



SEO Growth Proposal

Search visibility. Qualified traffic. Measurable leads.

www.roquestar.site

Executive Summary

A practical SEO and paid-search roadmap built for business growth.

This proposal is focused on helping your website become easier to find, easier to trust, and easier to convert.

Measurable gains in meaningful website traffic
Milestones tied to converted traffic and lead generation
Analytics access for clear month-to-month visibility
Monthly reports showing progress, completed work, and next steps
A long-term return on digital visibility and search authority

The aim is simple:

Get seen by the right people, then turn that attention into action.

ORGANIC SEARCH

PAID SEARCH

ANALYTICS



Campaign Goals

What success looks like

Campaign Goals

The proposal targets visibility, traffic quality, engagement, and lead flow.

Rank higher in organic search for money keywords and service terms.

Increase qualified traffic from people actively searching for your services.

Improve engagement through better content, navigation, and search intent alignment.

Build domain authority through technical SEO, useful content, and relevant links.

Increase brand awareness through website content, video assets, and authority properties.

Convert targeted traffic into qualified leads.



Campaign Deliverables

The operating system for search growth

Core Deliverables

A complete search-growth foundation with measurable reporting.

Analytics Setup

Events, goals, funnels, dashboards, attribution points, and Webmaster Tools.

Keyword Analysis

Research across service terms, synonyms, long-tail demand, and purchase intent.

Technical SEO Audit

Crawl, broken links, source code, metadata, sitemap, robots.txt, and structured data.

Site Structure

SEO silos, content architecture, headings, metadata, image tags, and internal linking.

Local SEO

Google Maps / Local 3 Pack setup and optimization where applicable.

Reporting

Monthly performance reporting with completed tasks, goals, issues, and next steps.



Web Analytics

Data before guesswork

Analytics, Search Console & Reporting

We track the actions that matter before scaling traffic.

Custom Google Analytics implementation with events, goals, reports, and dashboards.

Google Search Console setup to monitor sitemap, indexing, technical warnings, and rankings.

Monthly reports covering completed tasks, results, analytics, goals, concerns, and planned tasks.

Campaign decisions based on data rather than assumptions.

**Measure →
Optimize → Report
→ Improve**

Clean data keeps the campaign accountable and focused on real business outcomes.



Paid Search

Optional, but recommended

Paid Search: Fast Visibility While SEO Builds

A blended strategy creates first-page presence faster.

PPC can put your offer in front of searchers immediately while organic rankings grow.
Ad spend can be reduced as organic rankings strengthen.
Campaign work includes keyword research, landing page design, ad setup, click-to-call, call tracking, and conversion tracking.
Custom landing pages are built to lower cost per click and improve lead conversion.

Organic + Paid

Balanced search presence across short-term lead capture and long-term authority.

SEO

PPC

LANDING PAGES



Organic Search

The long-term traffic engine

What Helps a Site Rank

Organic growth is built through technical health, strong content, social proof, and authority links.

Technical

Clean code, sitemaps, robots.txt, speed, indexing, architecture.

Content

Keyword usage, structure, helpful pages, metadata, headings, and internal links.

Social

Mentions and engagement that support awareness and traffic.

Links

Relevant backlinks that increase authority and trust.

Technical Audit

A clean search foundation before content and link building scale.

Website crawl using Screaming Frog SEO Spider
Broken link assessment and correction
Inbound link and outbound link assessment
Image title and alt tag improvements
XML sitemap creation and submission
Robots.txt setup and optimization
URL structure recommendations

Technical SEO removes friction between your website and search engines.

The goal is to make every important page easier to crawl, understand, index, and rank.

Keyword Analysis & Optimization

We map demand, intent, and on-page signals.

Identify head terms, long-tail keywords, top-of-funnel topics, and purchase-intent searches.

Use keyword research tools, trends data, and semantic search patterns to find valuable variations.

Optimize title tags, heading tags, image titles, alt tags, body content, and meta descriptions.

Create a keyword baseline that guides future content and monthly improvements.



Content, Social & Authority Properties

SEO performance grows beyond the website itself.

Guide content around helpful, linkable topics that can attract authority links.

Use blog content, YouTube, Vimeo, SlideShare, and other channels to widen search visibility.

Make social media recommendations that support traffic, relevance, and engagement.

Build brand authority by distributing useful content across high-volume channels.

Good content earns trust before it earns rankings.

Authority comes from being useful in more than one place.

Link Building Strategy

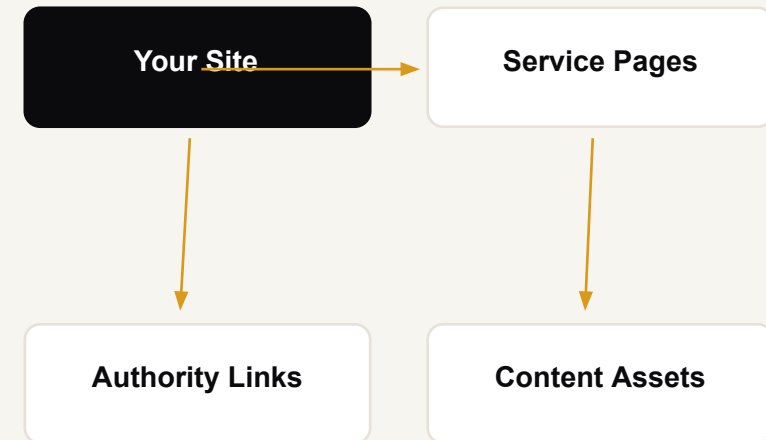
Relevant links remain a key driver of competitive search rankings.

