

# SEO Proposal for American Medical Expert

Website: <https://americanmedicalexperts.com/>

Service Type: One-Time SEO Setup

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## 1. Project Overview

This proposal outlines a complete **one-time SEO optimization setup** for *American Medical Experts*.

The goal is to ensure the website is **search-engine friendly, properly indexed, technically sound**, and optimized for **better visibility, performance, and long-term organic growth**.

Our work will focus on

- Fixing on-page SEO gaps
- Resolving technical SEO issues
- Correcting indexing and crawlability problems
- Improving Core Web Vitals and overall site performance

## 2. On-Page SEO Optimization

On-page SEO ensures that each page of the website is optimized for relevant search queries and aligned with Google's ranking guidelines.

### 2.1 Meta Tags Optimization

- Optimize **Meta Titles** with proper length and keywords
- Write **compelling Meta Descriptions** to improve CTR
- Ensure uniqueness across all indexable pages

## 2.2 Heading Structure (H1–H6)

- Fix missing or duplicate H1 tags
- Proper hierarchy of headings for SEO and readability
- Keyword-aligned headings without over-optimization

## 2.3 URL Structure Optimization

- Clean, SEO-friendly URLs
- Remove unnecessary parameters if required
- Maintain consistency and proper canonicalization

## 2.4 Internal Linking

- Strategic internal linking between related pages
- Improve crawl depth and link equity distribution
- Fix broken or orphan pages

## 2.5 Image SEO

- Optimize image file names
- Add descriptive ALT tags
- Reduce image size without quality loss

# 3. Technical SEO Optimization

Technical SEO ensures that search engines can **crawl, render, and index** the website efficiently.

## 3.1 Website Crawl & Technical Audit

- Full site audit using professional SEO tools
- Identification of crawl errors, warnings, and critical issues

### 3.2 Indexability & Crawlability Fixes

- Fix pages blocked by robots.txt
- Correct noindex/nofollow issues
- Ensure important pages are indexable

### 3.3 XML Sitemap Optimization

- Generate or optimize XML sitemap
- Submit sitemap to Google Search Console
- Ensure only clean, indexable URLs are included

### 3.4 Robots.txt Optimization

- Review and optimize robots.txt file
- Prevent unnecessary crawling
- Allow priority pages for search engines

### 3.5 HTTPS & Security Checks

- Verify SSL implementation
- Fix mixed content issues (if any)

## 4. Indexing Issues Resolution

Indexing issues directly affect visibility on Google. This phase ensures that all important pages are correctly indexed.

- Google Search Console issue analysis
- Fix “**Crawled—currently not indexed**” pages
- Resolve **duplicate, alternate, and excluded pages**
- Manual URL inspections and indexing requests
- Clean up unnecessary indexed URLs

## 5. Core Web Vitals & Performance Optimization

Core Web Vitals are a direct ranking and user-experience factor.

### 5.1 Page Speed Optimization

- Improve page loading speed (desktop & mobile)
- Reduce unnecessary scripts and CSS
- Enable caching and compression

### 5.2 Core Web Vitals Improvements

- **LCP (Largest Contentful Paint)** optimization
- **CLS (Cumulative Layout Shift)** fixes
- **INP/FID (Interaction performance)** improvements

### 5.3 Mobile Performance Optimization

- Mobile usability fixes
- Ensure responsive behaviour across devices

## 6. Final Quality Assurance & Reporting

- Final SEO health check
- Verification of fixes in Google Search Console
- Performance and indexing confirmation
- Summary report of completed work

## 7. One-Time SEO Setup Deliverables

- Fully optimized on-page SEO structure
- Clean and search-engine-friendly technical setup
- Resolved indexing and crawl issues

- Improved Core Web Vitals & page performance
- SEO-ready foundation for long-term growth

## 8. Scope Clarification

This is a **one-time SEO setup project**.

Ongoing SEO, link building, content creation, or monthly optimization is **not included** unless requested separately.

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## 9. Pricing & Timeline

### Project Investment

The total cost for the **one-time complete SEO setup** (on-page SEO, technical SEO, indexing fixes, and Core Web Vitals optimization) is

**Total Investment: \$500 (One-Time Fee)**

This pricing includes:

- Full on-page SEO optimization
- Complete technical SEO setup
- Indexing and crawl issue resolution
- Core Web Vitals and performance improvements
- Final quality check and implementation verification

No hidden charges. No monthly commitment.

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## Project Timeline

- **Estimated Delivery Time:** 14–17 business days
- Timeline may vary slightly depending on website size and technical complexity.