

What is SEO? - SEO EXPLAINED

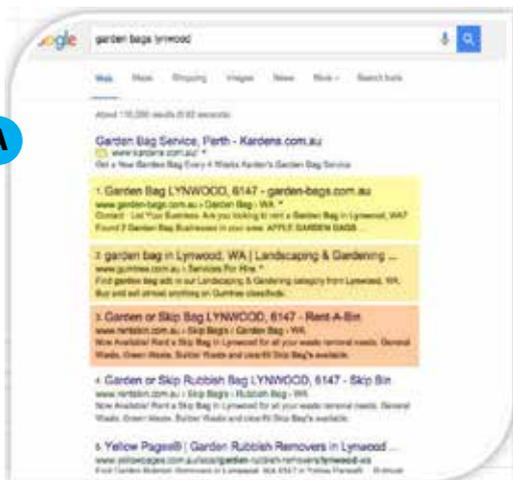


What is SEO? (Search Engine Optimisation)

Well it's like this - we optimise your website so Google likes you. AND this task needs to be left to the experts!

WHAT DO WE DO TO ENSURE GOOGLE LIKES YOU? Below are the main two examples of ORGANIC SEO that won't get your site blacklisted!

The areas highlighted below are ORGANIC LOCAL LISTINGS



Example One - Local Keyword Ranking in Organic Search Listings.

We work on a selection of 10 keywords. Success is considered when 6 keywords rank on the front page. As keywords stabilise in top 3 of the front page we introduce new keywords or new suburbs. It's not unusual to get top rankings in the first month.

EXAMPLES of local keywords

LOCAL keywords are your keywords attached to a suburb where the suburb is either a PREFIX or a SUFFIX to the keyword you want to rank for.

Let's use CABINET MAKER as our example - The keywords would be:

- cabinet maker canning vale
- canning vale cabinet maker
- kitchen cabinets canning vale
- canning vale kitchen cabinets
- custom cabinets canning vale
- canning vale custom cabinets
- etc.. etc..

| A What does LOCAL SEO cost? | | |
|-----------------------------|--------------|---|
| SET UP | Monthly Cost | Recommended duration of campaign to achieve results |
| \$500 | \$200 | 3 months |

6 reason why websites get BLACKLISTED.....

Who are the main culprits who causes blacklisting

- Offshore SEO companies using bad backlinks
- Business owners who try DIY SEO
- Web companies trying to get customers onto Google far too quickly

1. Buying Links
2. Joining the Wrong Link Directories
3. Bad Article Marketing
4. Keyword Stuffing
5. Unnatural Anchor Text
6. Broken Links

See over for example two...



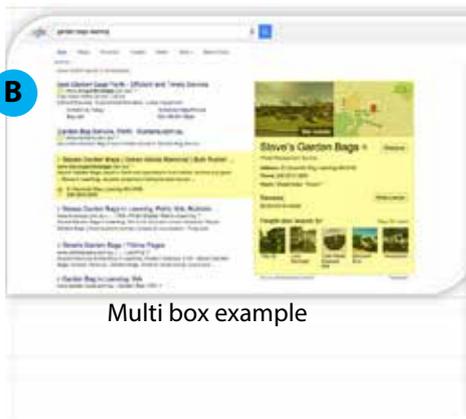
Example Two - Positioning in Local Feature Box

This could be 1 or a multi box.

Note: Google controls what keywords invoke a **Local Feature Box** and whether it is a 1 or a multi box.

THE PROCESS - Each month we:

- Claim business listings for you
- Optimise your business listings
- Continue to build your own local announcement network
- Assist you in gathering reviews for your business
- Highlight your reviews to Google
- We connect you to more citation sites
- We promote your current citation listings to build authority to them
- We emphasise your local keywords to authority sites



Multi box example



Single box example

B What does **FEATURE** Box SEO cost?

| | | |
|--------------|--------------|---|
| SET UP | Monthly Cost | Recommended duration of campaign to achieve results |
| \$650 | \$400 | 6 months |

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