

SEO Advantage

Creating Profitable Websites Through Intelligent Search Engine Optimisation

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Complete Online Marketing & SEO (Search Engine Optimisation) Programs

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11am to 5pm.

Terms start from 6 months...

Complete Online Marketing & SEO (Search Engine Optimisation) Programs

Complete Online Marketing Begins With Your Website –

- We first identify major issues with your on-page factors of your website to help you be in a position to completely dominate your market online. This can dramatically increase your profits from the exact same amount of traffic your website is already receiving.
- We then work with you to determine what the main keywords in your industry are. Then we research your market and the keywords you gave us and complete in-depth keyword research to determine your “MONEY” keywords. This research leads us to the keywords with the best traffic pertaining to your target market audience and YOU get to choose from them.
- We work on your website structure and site foundations to help your website look right in the eyes of the search engines **for your chosen keywords**. When you please the search engines with good website structure you stand a far greater chance of higher listings in the search engines for longer periods of time.
- You will be given specific details (to give to your website site developer) on how to implement targeted landing pages to your website. These landing pages will be targeted to specific keywords (chosen by you via research results we do together) using proprietary techniques to help aid in conversion of site visitors into action takers on your call to action.
- From an appearance point first impressions count so when a visitor comes to your website we need to make sure we are giving them exactly what they are searching for in the first few seconds or you run the risk of losing them forever. We will show you how to implement this.
- We look at and implement strategies to automate your website in order to deliver a better trust factor and to deliver better conversions.
- We build strength to your website using SEO or Search Engine Optimisation. Unlike our competitors we utilise authority websites as a standard part of our off-page SEO strategies to help your website rank higher in the search engines.
- Your website also gains strength with a number of our advanced SEO proprietary techniques (exclusive to SEO Advantage)
- When your website starts ranking high in the search engines we can test and measure numerous on-page principles to aid in more sales from your website. This consists of having your web developer make changes on a regular basis till we determine the best on-page conversion.

- We will Search Engine Optimise 3 and up to multiple main money keyword phrases depending on the package you choose to go with. A main money key word phrase is a key phrase (of two words or more) that our research shows your targeted potential customers will most likely type into Google to find your website.
- A detailed report on the areas of your website that have vital faults and that are affecting your rankings (stopping you from doing well in the search engines like Google) followed up with immediate action steps to correct them.
- We will instruct your website designer of specific and important fundamental changes to your website that need to be completed immediately. Without these changes your website could continuously be held back from high rankings in the search engines. We (SEO Advantage) will turn your websites weak foundations into very strong and powerful foundations for your chosen keywords to aid in your website's search engine listing strength. We will have these important fundamentals altered in order to start building strong and long term foundations so Google and other search engines will recognise your website as a more credible website.
- We may install an email marketing auto responder system with pre written email marketing messages that you write under our guidance (plus \$19US per month with our recommended system) to automatically attract your potential customers to leave their name and email address. This is an essential step to your websites list building and data base creation. An email marketing auto responder with pre written email messages can:
 - Help build enormous trust in your potential customers quickly and once set up is completely automated and requires no work to send personalised emails to every single subscriber.
 - Help to tempt your potential customers to buy from you rather than your opposition and can entice them back to your website often. With a total of 10 pre written email messages the possibility of converting your potential customers into buying customers can be increased by over 200%. The possibility of converting your website visitor (potential customer) into a buying customer is enormously enhanced as it is proven that seven email marketing messages or more converts a website visitor into a trusted potential customer and eventually a buying customer. This service is available on level 2 and above.
- We will instruct your web developer to fix and change the important tags on your website such as the:
 - Title tags
 - Description tags
 - Key word tags

