



## Search Engine Success Guidelines

"Search Engine Success" is a service that we provide to achieve very high rankings for web sites with many of the worlds most popular search engines.

The following information fields need to be completed by the stakeholders to determine what keywords they would type into their favourite search engine - in the hope that their site would come up on the top page of the search engines results.

Armed with your information we will then determine the following:

1. how ready your site is to achieve top page results.
2. the strength of the competition
3. and the likelihood of success
4. strategies for improvement

Initially please **exclude** your business name and brand as keywords (they **will** be added later). Please do include geographical, business type, service terms e.g.

*“website design Adelaide” - “Adelaide web design” - “webdeveloper Adelaide”*

Ideally you should imitate what potential clients would type to find the products and services you offer. Typically most keyword sets should be 3 word combinations however occasionally 2 word and/or 4 word combinations can also be appropriate. Please record in priority order.

Alternately record the keyword sets that you would type into a search engine to determine how well we have done our job providing you with “Search Engine Success”.

<u>Keyword Sets</u> - in priority order	<u>&lt;keywords&gt;</u>
1 _____	
2 _____	
3 _____	
4 _____	
5 _____	

Sites are measured at the following search engines, please cross out any that don't apply.

Google, Google.AU (Australia), Yahoo.AU (Australia), Bing/NineMSN (Australia),



The next step is to provide both a short (8 - 12 word) and long (20 - 30 word) description of your business. For best results they should be consistent with each other as well as the keywords provided earlier. Often the easiest strategy is to use the short sentence as the base of your long sentence and expand using more of the keyword sets nominated earlier.

<b>Short Description:</b> Please describe your site in 8 - 12 words for the	<b>&lt;title&gt;</b>
Build this sentence from your keyword sets in order of priority	

<b>Long Description:</b> Please describe your site in approx 30 words for the	<b>&lt;Description&gt;</b>
Build this sentence from your keyword sets in order of priority	
Tip - Use the short sentence as the base of the Long Description	

Web Address	_____		
Contact Person	_____	Title	_____
Company	_____	Phone	_____
Email	_____	Order #	_____
ftp address	_____	username	_____
ftp password	_____		_____

PLAN (please nominate)

BRONZE   SILVER   GOLD   SOCIAL-MEDIA   PPC

**ACCEPTANCE**

Work may commence work on this “Search Engine Success” task as soon as you sign off on the “Keyword Phrases”, Search Engine Description and the Title information as requested above. Please acknowledge that we have permission to act on your behalf and as your agent when dealing with Search Engines and similar online marketing tools. An invoice will be raise immediately on receipt of this information.

I \_\_\_\_\_ accept on behalf of \_\_\_\_\_ on \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_  
(Contact Name) (Business Name) (Date)