Build tier-one links from quality, relevant domains.

Evaluate domains using authority, trust, referral signals, traffic indicators, and link profile quality.

Prioritize high-authority placements with stronger content investment.

Support important links with tier-two activity so they are discovered and indexed.



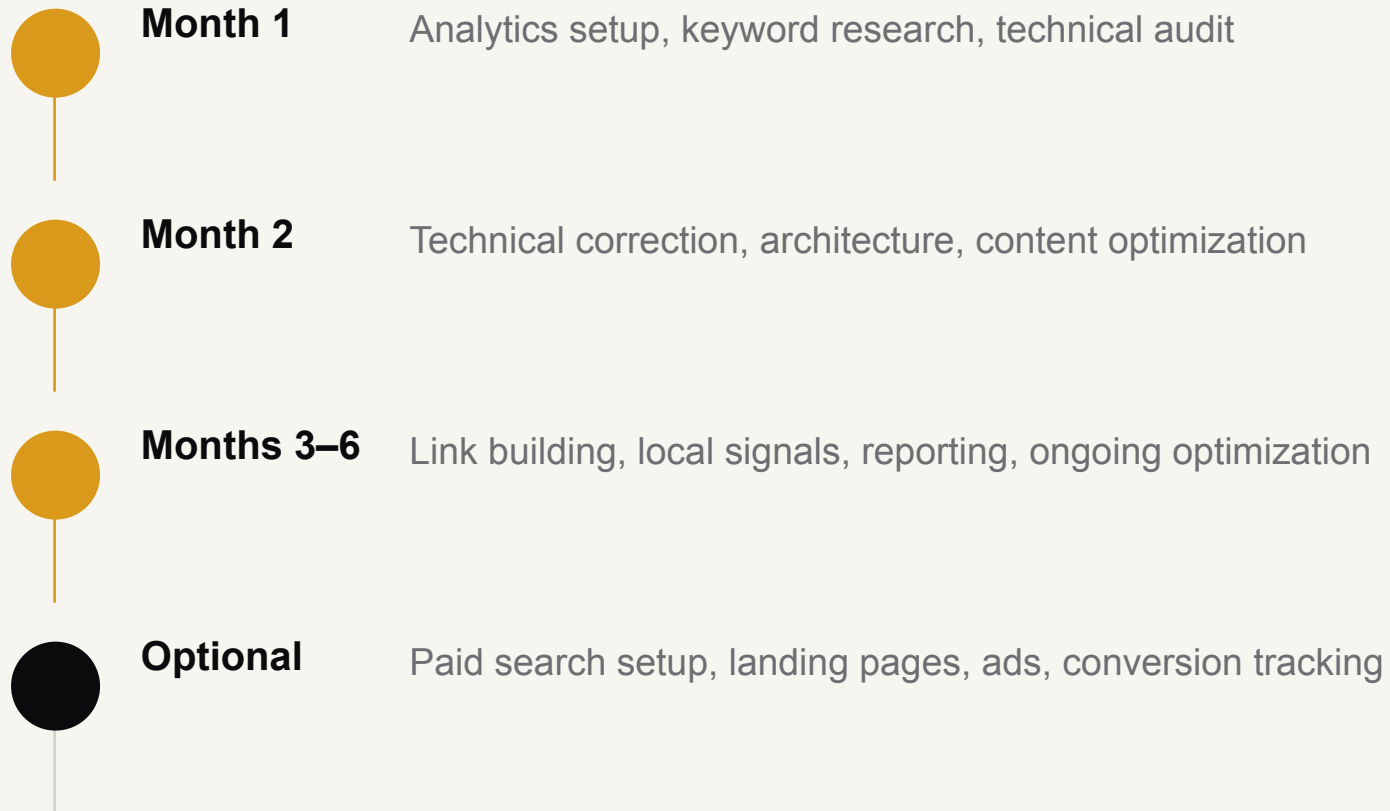


Time Frame & Costs

A six-month campaign foundation

Estimated Campaign Timeline

Work is sequenced so the foundation is ready before scale.



Proposed Costs

Services are modular, but the strongest results come from the complete stack.

Organic Search

6-month SEO campaign

Technical Audit
Keyword Analysis
Tracking + Analytics
Content Consulting
Link Building
Link Earning

Pricing: Contact Rogue Star

Paid Search

Optional paid-search layer

Landing Page Design
Landing Page Development
Ad Setup
Ad Creation
Ad Optimization
Minimum Ad Spend TBD

Pricing: Contact Rogue Star

Contact Rogue Star

www.roquestar.site

+1 (808) 336-7620

+268 7959 8269

info@roquestar.site

Powering your business with search visibility, analytics, and conversion-focused campaigns.