- And any H tags of your home page including internal pages that we are working on for rankings in the search engines...
- We will work together to develop a specific call to action on each page to command a response from the customer to take action. This could simply be to call your phone number for a special benefit. This service is only available on two of our services.
- Any and all new landing pages will utilise clean title tags, description tags, keyword tags specifically focused on the theme of that page being created for optimum conversion... meaning to help convert your potential customers into buying customers. What this means is that by utilising our proven and exclusive proprietary techniques, your percentage of website visitors who are buying can double, triple and even quadruple when these techniques are properly introduced, tested and measured on your website. This means your profits can also be greatly enhanced before you start receiving one single extra website visitor.
- Plus your website will be added to several quality online directories utilising a special proprietary in-house method. We have identified several quality online directories that are regarded by us at SEO Advantage as the highest quality online directory sites in Australia. SEO Advantage utilises a proprietary technique for inclusion and best optimisation methods to these online directories.
- You will benefit from the set up a word press blog" that will be plugged into your website by your current website designer under our instructions (any work completed by your website designer is not included in our fees from SEO Advantage but usually this fee is at minimal costs of approximately a few hundred dollars and can even be less). By utilising this system and adding content weekly to the word press blog it can greatly help your website rank higher and maintain better rankings in the search engines. All posts must be focused on a key word and you should post or have someone post at least once a week if possible. After the creation of this blog, the inclusion of content and weekly additions is the responsibility of the beneficiary. A small monthly fee can be determined should you prefer SEO Advantage to complete this ongoing work. This service is only available for level 3 and above clients.
- You will also receive a professional Google adwords campaign **included in our package 3 and above only** which includes:
 - 3 months of optimising
 - split testing
 - Plus monetising (monthly Google expense is separate and will be set at your desired daily budget) this can help you gain instant sales very quickly. Should you already be utilising Google adwords we will log in and clean up your Google adwords campaign and optimise it properly so you spend much less

per click and increase your quality score. Should the campaign be in a state of non-repair it will be advised to pause and create a new campaign.

Who is Mark Briody?



Mark Briody
SEO Specialist

Mark Briody is the owner of SEO Advantage and has been working in the internet marketing industry since 2004.

Mark has a strong and a deep understanding of Search Engine Optimisation Techniques – Key to obtaining consistent top rankings

Has generated countless Top 10 Positions in ALL major search engines including Google, Yahoo & MSN (Bing) for various industries

Has an in-depth and thorough understanding of solid website foundations and architectural structure - critical for top rankings in the search engines

Also has a very sound writing ability for compelling and attention grabbing "Copy Writing" which he uniquely incorporates with solid SEO & LSI content for best Search Engine Rankings

Important Notes:

Search Engine Optimisation and internet marketing is an essential part of the puzzle when building a strong online presence. The strategies in this Program form part of a sagacious marketing expenditure. This is aimed at increasing the traffic to your website along with converting more site visitors into paying customers. With improved outcomes in the search engines results pages for relevant keywords to your business you stand a far greater chance of dominating your market online.

However, without continuing optimisation and refinement of on-site changes results achieved via the program may only be temporary as competitors place more and more importance on their online marketing strategy. A wise choice at this point and once strong foundations and rankings have been achieved is a less expensive maintenance program.

SEO Advantage

SEO Advantage is a unique search engine optimisation and online marketing company who work exclusively "one on one" with companies. SEO Advantage delivers search engine optimisation, along with conversion campaign focused marketing for your website. During the process your website becomes much more visible and attractive to search engines. The program is aimed at increasing the online presence of your website resulting in higher rankings for your keyword phrases and increased traffic to your website. Along with proprietary search engine optimisation the program is also designed to deliver much better results from your website visitors by helping to convert more visitors into possible buyers.

With the many years of experience, and the countless hours of time spent online we have refined the steps essential to making your online marketing successful in both the near and long-term. Each month, we will contact you with an evaluation of the program's development to date as well as its impact on your search engine success.

With search engines, especially Google, it's such a competitive online marketplace therefore it is highly important to build on any advantage to increase your ability to convert more of your website visitors into paying customers. When deciding on the most effective strategies, you should consider how each element contributes to the two core goals of any online marketing campaign.

Our program is designed to achieve two major essential goals for your online marketing strategy.

1. To increase your website visitors (traffic).

Most marketing strategies look at how to increase visitors to your website and we are no different except we reveal a proprietary technique that can help deliver extremely long rankings in the search engines and can deliver more conversions. There's many popular ways to increase website traffic, however because your competitors are also looking to use similar strategies to increase their traffic, your marketing campaigns need to be flexible, targeted, fresh and ongoing.

Your website needs to be in-front of a targeted audience who are searching for you and what you do.

2. Increasing customer conversion

To achieve more visitors to your website is only half of the challenge, yet many websites focus purely on building traffic instead of ensuring that there is a corresponding increase in sales. By focusing on website usability and user experience SEO Advantage aims to increase the buying percentage of your website visitors. You need to be able to solve their problem fast with a web page that is exactly what the searcher is looking for. SEO Advantage can get your website noticed by the target groups looking for what you provide and help you with developing your web pages into pages that can convert your prospects into customers much better.

