

THE BUSINESS MARKETING AGENCY



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SEO in 2014

Marketers these days are 'reframing' what SEO is as 'Content Marketing'. This is exactly what it is! In the starter month, we do the keyword research, pick the best ones in consultation with you, and then we create quality 600 word plus content (that you can tweak) and post it ON your site - which you will per keyword need in order to rank for any term, by showing Google you are relevant to that keyword!

This is the 'on page optimisation' phase that we do in the SEO starter month.

Then, we move you to our SEO backlinking packages. There is a 3 month minimum (otherwise it's not worth your while, or ours.) If possible, SEO should be permanent strategy so that you a) maintain your rankings, b) pick up new keywords and c) keep on getting higher in search engines until you are high up on page #1 of Google!

Basically – your competitors in search engines for the keywords that you want to rank for are doing this, and to be there, you have to do it too.

In the SEO (backlinking phase), we create content and publish it OFF your site on sites known as 'Web 2.0 properties' in a 2-tier 'link wheel' system that eventually links to your site. For example, we may create a Youtube video which links to a Squidoo lens where we have an article about your niche in which the keyword is anchor texted and links to your site. Along the way, we will also promote your links using Digg, Twitter, and so on.

We randomise this content creation, interlinking and promotion to make it look natural – and that, in a nutshell, is SEO.

We use the highest page rank sites we can find that allow 'do follow' links. Squidoo, Article sites, Hubpages, Tumblr, Scribd, Wordpress blogs and so on.

All our packages are **guaranteed** to increase your search engine rankings. Many of our clients have achieved #1 rankings for high traffic keywords in the following industries:

Financial Services - Construction (many industries) - Medical/Health Practitioners (many industries) - Transport
Online or Retail (many products) - Professional Services (many clients)

Our new SEO packages have been optimised for greater effectiveness post Google updates (Penguin, and others since).

While keeping our prices the same (!!!), this means:

MORE handwritten articles per package (we no longer 'spin' articles)

MORE keywords (we select a larger pool of keywords and target different keywords each month)

MORE Social Media (we promote your content on Twitter, Facebook and Pinterest!)

LOTS of videos per month!!!

PS: Unlike most companies who provide SEO services in Australia, we don't 'resell' offshore SEO services OR outsource to other SEO teams!

Our SEO team are full time and work exclusively for us. This means we are in full control over the quality of our work and stand behind our work and our results 100%.

SEM/SEO



Search Engine Marketing/

Search Engine Optimization Monthly Packages –

December 2014

Quick Comparison Chart

(You can even mix and match our packages and retain your contract term discount!)

Per Month	Rule The World	Ultimate	Big Reach	Standard
Initial keyword research				
Keyword phrases that we target each month	20	20	10	5

Pool of keyword phrases that we choose from	40	40	20	10
Hand Written Unique Articles	20	20	10	5
Creation and Submission to Youtube of Unique Videos	20	20	10	5
Distribution of Articles				
Social Bookmarking				
Creation of Web 2.0 Properties	20	20	10	4
Distribution of Videos to Youtube				
Social Promotion (facebook, twitter, Pinterest etc)				
Includes Blog				
–PRweb.com advanced Press Release through Associated Press				
On Page Optimisation report				
Fresh Content on your site	 Fortnightly	 Monthly	 Every three months	
Fresh video and podcast episode on your site*	 Weekly	 Fortnightly	 Monthly	 Every three months
Price Monthly	\$3300 plus GST	\$1800 plus GST	\$1200 plus GST	\$695 plus GST
3 Month Contract Price Per Month	\$3000 plus GST	\$1600 plus GST	\$1100 plus GST	\$625 plus GST
6 Month Contract Price Per Month	\$2850 plus GST	\$1500 plus GST	\$1020 plus GST	\$600 plus GST
1 Year Contract Price	\$2600 plus GST	\$1400 plus GST	\$960 plus GST	\$550 plus GST

SEM Search Optimization Packages – August 2014

‘Rule the World Package’ - for up to 20 keywords

NO minimum, NO contract – repeat as needed!

When you need to dominate the search results for a highly competitive search terms, this package will help. This is our highest level and newly-optimised SEO package handled by our team, based in Australia, with additional full time account creation and submission staff based in the Philippines. We will create a long lasting campaign that pushes you past the competition.

