SEARCH

CASCADIA SEARCH

SEO proposal

Growing organic sales for Willamette Outdoor Supply: a 6-month plan from March 2027.

CREATED BY

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PREPARED FOR

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Where you are today

From your analytics and search console data for the last 12 months, and our crawl on February 8.

38,400
Organic visits a month
Flat for 18 months

21%
Of online revenue
From organic search

6,800
URLs crawled
Only 2,900 should be indexed

4.9 s
Mobile load time
Category pages, on 4G

12
Top-3 keywords
Competitors average 85

0
Buying guides
Competitors publish 4 a month

What is holding you back

FINDING	IMPACT	FIX
3,900 filter pages indexed as duplicates	High	Block filter combinations from indexing
Category pages with 40 words of text	High	Rewrite the top 30 for shoppers' questions
No product structured data	Medium	Add product, price and review schema
Slow images on mobile	Medium	Compress and lazy-load images
Few links from outdoor sites	Medium	Digital PR with buying guides

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The plan

Fix what blocks Google first, then build content and links that compete.

MONTH 1

Audit and technical fixes

Tasks

- Full technical audit
- Fixes with your developer
- Reporting dashboard

Deliverables

- Fix list, done
- Live dashboard

MONTHS 1–2

Category pages

Tasks

- Keyword research by category
- Rewrite the top 30 categories

Deliverables

- 30 rewritten categories

MONTHS 2–6

Content and links

Tasks

- 4 buying guides a month
- Outreach to outdoor publications

Deliverables

- 20 buying guides
- Links from relevant sites

How we will report

MEASURE	TODAY	TARGET, MONTH 6
Organic visits a month	38,400	52,000
Keywords in the top 3	12	60
Organic revenue share	21%	28%
Mobile load time, category pages	4.9 s	Under 2.5 s

Targets are our best estimate, not a guarantee; no one can guarantee rankings. You see every number live in the dashboard.

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Retainer levels

Technical and reporting Technical care and monthly reports.	no new content, no outreach	**$2,400** a month
Content and links Four buying guides and outreach.	what we recommend, monthly strategy call	**$4,200** a month
Category leader Eight guides and video content.	faster growth, fortnightly calls	**$6,800** a month

Investment

Month 1 setup plus six months on Growth. Oregon has no sales tax.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Month 1: audit and fixes					
1	**Technical SEO audit** Code: AUD All 6,800 URLs: indexing, speed, schema and internal links.	1 audit	$3,500.00	–	0%	$3,500.00
2	**Technical fixes, implemented with your developer** Code: FIX Duplicate filter pages, broken redirects, product schema and image compression.	24 hrs	$150.00	–	0%	$3,600.00
3	**Category page rewrites** Code: CAT The 30 categories with the most search demand, rewritten for what shoppers search.	30 pages	$120.00	–	0%	$3,600.00
4	**Reporting dashboard setup** Code: RPT	1 setup	$600.00	–	0%	$600.00
			Subtotal: Month 1: audit and fixes			**$11,300.00**
	Months 1 to 6: ongoing SEO					
5	**SEO retainer** Code: RET • 4 buying guides a month, researched and written • Digital PR and outreach to outdoor publications • Monthly technical checks and a strategy call	6 months	$4,200.00	–	0%	$25,200.00
			Subtotal: Months 1 to 6: ongoing SEO			**$25,200.00**

Subtotal	$36,500.00
Sales tax (none in Oregon)	$0.00
Total	**$36,500.00**

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Terms

1. Term

1.1 Six months from March 1, 2027, then month to month with 30 days' notice.

2. Billing

2.1 Month 1 setup on signing; the retainer monthly in advance, payable in 15 days.

3. Ownership

3.1 All content, reports and the dashboard belong to you, including after the contract ends.

4. Your part

4.1 Developer time for the fixes, access to analytics and search console, and approval of content within 5 days.

5. No guarantees

5.1 We do not guarantee rankings or traffic. We guarantee the work in the plan and full transparency.

6. Validity

6.1 This proposal is valid until Mar 17, 2027.

Agreed

Signed for Willamette Outdoor Supply and Cascadia Search Co.

FOR WILLAMETTE OUTDOOR

_____

SIGNATURE

Willamette Outdoor Supply

Name: _____

Date: ____ / ____ / _____

FOR CASCADIA SEARCH

_____

SIGNATURE

Cascadia Search Co.

Name: _____

Date: ____ / ____ / _____

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