

Steve Goodridge

Adelaide
— **SEO**



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ABN: 56 410 725 653

Adelaide SEO ~ Steve Goodridge

Search Engine Success

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Search Engine Success (SES) Options - Inc GST

Organic (SEO*)

***SEO or Search Engine Optimisation** is the process of improving the visibility of a web site or a web page in search engines via "natural" or un-paid ("organic") methods.

The most important component is the keyword sets which can be provided by the client or analysed from the website content by our professionals.

Bronze Service (Bi-Annual)

- ✓ Review website and devise keyword sets
 - Alternatively the client may provide the keyword sets
- ✓ conduct a site analysis on the structure and content to determine what might assist or impede the sites search engine rankings
- ✓ implement strategy
- ✓ generate a site map which indexes all web pages ready for search engines to navigate and map the site
- ✓ **monthly** promotion
- ✓ **monthly** submission of website to search engines
- ✓ **monthly** site map submission to the more popular search engines
- ✓ Bi-Annual SEO Audit, monitoring, modifications & updates

Bi-Annual Review & Updates

Retail: **\$770.00**

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Silver Service (Quarterly)

- ✓ Review website and devise keyword sets
 - Alternatively the client may provide the keyword sets
 - ✓ conduct a site analysis on the structure and content to determine what might assist or impede the sites search engine rankings
 - ✓ implement strategy
 - ✓ generate a site map which indexes all web pages ready for search engines to navigate and map the site
 - ✓ **monthly** promotion
 - ✓ **monthly** submission of website to search engines
 - ✓ **monthly** site map submission to the more popular search engines
-
- ❖ set up Google Analytics
 - ❖ set up Google Webmaster tools
 - ❖ set up Google Local Business Listing
 - remotely install Google Business listing
 - set up management account for above accounts
 - ❖ conduct an SEO audit of where a website is situated in selected search engines ranking for nominated key words
 - ❖ conduct a site analysis on the structure and content to determine what is assisting or impeding the sites search engine rankings
 - ❖ develop and implement an SES strategy
 - ❖ **Quarterly** monitoring, analysis and remedial action where necessary to take advantage of opportunities to improve performance

Quarterly Review and updates

Retail Set-up **\$550.00 &
\$990.00 per quarter**

10% discount when paid 6 months in advance
20% discount when paid 12 months in advance

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Gold Service

- ✓ Review website and devise keyword sets
 - Alternatively the client may provide the keyword sets
- ✓ conduct a site analysis on the structure and content to determine what might assist or impede the sites search engine rankings
- ✓ implement strategy
- ✓ generate a site map which indexes all web pages ready for search engines to navigate and map the site
- ✓ **monthly** promotion
- ✓ **monthly** submission of website to hundreds of search engines
- ✓ **monthly** site map submission to the more popular search engines

- ❖ set up Google Analytics
- ❖ set up Google Webmaster tools
- ❖ set up Google Local Business Listing
 - remotely install Google Business listing
 - set up management account for above accounts
- ❖ conduct an SEO audit of where a website is situated in selected search engines ranking for nominated key words
- ❖ conduct a site analysis on the structure and content to determine what is assisting or impeding the sites search engine rankings
- ❖ develop and implement an SES strategy

- ◆ **Monthly monitoring**, analysis and remedial action where necessary to take advantage of opportunities to improve performance

Gold Service – Monthly review and updates

Retail Set-up **\$550.00 &**
 \$440.00 per month

10% discount when paid 6 months in advance
20% discount when paid 12 months in advance



Platinum “Portal” Service

Suitable for Portal, eCommerce and Business Index sites where multiple layers of the site require both individual and different SEO strategies. Typically entails Organic SEO for umbrella site whilst devising and implementing a strategy to have sub sections, categories and member services pages rank individually and add to the primary sites brand/promotion.

- ✓ Review website and devise keyword sets
 - Alternatively the client may provide the keyword sets
- ✓ conduct a site analysis on the structure and content to determine what might assist or impede the sites search engine rankings
- ✓ implement strategy
- ✓ generate a site map which indexes all web pages ready for search engines to navigate and map the site
- ✓ **fortnightly** promotion
- ✓ **fortnightly** submission of website to hundreds of search engines
- ✓ **fortnightly** site map submission to the more popular search engines

- ❖ set up Google Analytics
- ❖ set up Google Webmaster tools
- ❖ set up Google Local Business Listing
 - remotely install Google Business listing
 - set up management account for above accounts
- ❖ conduct an SEO audit of where a website is situated in selected search engines ranking for nominated key words
- ❖ conduct a site analysis on the structure and content to determine what is assisting or impeding the sites search engine rankings
- ❖ develop and implement an SES strategy

- ◆ **Fortnightly monitoring**, analysis and remedial action where necessary to take advantage of opportunities to improve performance

Platinum Portal Service – Fortnightly review and updates

Analysis & Strategy **\$1320.00**

Retail Set-up **\$880.00 & \$550.00 per month**
(subject to Analysis)

10% discount when paid 6 months in advance
20% discount when paid 12 months in advance

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SEO Notes:

Non-standards compliant, standalone and/or unusual Content Management Systems attract a 20% premium over published rates and may affect standard delivery times.

Google Map Listings

- Set-up from \$275.00
 - Includes onsite 30 minute visit (within 20k of GPO)
 - Google Local Business System (Google Maps) requires multiple authentications at varying stages of updating your details – which includes Google calling (only) your advertised website phone number – so the onsite needs to be at the premise where your advertised business phone number is answered.
 - Offsite attempts can be negotiated but often are less reliable, take more time and may incur additional costs.
-

FACEBOOK 'Like' Campaigns

- Set-up **from** \$770.00
 - Estimates upon request and depend on existing presence
-



Social Media Marketing Campaigns

- Set-up from \$165
- Trickle feed and grow a variety of Social Media and article back-links to your website to increase the number of total links to your site to improve search engine rankings

SEM Campaign	Bronze	Silver	Gold
Google Plus Ones			
* Non automated software used			
* 100% Manually delivered	50	100	250
* Provided with unique IP's			
* High quality plus ones			
* Google phone verified accounts			
Buy Facebook Likes	50	100	250
Set-up Social Media Accounts: reserve BRAND username/account in Multiple Social Media sites where available – eg:			
• Twitter	5	10	25
• Delicious			
• Digg			
• Stumbleupon – etc			
Social Media Bookmarks, Likes & Links	50	100	250
Setup Profiles & Articles with Back-links			
• Wikipedia			
• Hubpages	1	2	5
• Squidoo lens			
• Press Releases etc.			
Authoritative Back-links (.edu & .gov)	5	10	25
Setup	\$165.00	\$220.00	\$275.00
Price	\$110.00	\$165.00	\$220.00
	Per Month	Per Month	Per Month

Social Media Campaigns support Organic SEO efforts and work best over longer periods and build momentum – minimum 6 month duration.

Above numbers are indicative and typical of the amount of additional links, likes or articles to mention or link to your site during the campaign month. It is far better that a lower priced campaign run over a long consistent period than campaigning for short 'burst' periods at a higher price.