- We will work in conjunction with you to choose the best **forty** focus key phrases. We will alternate promotion of these keywords monthly, targeting **20** per month to ensure optimum link diversity and ‘naturalness’

Per Month Includes:

- We custom-write **twenty** original articles – and we don’t ‘spin’ any articles
- Articles will be syndicated to a broadly syndicated distribution network
- We hand-create **twenty** premium web 2.0 properties – including a blog
- Create one custom PDF document then distribute to scribd.com
- **20** high quality videos – per article (formerly one!)
- One Press Release
- Press Release submit to PRweb [‘Advanced’ - value \$200] – including a video, and a document download (pdf)
- The new Web 2.0 properties and the press release will be bookmarked
- Web 2.0 properties will be pinged
- Tracking – via Google Alerts (we can instruct you how to set these up if you are not familiar) You should set up Google Alerts for the core phrases as well as your brand name and website URL, so you can see our excellent results.
- All properties will have a mix of key phrases (and non-SEO keyphrases to make it look natural) in the anchor text pointing back to your website - in line with the latest Google Penguin update, where it is more important than ever to look ‘natural’ – not like you have engaged an SEO firm!
- Conversion enhancements – We will also suggest enhancements you can make to your website to increase conversions. This addition is only available with this Rule The World package.
- *We create a podcast episode and post it to your site – fortnightly! We then make the podcast audio into a video and add that to your site as well. Podcast episodes also bring traffic in their own right. This creates a very high quality fresh content page on your website. If you would prefer we do not touch your website, we will do this on a high quality Wordpress blog we create for you. If this outranks your own site (such as with Flash sites or sites we are not able to edit for any reason) we will even help you change your website over to a more SEO-friendly language.

What we need from you for this package:

- A consultation to determine the best **forty** key phrases you would like to rank for. We will alternate the ten we promote from month to month in order to achieve a ‘natural’ result.
- Any particular landing pages you wish to rank
- Text content (articles, PDF, brochure, existing etc..) for us to write / re-write core articles to place on the properties if you have strong brand guidelines or technical topics (this is optional)
- Official images we have permission to use (provide the biggest size you have for company logos)

- Press Release Ideas: Tell us your story. To take full advantage of Press Releases it is best that you tell us what the world needs to know about your brand – or anything newsworthy. We will do the rest! Press releases are included in our SEO package because of their ultra-powerful and high page rank backlinks, and massive syndication potential (you can get your story picked up by hundreds of other sites – meaning, hundreds of backlinks!)
- Contact Details (The Press Releases will be published in your name, using your contact details.)
- Contact name
- Valid company or personal e-mail address of the contact
- Valid Phone Number (including country and area code)
- Google Analytics account login details
- Approval

Newsworthy stories could be based on the following:

- Milestones
- New product/Service Launch
- Bonuses
- Upgrades to existing products/services
- Special offers
- Other newsworthy topics...

Manage your brand's reputation by letting us know what to tell the world about you.

This is a high level custom pack so we will send you the press release for you to edit/approve as you see fit before we submit it to PRweb/Associated Press.

Timing

The job will be completed within four weeks from when we receive the complete data set from you. We will give you instructions upon completion of payment. (You can load large files to a dropbox now if you like – please let us know if you would like us to create one for you).

We will send you a monthly report when we have finished the job. Due to the private nature of our high level profile linking patterns, the package does not include logins for any of the accounts we use, however it will highlight the before and after results, and include a sample of backlinks created, including your new Youtube channel.

Bonus:

We will create an on-page optimisation report for you at the commencement of our work. This is something we usually charge \$500 plus GST for, but with this package, we are including it for you at **no extra charge**.

Implementing our recommendations in the report as soon as possible will have an immediate and dramatic effect on your SEO rankings and results. Our report will provide information on meta tags, site speed, page titles, keyword placement, html errors, number of words, etc – all things which the Google Penguin update is now looking for.

Reporting

We will send you a report with the completed work details. Allow four weeks for completion. We do not supply logins for accounts.

Monthly, you get:

- A report detailing rankings
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- An indicative selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel (not all links we create link directly to your site – this is because we create link wheels.)

Choose the ONE time investment (re-order as often as you like):

\$3300 plus GST monthly (no contract)
3 month contract: \$3000 plus GST per month
6 Month contract: \$2850 plus GST per month
12 month contract: \$2600 plus GST per month

‘Ultimate Package’ - for up to 20 keywords

NO minimum, NO contract – repeat as needed!

When you need to dominate the search results for a highly competitive search terms, this package will help. This is our highest level and newly-optimised SEO package handled by our team, based in Australia, with additional full time account creation and submission staff based in the Philippines. This is the same as the Rule The World Package in terms of numbers of keywords and videos, just minus the press release.

