

Search Engine Optimisation

Commercial in Confidence

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).The Yahoo! logo, featuring the word "YAHOO!" in a bold, red, sans-serif font with a blue exclamation point.The nineMSN logo, featuring the word "nine" in red and "msn" in blue, with a small orange and yellow butterfly icon to the right.The Sensis logo, featuring the word "sensis" in a blue, lowercase, sans-serif font, enclosed within a blue circular arc.



What is SEM & SEO?

What is search engine optimisation (SEO)? How do I promote my website?

In its simplest form SEO is the process of moulding a website, including text, titles, alt tags and more so that search engines will apply a higher ranking to your website for the specific search terms, and in turn lifting your position in the search engine for those keywords.

SEO looks at what people will search for on the Internet for your specific products or service and then makes sure your site has all the appropriate content to match those search terms, thus giving your website a higher chance of being found on the internet.

Why Is Search So Crucial?

Research has found that search engines present a significant part of Web activity, with Google searches averaging 250 million searches per day.

Statistics show 83% of web users use the internet to search and find potential vendors. This enables them to compare services, quality and prices, quickly and easily over the Internet before buying. In order to be one of the sites chosen for comparison your site needs to appear near the top of the listing. With search engines driving more than half of all online purchases for businesses around the world, it makes the picture clearer as to why search is so crucial!

Cost of Acquiring a Customer

With SEO being a new media marketing tool, many have asked whether it's cost effective marketing. A research study by Piper Jaffray, ("The New eCommerce Decade: The Age of Micro Targeting") reported in [Internet Retailer](#), found that search is now the most cost-efficient customer acquisition tool. Print yellow pages ranked second. Here's how the various media fared:

- * Search: \$8.50 per new customer
- * Yellow Pages: \$20 per new customer
- * Online display ads: \$50 per new customer
- * Email: \$60 per new customer
- * Direct mail: \$70 per new customer

This demonstrates that Internet Marketing, SEO, is more than twice as effective as Yellow Pages, and more so for other methods.

Why do you need Search Engine Marketing?

With 93% of web users not looking further than the first 2 pages. Most prefer to use another search engine rather than look past the first 10 results. How can your business succeed if you're not found?

Furthermore, 33% of users believe that companies that are found in the top search results are major brands in their specific category/product/service. SEO raises your online profile and builds brand awareness and drives more traffic to your website.



Pick a Package that suits your business needs

Business Starter

For small businesses with a simple website that need to target semi competitive keyword phrases. This package includes SEO for 5 keyword phrases, 8 hours of initial SEO setup, and 2 hours of SEO performance maintenance/consultation each month.

What you Get:

- + Keyword Research
- + Competitive Analysis
- + 5 keyword phrases selection
- + 8 hours of initial SEO
- + Submission to all major search engines including Google, Yahoo, Ninemsn, & Sensis
- + Business Directory Listings
- + Link Building
- + Monthly SEO Ranking Report
- + Google Analytics Setup
- + 1.5 hours SEO performance maintenance/consultation service per month

Setup Investment: \$750
Ongoing Monthly: \$175.00

Business Package

For small businesses with a simple website that need to target semi competitive keyword phrases. This package includes SEO for 10 keyword phrases, 10 hours of initial SEO setup, and 2 hours of SEO performance maintenance/consultation each month.

What you Get:

- + Keyword Research
- + Competitive Analysis
- + 10 keyword phrases selection
- + 10 hours of initial SEO
- + Submission to all major search engines including Google, Yahoo, Ninemsn, & Sensis
- + Business Directory Listings
- + Link Building
- + Monthly SEO Ranking Report
- + Google Analytics Setup
- + 2 hours SEO performance maintenance/consultation service per month

Setup Investment: \$990
Ongoing Monthly: \$249.50



Business Plus Package

This package is for businesses with a website that include several products and/ or services targeting several locations. It provides competitive keyword phrases. The package includes SEO for 20 keyword phrases, 20 hours of initial SEO setup, and 4 hours of SEO performance maintenance/consultation per month.

