

RISE ABOVE YOUR COMPETITORS

SEARCH ENGINE OPTIMISATION PRICE LIST



## SEARCH ENGINE OPTIMISATION COMPLETE PACKAGE SETUP

Dominate the first page search results!  
Rise above your competitors!

SEO COMPLETE  
PACKAGE  
SETUP

**\$2,500\***

PACKAGE INCLUSIONS

- Website Analysis Report
- Metatags & Page Titles
  - Up to 20 pages
- Keyword Rich Content
  - Up to 6 existing pages & up to 3 new pages
- Link Building
  - 2 articles in 25 directories (50 links)
- Website Improvements
  - SEO friendly URL's
  - Heading tags (H1 & H2)
  - Phone number & address on all pages
  - Links from within website content
  - Website Sitemap
  - Additional improvements (see breakdown of inclusions)

SETUP

**\$1000\*** SEO MONTHLY  
MAINTENANCE

MONTHLY INCLUSIONS

- SEO monthly reports
- Monthly search engine rank report
- Website Content Building
- Link Building
  - Directory submissions
  - Bookmarking submissions
  - Press Release submissions
  - Social Networking submissions
- Link Building reports

## SEARCH ENGINE OPTIMISATION EXPLAINED

### Website Analysis Report

A detailed analysis of your website, performed by our SEO experts.

This allows us to show you what methods we suggest for optimisation to achieve first page listings. Includes relevant keywords, new pages and content writing.



### Metatags & Page Titles

Search engines read meta-tags and page titles, just like a book has a title and a blurb on the back.



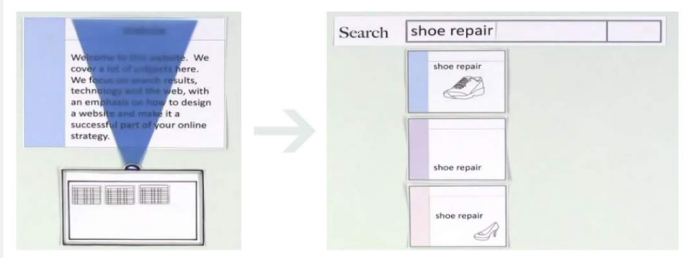
### Keyword Rich Content

Search engines look at every word on your website.

So, if you repair shoes, and want to appear when people search for 'shoe repairs sydney', a separate page for shoe repairs with related content is essential. The search engines can then see that your web page is about shoe repairs, and that you're located in Sydney.

Up to 6 existing pages & up to 3 new pages.

Pages incl. 400 words each, of which 3% is keyword rich.

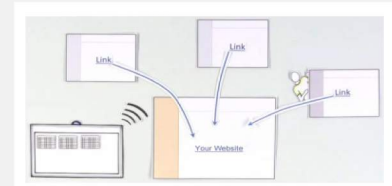


### Link Building

Links between websites matter.

By creating articles with links and recommendations to your website, we're showing the search engines that your website is relevant. A web page with a lot of links coming to it looks good to search engines.

Includes 2 articles, submitted to 25 directories = 50 links!



### Website Improvements

#### SEO friendly URL's

Search Engines read your web pages like chapters in a book.

Having clearly labelled web pages helps your rankings by enabling the search engine to categorise that page by the name, as well as by the content within it.



#### Heading tags (H1, H2, H3)

Heading tags, or "H tags" highlight the importance of the information on the page. They work the exact same way as a page title or a web page name, however the code is different because it's within the body of the website. Having these headings set as "H" tags allows the search engines to identify that *this* is what the following content is about.

#### Phone Number & Address on all pages

Featuring your contact details on every single page of your website isn't only for your potential customers to find your phone number easily, it's also for the search engines to know that you're a real business, looking for real customers and that you deserve to be seen!

#### Links from Web Page Content

We know that keyword-rich content is important, so why not utilise keywords to link between pages? If your home page has a "Our Services" bullet point list, linking each service directly to the page will help search engines crawl through easily.

#### Sitemap

A sitemap includes 2 things: first, a "sitemap" link in your footer, which is a simple list, like a family tree, of all your websites pages. Secondly, a file with particular code that assists search engines when crawling through your site. Both sitemap variations provide a simple 'street directory' for the search engines to navigate through your website.

#### Additional SEO Website Improvements

There's smaller, yet essential, changes that we also adhere to when optimising websites. Creating a centralised link to your home page using your logo, bold and italic text, creating additional links and/or drop down menu's for new services and product pages. This list can be quite simple or extensive, depending on your website and what needs to be done to achieve the best results from your SEO!