- We will work in conjunction with you to choose the best **forty** focus key phrases. We will alternate promotion of these keywords monthly, targeting **20** per month to ensure optimum link diversity and ‘naturalness’

Per Month Includes:

- We custom-write **twenty** original articles – and we don’t ‘spin’ any articles
- Articles will be syndicated to a broadly syndicated distribution network
- We hand-create **twenty** premium web 2.0 properties – including a blog
- Create one custom PDF document then distribute to scribd.com
- **20** high quality videos – per article
- The new Web 2.0 properties will be bookmarked
- Web 2.0 properties will be pinged
- Tracking – via Google Alerts (we can instruct you how to set these up if you are not familiar) You should set up Google Alerts for the core phrases as well as your brand name and website URL, so you can see our excellent results.
- All properties will have a mix of key phrases (and non-SEO keyphrases to make it look natural) in the anchor text pointing back to your website - in line with the latest Google Penguin update, where it is more important than ever to look ‘natural’ – not like you have engaged an SEO firm!
- Conversion enhancements – We will also suggest enhancements you can make to your website to increase conversions. This addition is only available with the Ultimate or the Rule The World package.
- *We create a podcast episode and post it to your site – monthly! We then make the podcast audio into a video and add that to your site as well. Podcast episodes also bring traffic in their own right. This creates a very high quality fresh content page on your website. If you would prefer we do not touch your website, we will do this on a high quality Wordpress blog we create for you. If this outranks your own site (such as with Flash sites or sites we are not able to edit for any reason) we will even help you change your website over to a more SEO-friendly language.

What we need from you for this package:

- A consultation to determine the best **forty** key phrases you would like to rank for. We will alternate the ten we promote from month to month in order to achieve a ‘natural’ result.
- Any particular landing pages you wish to rank
- Text content (articles, PDF, brochure, existing etc..) for us to write / re-write core articles to place on the properties if you have strong brand guidelines or technical topics (this is optional)
- Official images we have permission to use (provide the biggest size you have for company logos)
- Google Analytics account login details
- Approval

Newsworthy stories could be based on the following:

- Milestones
- New product/Service Launch
- Bonuses
- Upgrades to existing products/services
- Special offers
- Other newsworthy topics...

Manage your brand's reputation by letting us know what to tell the world about you.

This is a high level custom pack so we will send you the press release for you to edit/approve as you see fit before submission to PRweb.

Timing

The job will be completed within four weeks from when we receive the complete data set from you. We will give you instructions upon completion of payment. (You can load large files to a dropbox now if you like – please let us know if you would like us to create one for you).

We will send you a monthly report when we have finished the job. Due to the private nature of our high level profile linking patterns, the package does not include logins for any of the accounts we use, however it will highlight the before and after results, and include a sample of backlinks created, including your new Youtube channel.

Bonus:

We will create an on-page optimisation report for you at the commencement of our work. This is something we usually charge \$500 plus GST for, but with this package, we are including it for you at **no extra charge**.

Implementing our recommendations in the report as soon as possible will have an immediate and dramatic effect on your SEO rankings and results. Our report will provide information on meta tags, site speed, page titles, keyword placement, html errors, number of words, etc – all things which the Google Penguin update is now looking for.

Reporting

We will send you a report with the completed work details. Allow four weeks for completion. We do not supply logins for accounts.

Monthly, you get:

- A report detailing rankings
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- An indicative selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel (not all links we create link directly to your site – this is because we create link wheels.)

Choose the ONE time investment (re-order as often as you like):

\$1800 plus GST monthly (no contract)

3 month contract: \$1600 plus GST per month

6 Month contract: \$1500 plus GST per month

12 month contract: \$1400 plus GST per month

Big Reach SEO package – for up to 10 Keywords

NO minimum, NO contract – repeat as needed!

Our Big Reach Service Pack is a serious SEO traffic package. We target **ten** keywords per month keywords with this pack, alternating these monthly, out of **twenty** chosen by you. This means over time we are ranking you for all 20 keywords.

- We will work in conjunction with you to choose the best **twenty** focus key phrases. We will alternate promotion of these keywords monthly, targeting **10** per month to ensure optimum link diversity and 'naturalness'

Per Month Includes:

- We work on ten keywords per month, alternating and mixing them up in subsequent months
- Original high quality articles will be posted to your site each month, and rewritten 'unique' versions will be syndicated to a broadly syndicated distribution network
- We hand-create premium web 2.0 properties – including a blog
- After we have a pool of articles, we combine them to create one custom PDF document then distribute to scribd.com
- We make videos for each of your top keyword over a six month term, or your top ten over 3 months months
- We submit the videos to youtube and add them to your page.
- The videos are high quality, and we 'read out' your article content.
- We also create a podcast for you and host it, submit it to iTunes for you, and report on traffic for that too.
- The new Web 2.0 properties will be bookmarked and 'pinged'
- We will create a Pinterest page for you and check your Google Places listing and Facebook page
- Tracking – via Google Alerts (we can instruct you how to set these up if you are not familiar) You should set up Google Alerts for the core phrases as well as your brand name and website URL, so you can see our excellent results.
- All properties will have a mix of key phrases (and non-SEO keyphrases to make it look natural) in the anchor text pointing back to your website - in line with the latest Google Penguin update, where it is more important than ever to look 'natural' – not like you have engaged an SEO firm!
- We create a social media 'buzz' including Twitter, Facebook and Pinterest linking – from 'our' accounts
- *We create a podcast episode and post it to your site – every three months! This is enough to give your site a boost and rekindle Google's interest. Podcast episodes also bring traffic in their own right. We then make the podcast audio into a video and add that to your site as well. This creates a very high quality fresh content page on your website. If you would prefer we do not touch your website, we will do this on a high quality Wordpress blog we create for you. If this outranks your own site (such as with Flash sites or sites we are not able to edit for any reason) we will even help you change your website over to a more SEO-friendly language.
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What we need from you for this package:

- A consultation to determine the best twenty key phrases you would like to rank for
- The landing pages you wish to rank if they already exist (if not, we will create them for you, you will have to order the SEO starter month package first, but we will advise if that is necessary.)
- Text content (articles, PDF, brochure, existing etc..) for us to write / re-write core articles to place on the properties if you have strong brand guidelines or technical topics (optional)
- Official images we have permission to use (provide the biggest size you have for company logos)
- Google Analytics account login details
- Approval

Timing

The job will be completed within four weeks from when we receive the complete data set from you. We will give you instructions upon completion of payment. (You can load large files to a dropbox now if you like).

We will send you a monthly report when we have finished the job. Due to the private nature of our high level profile linking patterns the package does not include logins for any of the accounts we use, however it will highlight the before and after results, and include a sample of backlinks created, including your new Youtube channel.

Reporting

We will send you a report with the completed work details. Allow four weeks for completion. We do not supply logins for accounts.

Monthly, you get:

- A report detailing rankings (we may send you your rankings more frequently)
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- An indicative selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel (not all links we create link directly to your site – this is because we create ‘link wheels’ that link to the various properties we create for you and then eventually back to your ‘money site’.)

\$1200 plus GST monthly (no contract)

3 month contract: \$1100 plus GST per month

6 Month contract: \$1020 plus GST per month

12 month contract: \$960 plus GST per month

Standard SEO Package – for up to 5 keywords

Our Standard SEO Package is the ideal way to take advantage of our own in house highly trained SEO Services team on a budget. We focus on **five** keywords in this pack. We will work in conjunction with you to choose the best **ten** focus key phrases. (formerly 3) We will alternate promotion of these keywords monthly, targetting **5** per month to ensure optimum link diversity and ‘naturalness’. This means over time we are ranking you for all 10 keywords.

Per Month Includes:

- We work on five keywords per month, alternating and mixing them up in subsequent months
- Original high quality articles will be posted to your site each month, and rewritten ‘unique’ versions will be syndicated to a broadly syndicated distribution network
- We hand-create premium web 2.0 properties – including a blog
- After we have a pool of articles, we combine them to create one custom PDF document then distribute to scribd.com
- We make videos for each of your top ten keywords over a six month term, or your top five over 3 months months
- We submit the videos to youtube and add them to your page.
- The videos are high quality, and we ‘read out’ your article content.
- We also create a podcast for you and host it, submit it to iTunes for you, and report on traffic for that too.
- The new Web 2.0 properties will be bookmarked and ‘pinged’
- We will create a Pinterest page for you and check your Google Places listing and Facebook page
- Tracking – via Google Alerts (we can instruct you how to set these up if you are not familiar) You should set up Google Alerts for the core phrases as well as your brand name and website URL, so you can see our excellent results.
- All properties will have a mix of key phrases (and non-SEO keyphrases to make it look natural) in the anchor text pointing back to your website - in line with the latest Google Penguin update, where it is more important than ever to look ‘natural’ – not like you have engaged an SEO firm!
- We create a social media ‘buzz’ including Twitter, Facebook and Pinterest linking – from ‘our’ accounts

Reporting

We will send you a report with the completed work details. Allow four weeks for completion. We do not supply logins for accounts.

Monthly, you get:

- A report detailing rankings (we may send you your rankings more frequently)
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates

- An indicative selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel (not all links we create link directly to your site – this is because we create link wheels.)