What you Get:

- + Keyword Research
- + Competitive Analysis
- + 20 keyword phrases selection
- + 20 hours of initial SEO
- + Submission to all major search engines including Google, Yahoo, Ninemsn, & Sensis
- + Business Directory Listings
- + Link Building
- + Blog setup and article submission
- + Monthly SEO Ranking Report
- + Google Analytics Setup
- + 4 hours SEO performance maintenance/consultation service per month

Setup Investment: \$1550.00
Ongoing Monthly: \$349.50

Business Complete Package

For businesses looking to get the maximum search engine exposure. This package includes SEO for 30 keyword phrases, 30 hours of initial SEO setup, and 6 hours of SEO performance maintenance/consultation per month.

What you Get:

- + Keyword Research
- + Competitive Analysis
- + 30 keyword phrases selection
- + 30 hours of initial SEO
- + Submission to all major search engines including Google, Yahoo, Ninemsn, & Sensis
- + Business Directory Listings
- + Link Building
- + Monthly SEO Ranking Report
- + Google Analytics Setup
- + Blog setup and article submission
- + 6 hours SEO performance maintenance/consultation service per month

Setup Investment: \$1995.00
Ongoing Monthly: \$499.50

Search Engine Optimisation (SEO) Packages

Primary features	Business Starter	Business	Business Plus	Business Complete
Keyword Research	Yes	Yes	Yes	Yes
Competitive Analysis	Yes	Yes	Yes	Yes
No. of Keyword Selection	5	10	20	30
No. of Hours of Initial SEO	8	10	20	30
Submission to all Major Search Engines	Yes	Yes	Yes	Yes
Business Directory Listings	Yes	Yes	Yes	Yes
Link Building	Yes	Yes	Yes	Yes
SEO Ranking Report	Monthly	Monthly	Monthly	Monthly
Google Analytics	Yes	Yes	Yes	Yes
Blog	No	No	Yes	Yes
No. of hours of SEO Maintenance/Consultation Service per month	1.5	2	4	6
Min. contract term	6 months	6 months	6 months	6 months
Investment	Setup Investment: \$750.00 Monthly Investment:\$175.00	Setup Investment: \$990.00 Monthly Investment:\$249.50	Setup Investment: \$1550.00 Monthly Investment:\$349.50	Setup Investment: \$1995.00 Monthly Investment:\$499.50

*Figures listed are inclusive of GST

Terms and Conditions:

- The costing has been done after an effort estimation exercise of the man-hours to be expended for each module, activity and task.
- Payment terms:
 - 100% advance for onsite optimisation setup
 - Monthly payment for SEO ongoing efforts (website Ranking and maintenance)
 - Specifications shall have to be laid down by the client before commencement of work and we shall adhere to the defined scope of work with approval / sign-off sought at every stage.



What do I need to do?

- * Choose a monthly SEO package that suits your budget. If you are unsure what is an appropriate budget for your business sector, email us at seo@earthlinkdesign.com.au
- * Once you've decided on a package, please send through a list of keywords you would ideally like your website optimised for. If you're unsure which keywords are appropriate for your site, we can help you choose.
- * After receiving your keyword list, we will contact you regarding your keyword selection. Please note that with the more competitive keywords, there is more effort required to get your website ranked well. As a result fiercely competitive keywords (e.g., "home loan") will require a higher-cost package to rank compared to less-competitive keywords. We will let you know if you have chosen an unsuitable package / keyword combination
- * Once we have agreed on a suitable keyword / SEO package, we will send you an agreement and direct debit form to fill out. We need your signature on both documents before we can commence.
- * A dedicated SEO manager will then assess your website for SEO problems, and notify you if any exist.
- * Our SEO team will begin requesting and achieving inbound links for your site throughout the six-month SEO agreement. You are not required to add links to other websites, Please note that achieving inbound links is vital to achieving high rankings. Without increasing inbound links your website is unlikely to improve its rankings.
- * You will receive rankings performance reports at the intervals specified in your SEO agreement.
- * You will be billed upfront each month via direct debit, as per the terms of the SEO agreement.

Why ACT now?

Q. A potential customer conducts a search via a major search engine which leads to the following scenario;

1. They find your website
2. They will find your competitors website

A. The answer is dependent on the strategy you have selected. Have you invested in your website and marketed it effectively? If so, then the potential customer will find your site. However, the more common answer is, that your website is not performing well, and every time a potential customer is searching for a keyword or keyword phrase relevant to products or services your website is offering, your company is losing potential business!

DO NOT wait any longer, ACT NOW!