

Proposal for SEO and Digital Marketing Services

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Scope of Work

1. Technical SEO Audit

- Conduct a thorough SEO audit to identify quick wins that can improve search rankings before the launch of the new website in six months.
- Require access to Google Search Console and Google Analytics to analyze existing performance.
- Provide a structured list of technical SEO recommendations to be implemented by Endeavor Global's developer.

2. Content SEO Strategy

- Conduct keyword research to identify opportunities for organic growth.
- Provide clear guidelines for optimizing content and strategically targeting keywords to improve organic visibility and maximize performance in Google Grant search campaigns
- Ensure alignment with best SEO practices to enhance site authority and engagement.

3. LinkedIn Audit & Recommendations

- Perform an in-depth audit of Endeavor Global's LinkedIn presence.
- Provide actionable recommendations to optimize content, engagement strategies, and audience targeting.

4. Audience Creation for LinkedIn & Google Grants

- Define and create target audience segments on LinkedIn and Google Grants.
- Implement audience targeting strategies to optimize campaign performance.
- Align audience segmentation with the organization's marketing and outreach goals.

5. Monthly Custom Reports & HubSpot Recurring Reports

- Generate detailed monthly reports on SEO performance, campaign metrics, and audience engagement.
- Set up automated recurring reports within the **HubSpot** platform for real-time insights.
- Provide data-driven recommendations based on report analysis.

6. Google Grant Search Test Campaigns

- Design and implement test search campaigns using the **Google Grants** program.
- Monitor and optimize campaigns for improved quality scores and ad performance.
- Ensure compliance with Google Grant policies and maximize the effectiveness of the allocated budget.

Deliverables & Reporting

- **Technical SEO Report** with recommendations for quick wins (Month 1).
- **Content SEO Plan** with keyword strategies (Ongoing).
- **LinkedIn Audit Report** with improvement suggestions (Month 1).
- **Audience Targeting Strategy** for LinkedIn & Google Grants (Month 2).
- **Monthly Performance Reports** (SEO, LinkedIn, Google Grants) with insights and next steps.
- **Google Grant Search Campaign Setup & Optimization** (Month 2 & 3).

Duration	3 months contract
Hours per week Total Hours per Month	● 10 ● 40
Hourly Rate Monthly Cost	● €72 ● €2880—€2500

My start date will be on March xx , 2025, and I will be reporting directly to Konstantinos Iliopoulos, Digital Strategist.

I cannot wait to come on board!

Sincerely, Archontoula Xanthopoulou