So What Steps Are Involved?

1. One of the first and most important steps is for us to contact you and discuss specific concerns about your sites performance and any specific online marketing goals you have, this will help us tailor the structure to suit your online business. We will also ask you to provide web statistics, documenting existing web traffic with regards to search engines. This report facilitates a successful comparison of results throughout the search engine optimisation campaign.
2. We also ask you to provide a summary of your primary business activities. This should take into account the most profitable products or services, who you think your main online competition is, products or services you feel are under publicised on your site and the initial keyword phrases you wish to target.
3. Using a variety of techniques and Internet-based tools, we will research, analyse, and determine the most relevant and targeted keyword phrases for you.
4. The list of significant keyword phrases is finalised and the three to multiple keyword phrases that are most appropriate will be selected in line with the

goals and your choice of the program you choose. You will be shown a keyword research report detailing the rationale for the selections.

5. The next stage in the program is designed to reference where we started and establish a point of reference for continued improvement on the program. We produce a Web Ranking Report which you will receive a copy of that shows your position in the search engines for your keyword phrases. This is providing we have access to your cpanel and AWSTATS.
6. Once a benchmark is determined with the Web Ranking Report we will then complete the foundation of the initial stages of the Program, The Optimiser Report. The Optimiser Report is a thorough evaluation of your website that will outline both basic and advanced changes to your websites content and coding to ensure it is search engine friendly. The report lays the ground work for the entire program and includes recommendations that all well optimised websites should include. This covers such aspects as Meta content, body content, link structure, navigation, tagging and other important factors affecting your sites search engine friendliness.
7. At the completion of The Optimiser Report we will call you to run over the report with you and make sure that all aspects of the report are understood. We will request written authorisation to make the changes through your web developer as per The Optimiser Report. The first month is focused on research and choosing the most productive "money keywords". This simply means the foundations are being set to help make your website more profitable.
8. When we choose a number of keywords we will be building specific landing themed pages for each key word. The writing of the theme pages is recommended to be done by the owner of the business as no one knows your business better than you. Should you choose to have us write the content for you then there is a separate charge of one hundred and thirty two dollars per page (which includes the GST) of up to 400 words. Most companies we work with will typically have about ten internal pages written and added to their website and in some cases much more. We will email you the instructions of how the content MUST be written which will be in a search engine friendly manner using proprietary techniques. Please see point ten. Please note, should you choose us to write your content we charge a re-write fee should you not approve of the original content. As mentioned, it's always best you write the content as no one knows your business better than you.
9. We also look at adding a proper site map, terms of use (must be written by the owner of the website to which we can provide a template to go off) and a privacy policy that we write unless you have one of your own.

Next Major Step Month 2

10. At the beginning of month 2 we will again contact you regarding the changes outlined in the optimiser report to ensure that they are implemented correctly and you are happy with the changes. Any changes that have not been implemented will be noted and we will be requesting they be done so we can move ahead with your work. **There are many steps that we can NOT complete until your website changes are completed... So it is vital these changes be implemented as soon as can be.** We will also begin instructing you how to write your home page content. This home page content must be written in a search engine friendly manner (using our formula) but also written with the website user in mind by keeping it engaging and interesting. Because you know your business better than anyone it is highly recommended you write the content under our proprietary SEO guidelines for any pages being added to your website. If you prefer we can write the content for you at the rate of one hundred and thirty two dollars per page (which includes the GST).
11. With the chosen key word phrases, you will be required to write page content to add to your website (as internal pages) in order to attract the search engines to targeted landing pages for many of your chosen keyword phrases. We can write the pages for you for an additional fee of \$132 including GST per page. We encourage you to write the internal pages yourself simply because no one understands your business better than you. Should you write your own content we will double check it before it's given the thumbs up for addition to your website.
12. Once the home page and any internal pages content are complete we will confirm the content is right from a search engine and Google friendly point of view. If you're happy with the content we will then request your web developer add the home page content (and any other content that has been written and ready) to your website. Again this will be approved by you.
13. Now that the foundation of the on-page factors has been laid and the on-site changes made we will then complete an online directory submission project for you. This project involves submitting your website to online directories. These include manual directory submission to Directory Mozilla (DMOZ), HotFrog, Web Wombat and other industry relevant directories where appropriate. This step is designed to increase your websites online presence. Some of these directories have proven to deliver front page rankings in just days (within their directory pages) but cannot be taken as a definite at any time. These directories can also move from top rankings in the search engines

to lower positions and back up again often while serving two purposes. 1. To gain quality back-links to your website from an authority website 2. To gain possible early traffic to your website while we work on your websites off page marketing and long term SEO.