What we need from you for this package:

- A consultation to determine the best **ten** key phrases you would like to rank for
- The landing pages you wish to rank
- Text content (articles, PDF, brochure, existing etc..) for us to write / re-write core articles to place on the properties if you have strong brand guidelines or technical topics (optional)
- Official images we have permission to use (provide the biggest size you have for company logos) – we will also use these for Animotos.
- Google Analytics account login details
- Approval

\$695 plus GST monthly (no contract)

3 month contract: \$625 plus GST per month

6 Month contract: \$600 plus GST per month

12 month contract: \$550 plus GST per month

SEO Starter Month – INCLUDES Keyword Research

New to SEO? Our SEO starter month ensures your website is prepared. It is almost impossible to rank a site that does not have good on page optimization (it's like trying to fly a brick). Once we prepare your website for takeoff, usually as we start building backlinks for you using our monthly SEO packages, your site will start to fly up the search engines like a glider.

Included:

- Keyword research: we research (with your input and feedback) the top best keywords that we will rank you for (in fact, we'll give you a list of the top 100 keywords in a spreadsheet, along with volumes) – see below for more details
- We also help you by recommending the best keyword choices for you to do SEO on, in terms of commercial intent, volume, and how easy it will be to rank you for them
- We create **one new page of SEO optimized content per keyword** – on your website - that you are going to target for SEO (we create 600 words of content, minimum). The number of pages we create for you depends on the SEO package you have selected
- We place this content on your website, and optimize it for your keywords (keyword in URL, title, header, description, and of course in the content itself)
- We go through your website and make slight adjustments to existing content, adding keywords to your home page SEO (title, URL, header description) as well as making keyword changes to your existing content (with consultation).
- Your keyword list can also be used for your Pay Per Click (Google Adwords) campaign

Choose the **ONE** time investment:

Standard SEO: On Page Optimization and Keyword Research for 5 Keywords - \$995 plus GST

Big Reach: On Page Optimization and Keyword Research for 10 Keywords - \$1500 plus GST

Ultimate/Rule the World: – On Page Optimization and Keyword Research for 20 Keywords - \$2000 plus GST

Keyword Research

Keyword research is done impeccably using Market Samurai which is 'the' keyword research tool and SEMRush, both paid tools.

We will identify the top 5, 10 and 20 keywords, in consultation with you, that you would do best to concentrate your SEO efforts on.

In order to commence the research, we need to ask you a few questions about your business. After we have the answers, allow approx. 1 week for the report to be generated and for us to complete the research. Typically we 'pan for gold' looking through hundreds of keywords or more - to come up with the final list for you.

The list will identify the high volume, lower competition, relevant keywords with commercial intent.

We'll also give you the top 100 keywords, including the long tail 'low hanging fruit'. Please ask if you would like to see a sample report.

ONE time investment: \$695 plus GST

Note: This package (keyword research) is included in our SEO Starter Month packages, in which we not only do keyword research but prepare your site for SEO by writing content for you, adding it to your site, and optimizing your website correctly for those keywords.

Pre-SEO Website Check

If you already know the keywords you want to rank for and have previously created landing pages for each keyword, then all we need to do is double check this out prior to starting backlinking, and this cost will be fully deducted from your first month (or can be ordered as a stand alone package).

We will analyze your website for the keywords you would like to rank for, and make sure your site is ready to go for SEO. The purpose of this package is to save clients that already have a well optimized website the expense of our SEO Starter Month Package if they do not need it (or have already done it in the past with us).

This check costs \$99, \$150 or \$200 (depending on the number of keywords/landing pages) and may be deducted from any of our other packages. We will send you our thoughts and recommendations.

What we need to get started:

1. Payment in advance (we will invoice you – just let us know.)
2. Your website URL
3. A list of the keywords you want to rank for (choose 5, 10 or 20 depending on which package you are intending to pick – in order of priority)
3. The URL of the keyword landing page for each keyword (for example: yourdomain.com/keyword) – if known*
4. Login and password to your Webmaster Tools/Google Analytics - if you have it.

*If you **do not** have a well optimised landing page for each keyword you want to rank for with a minimum of 600 words of relevant content, plus the keyword in the title, description, header tag and URL - then we will conclude that you need to order the **SEO starter month package** (which includes Keyword Research) instead of this package – as we will need to optimize your site properly before commencing backlinking. If this is the case, we recommend to save time you request that package instead.

Choose the ONE time investment (deductible from any other package):

Standard SEO: Website check for 5 Keywords - \$95 plus GST

Big Reach: Website check for 10 Keywords - \$150 plus GST

Rule the World: Website check for 20 Keywords - \$200 plus GST

Ultimate: Website check for 40 Keywords - \$280 plus GST