



**SEMSearchOptimization.com**  
Traffic. Conversions. ROI.

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**online marketing consulting | websites | SEO | SEM | web traffic | conversion | content  
reputation management | hosting | multimedia | social media | press releases**

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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:

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 Penguin update.

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!!!

# SEM Search Optimization Packages – June 2012

## Quick Comparison Chart

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 etc)				
Includes Blog				
PRweb.com advanced Press Release				
On Page Optimisation report				
<b>Price Monthly</b>	<b>\$3000 plus GST</b>	<b>\$1600 plus GST</b>	<b>\$900 plus GST</b>	<b>\$495 plus GST</b>
<b>Price for 3 Months in advance</b>	<b>\$3000 plus GST</b>	<b>\$1450 plus GST</b>	<b>\$850 plus GST</b>	<b>\$465 plus GST</b>

# SEM Search Optimization Packages – June 2012

## ‘Rule the World Package’ - for up to 20 keywords (formerly 10)

### 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. (formerly 10) We will alternate promotion of these keywords monthly, targetting **20** per month (formerly 10), to ensure optimum link diversity and ‘naturalness’

#### Per Month Includes:

- We custom-write **twenty** (formerly 10) 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.

What we need from you for this package:

- A consultation to determine the best **forty** (formerly ten) 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.
- 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 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, including comparison from last month
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- A selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel

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

\$3000 plus GST

If paying for three months at once: \$2800 plus GST per month

## ‘Ultimate Package’ - for up to 20 keywords (formerly 10)

### 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. (formerly 10) We will alternate promotion of these keywords monthly, targetting **20** per month (formerly 10), to ensure optimum link diversity and ‘naturalness’

#### Per Month Includes:

- We custom-write **twenty** (formerly 10) 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!)
- 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 this Rule The World package.

What we need from you for this package:

- A consultation to determine the best **forty** (formerly ten) 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, including comparison from last month
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- A selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel

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

\$1600 plus GST

If paying for three months at once: \$1450 plus GST

## Big Reach SEO package – for 10 (formerly 5) 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 (formerly five) keywords with this pack, alternating these monthly, out of twenty chosen by you.

- We will work in conjunction with you to choose the best **twenty** focus key phrases. (formerly 5) We will alternate promotion of these keywords monthly, targetting **10** per month (formerly 5), to ensure optimum link diversity and 'naturalness'

### Per Month Includes:

- We custom-write **ten** (formerly 5) 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
- 10 high quality videos – per article (formerly one!)
- 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!
- We create a social media 'buzz' including Twitter, Facebook and Pinterest linking – from 'our' accounts

What we need from you for this package:

- A consultation to determine the best twenty (formerly five) 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)
- 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, including comparison from last month
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- A selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel

Choose the ONE time investment (re-order as often as you like): \$900 plus GST

If paying for three months at once: \$850 plus GST

## Standard SEO Package – 5 keywords (formerly 3)

- Our Standard SEO Package is the ideal way to take advantage of our 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 (formerly 3), to ensure optimum link diversity and 'naturalness'

## Per Month Includes:

- We custom-write **five** (formerly 1) original articles – and we don't 'spin' any articles
- Articles will be syndicated to a broadly syndicated distribution network
- We hand-create **four** premium web 2.0 properties
- Create one custom PDF document then distribute to scribd.com
- 5 high quality videos – (new!!!)
- 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!
- 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, including comparison from last month
- A detailed report on traffic to your website, including keyword bounce rates, and page bounce rates
- A selection of links of the Web 2.0 properties we have created during the month, including your Youtube channel

What we need from you for this package:

- A consultation to determine the best **ten** (formerly three) 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)
- Google Analytics account login details
- Approval

Choose the ONE time investment (re-order as often as you like): \$495 plus GST

If paying for three months at once: \$465 plus GST