Next Major Step Month 3

- 14.** By this time Google, MSN and Yahoo should have had enough time to crawl the website since the changes were implemented. We will then complete a Web Ranking Report to see how the changes have affected the sites ranking for the keyword phrases. This report will be sent to you with a comparison to the initial Web Ranking Report completed in Month 1. Note that the rankings in the report may not be exactly the same as the rankings in the search engines at this time simply because the search engines will move your website rankings around often until it develops more authority in the eyes of the search engines.
- 15.** The next step is to identify websites which could be linked to your website to improve your link popularity. We will start a linking campaign to have other websites link to your website without any reciprocal linking. We closely control the quality of the inbound links by making sure the anchor text is in line with your keyword strategy. We may also recommend up to 6 outbound links to add to your site that will point to authority websites that are NOT competing against you. We will email your website developer and CC you in on the email with the instructions to update the links / resources page with the outbound links. If you do not have a resources page we will organise for one to be made via your web site developer.
- 16.** You will also receive recommendations if still required to refine the changes to your on page content or any further content pages we believe should be created. These recommendations will focus on your websites content, structure, usability, coding and overall search engine friendliness. We will contact you in regards to the recommendations made, and ensure you understand the recommendations and also that you are happy for these changes to be implemented on the website.
- 17.** We will implement the recommendations from our side and confirm you are happy with the changes that have been made. If any on page changes need to be made we will email them directly to your website developer and cc you in on the email for confirmation.

18. On confirmation that the most recent recommendations have been met, we will then complete The Overview Report. This report will outline how the site currently ranks (Web Ranking Report), and further information to gauge the success of the program.

Next Major Step Month 4

19. The continuation of the link building process now commences with the second round of websites approached on your behalf. We may recommend up to another 6 out bound links be added to your resource or links page.
20. Further refinements of the sites optimisation will be completed. A detailed analysis of the site will be completed by us resulting in recommendations and ongoing updates that will need to be made to the site from your end. The changes will build upon the current site to ensure the site is reaching the highest level of search engine optimisation.
21. A Web Ranking Report will again be completed and sent to you with a time comparison at the beginning of the next month with stats from the previous month. This will show how the site ranks for the keyword phrases in the search engines (Yahoo and Google). We analyse the report and over the next month come up with strategies to strengthen under-performing keywords.
22. We will then contact you in regards to any recent recommended changes and confirm if there are any questions around these. We will discuss how these recommendations will help your search engine optimisation campaign if made.
23. We will implement the recommendations and confirm you are happy with the changes that have been made. If any on page changes need to be made we will email them directly to your website developer and cc you in on the email for confirmation.
24. The next phase in the program moves towards social media marketing and making sure your business and website are getting all the possible online exposure they can. We will assess your industry, business and website and make recommendations on social media marketing tools that can be utilised to drive traffic to your website, increase links to your website and increase the websites overall online presence. Where applicable we will create a number

of social media marketing profiles for you. These profiles will then be handed over to you for updates and management. We will not be managing the social media profiles moving forward. Should you desire management for these ongoing social media sites the fee will be determined on a monthly basis depending on the number of social media sites and work involved. It is important to note that the social media marketing aspect of the program is not suitable for all industries and websites. If we deem your site not suitable for social media marketing, continuation of the link building process commences as standard procedure. We may also recommend up to 5 outbound links to add to your resources or links page.

- 25.** A Web Ranking Report will again be completed and sent to you with a time comparison. This will show how the site ranks for the keyword phrases in the search engines (Yahoo and Google). We will analyse the report and over the next month come up with strategies to strengthen under-performing keywords.
- 26.** We will then contact you in regards to the most recent recommended changes and confirm if there are any questions around these. We will discuss how these recommendations will help your search engine optimisation campaign.
- 27.** We will implement the recommendations and confirm you are happy with the changes that have been made. If any on page changes need to be made we will email them directly to your website developer and cc you in on the email for confirmation.
- 28.** On confirmation that the most recent recommendations are okay, we will then complete The Overview Report. This report will outline how the site currently ranks (Web Ranking Report), and further information to gauge the success of the program. The report is delivered once a month only unless we see it advantageous to supply you with a later mid-month version.
- 29.** After the initial period the program can take two paths. The first of these is further optimisation of the home page. This may involve refinement and further recommendations on changes to the home page to ensure it is optimised to its full potential. The second is to look more closely at inner page optimisation.

