

The Fine Print

Our SEO Program is a documented and transparent approach to Search Engine Optimisation. The initial month focuses on the implementation of structural and technical aspects followed by ongoing optimisation until the desired rankings and traffic increases have been achieved.

Keyword Phrase Research & Recommendations

- The identification of 5 "core" keyword phrases to be targeted (based on the target market, traffic potential, target audience and competitor site analysis)
- Site structure and page structure for keywords.
- Keywords added month on month as targeted keywords rank on page #1

Preliminary Benchmark Reports

- Current ranking benchmark of targeted keyword phrases
- Competitor website ranking report for targeted keyword phrases

On-page SEO Techniques

- Search Engine Optimisation of pages including the creation of new Search Engine-friendly "landing" pages as required
- SEO editing of copywriting to balance on-page keyword richness with your brand message, internal and external links
- Edit title, description and other "off-page" meta tags for these pages to target keywords and maximise clicks
- Apply internal linking strategies to maximise the value of existing website page rank
- Link all location pages to their respective Google + pages
- Add a Google + button to the site to encourage reviews
- Add footer link to our company pages to ensure "link juice" is passed to the website
- Add profile pages to SEO Web Logistics, Gold Coast Website Designs & Qld Business Directory Profile pages to cross-promote business

Off-site SEO Techniques

- Local directory link submissions to boost the page rank of the site and the presence of your Google+ Local account
- Create/use a YouTube Channel to promote new products and optimise. Create & distribute videos to various video-sharing directories
- Local Australian link submissions to boost the page rank of the site
- Create and implement Google account, analytics & Webmaster tools for website tracking

Google My Business (1 location)

- Create, claim or consolidate one Google My Business
- Research and identify five keyword phrases to be targeted in approved Google categories and content
- Edit and upload content including images and video to achieve 100% completion rating
- Create 10 Google Places citations and references from trusted sources
- Optimise all images/alt tags in the listing
- Optimise listings descriptions

Completion Reports

- Post project ranking report of targeted keyword phrases
- Competitor website ranking report for targeted keyword phrases
- Monthly Site Traffic Reports