
Stakeholder expectations:	
What is needed from an agency to add value?	

How are we going to get there?

What problem are we looking to solve?	
Budget:	



Timelines:	
Internal resourcing + support available to the agency:	
Communication - how are we going to work together:	
Internal sign-off processes:	
What is your methodology for approaching SEO?	
What are your best case studies for a brand similar to us?	