- 30.** Depending on the sites current optimisation status the next step can be to discuss further keywords that you may want to target for additional inner page optimisation.

- 31.** Should we take this path the next step will be completion of further keyword research for the inner page optimisation. Using a variety of techniques and Internet-based tools, we will research, analyse, and determine the most relevant and targeted keyword phrases. This is another task over and above the initial fee but will be added if required at no extra cost to you unless you desire off page SEO to be completed to these additional internal pages.

- 32.** The list of significant keyword phrases is finalised and the most appropriate will be selected in line with the goals for the inner page. You will be emailed a keyword research report detailing the rationale for the selections.

- 33.** A Web Ranking Report will then be completed including not only the initial (up to) ten keywords but also the keyword selections for the inner page. This will show you how the home page has progressed and also give us another benchmark for the inner page optimisation.

- 34.** The continuation of the link building process now commences with another round of websites approached on your behalf. We may also recommend up to 5 outbound links to be added to your links or resources page.

- 35.** Now that the home page has been optimised we will begin to go over each of the inner pages on the site in detail and be making recommendations on how these pages can be optimised for the inner page keywords selections made previously. The changes recommended will build upon the current site to ensure the site is reaching the highest level of search engine optimisation. We will also review the copy on the inner pages to ensure this is search engine friendly and relevant to the inner page keyword selections.

- 36.** We will then contact you in regards to the most recent recommended changes and confirm if there are any questions around these. We will discuss how these recommendations will help your search engine optimisation campaign.

- 37.** We will implement the recommendations and confirm you are happy with the changes that have been made. If any on page changes need to be made

we will email them directly to your website developer and cc you in on the email for confirmation.

Next Major Step Month 5

- 38.** The link building program continues. We will be building strength to your website by continuing more inbound links from other websites.
- 39.** We- will continue to go over each of the inner pages on the site in detail and be making recommendations on how these pages can be optimised for the inner page keywords selections made previously if needed. The changes recommended will build upon the current site to ensure the site is reaching the highest level of search engine optimisation.
- 40.** We will then contact you in regards to the most recent recommended changes and confirm if there are any questions around these. The online marketing consultant will discuss how these recommendations will help your search engine optimisation campaign.
- 41.** We will implement the recommendations and confirm you are happy with the changes that have been made. If any on page changes need to be made we will email them directly to your website developer and cc you in on the email for confirmation.
- 42.** On confirmation that the most recent recommendations are okay, we will then complete The Overview Report. This report will outline how the site current ranks (Web Ranking Report), and further information to gauge the success of the program.

Next Major Step Month 6

- 43.** The link building program continues. We will be building strength to your website by continuing more inbound links from other websites from across the internet.

44. We will continue to go over each of the inner pages on the site in detail and be making recommendations on how these pages can be optimised for the inner page keywords selections made previously. The changes recommended will build upon the current site to ensure the site is reaching the highest level of search engine optimisation for the home page and the chosen internal pages for optimisation.
45. We will then contact you in regards to the most recent recommended changes and confirm if there are any questions around these. We will discuss how these recommendations will help your search engine optimisation campaign.
46. Your online marketing consultant will implement the recommendations and confirm you are happy with the changes that have been made. If any on page changes need to be made we will email them directly to your website developer and cc you in on the email for confirmation.
47. Another Web Ranking Report is completed to see if the changes made to the inner pages have had an effect.

Conclusion

Search Engine Optimisation is an essential part of building long term strength to any website for long term search engine popularity. The program forms part of a sensible marketing expenditure. This is aimed at increasing the traffic to your website, by improved results in the search engines results pages for relevant keywords to your business. However, without continuing optimisation and refinement of on-site changes results achieved via the program may only be temporary as competitors place more and more importance on their online marketing strategy.

It is highly recommended you continue with either a continuance of the program to optimise more internal pages.

OR

Go on to a maintenance program with your current pages that are already delivering good results which can greatly help in the continuance of your stronger rankings that have been achieved in the search engines. A maintenance pack is essential to help maintain strong search engine rankings. A maintenance pack is not a part of the initial agreement.