Once I is visitor been to the map, we ask, and get to work on doing.

In-house fulfillment: Search engines constantly improve their algorithms in order to provide the best search results for their visitors. This means that SEO practices and standards frequently change, and it is important to hire an SEO firm that can roll with the punches and re-direct focus when needed.

Google approved strategy: We are always learning and familiarizing ourselves with the latest search engine updates and practices. We will never use unethical techniques to cheat or manipulate rankings. All of the work that we do will always align with current SEO standards to ensure that you rank naturally and show continual organic growth.

Pricing
The SEO service recommended for you is based on the information we’ve collected and at the audit we ran on your site. You will need a 6-month campaign in order to get the best results.

It is our expectation and objective that the additional profits your business generates will far outweigh the cost of the campaign, and set you up for sustained business growth in the future.

Don’t delay, start today!
We’d love to work with you to help you improve your exposure and make your business more profitable. Due to the nature of local SEO, we can only take on a limited number of clients because we work closely with them and give them ongoing personalized consultation and advice. We also seek to avoid ranking our clients against each other. So while we can take on anyone, we cannot accept everyone.

Getting started
Assuming you want to move forward, then all you need to do is to contact us and we will send you an official invoice. Once you’ve paid that, we’ll setup your dedicated team, and get to work right away. If you have any questions, please don’t hesitate to contact us.

Email: grow@sydneybusinessweb.com.au
Phone: 0427 847 653

Thanks,
KEITH KUMLEY

Finding potential customers via SEO costs 63% less than outbound marketing and boosts sales by 8x.

What is search engine optimization?

Search engine optimization is the method of improving your website’s ranking (position) in Google, Yahoo, Bing and other search engines. A well-planned and well-implemented SEO campaign will help bring more relevant traffic to your website, increase exposure, reduce bounce rate, and increase sales.

Why is SEO important to your business?
SEO will drive you more exposure and most importantly, more sales. The internet is here to stay, so you may as well embrace it, and reap the rewards that it offers. Research shows that 89% of consumers research products or services online, and use what they find to make buying decisions.

Benefits of search engine optimization
- Grow your online presence
- Improve your local reputation
- Build trust with your search results
- Increase traffic in a cost-effective way
- Attract more customers
- Generate measurable results
- Build a well-established online presence

Campaign goals
The higher your website ranks, the more often people will click to your website and Google Local pages, which leads to more customer familiarity with your brand. Our goal is to increase rankings and traffic for your online presence by focusing on the keywords (search terms) that’ll bring you the biggest rewards.

Campaign objectives
1. Detailed Audit: Perform an initial end-to-end audit.
2. SEO Campaign strategy: We customize your strategy to accomplish your marketing objectives.
3. Keyword selection & ongoing management: We select industry-specific keywords that set you apart from the competition and expand your company’s visibility.
4. Onsite & conversion optimization: Onsite and conversion-tuned strategy works to improve website visitor behavior in order to drive more sales.

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SYDNEY BUSINESS WEB

Bass Street, Port Hacking, NSW 2229 | 0427 847 653 | grow@sydneybusinessweb.com.au | ABN 53 798 093 247

Proud member of Sutherland Shire Business Council and Members of NSW Business Owners Alliance Program.
5. **Focused relevance targeting** Our custom-built software allows us to boost your website’s online presence because we can easily reference important keywords for your business. It also highlights valuable, targeted locations throughout the web on blogs, articles, directories, and social media.

6. **Content marketing strategy** Help you create and maintain the website as an authority for the keywords we target.

7. **Increase overall domain authority of site** Take advantage of the “halo effect” properties of the keywords, where the site’s power and authority are improved through the efforts of the keywords we are actively working on can help with advancing the targeted locations.

8. **Landing High on search engine results map** We will help you create an effective business listing in Google and other relevant online directories to ensure that you have top local rankings.

9. **Measured results and reporting** Give you full visibility to monitor results at any stage of the process. We will also send you detailed monthly reports that dive deeper into your website’s metrics.

**Search engine rankings**

Search engines use over 200 known metrics to display the most credible and relevant results. Because every website is different, your campaign will be customized and structured based on your current search engine rankings and marketing goals.

Our processes and strategies for each client are customizable, and always reflect the latest updates from major search engines. This ensures that we focus on the areas that benefit your company the most. The following is a brief summary of the tasks we do for your campaign.

**Campaign strategy**

**URL Targeting** Once the pages are chosen, we will help to implement on-site changes that will affect both your search engine placement and click-through rates.

**High value keyword research** Each keyword is closely analyzed based on monthly search volume, overall competition, trends, and buyer’s intent.

**High quality link building** Each link is strategically placed on industry-specific websites and surrounded by quality content written by our professional team of writers.

**On-site optimization** We know the importance of building a healthy and natural link portfolio. Each keyword will be strategically assigned to the page(s) to ensure its growth.

**Timeline**

Here is a typical timeline showing deliverables over six months:

Month 1: Social media setup
- Set up Google My Business and connect our online dashboard to your accounts
- Create header graphics that match your website with Google and Facebook
- Website on-page SEO structure setup
- Blog & Syndication to social media.

Month 2: Press release
- Citations building
- Blog & Syndication to social media
- Request reviews from clients to add in Google Maps
- Backlinks from guest posts outreach campaign

Month 3: Blog & Syndication to social media
- Google Maps optimization
- Backlinks from guest posts outreach campaign

Month 4: Blog & Syndication to social media
- Video for YouTube & Syndication
- Backlinks from guest posts outreach campaign

Month 5: Blog & Syndication to social media
- Citations building
- Request reviews from clients to add in Google Maps

Month 6: Blog & Syndication to social media
- Video for YouTube & Syndication
- Backlinks from guest posts outreach campaign

**Website action steps:**

Optimize on-site factors: Link building to targeted pages.

Optimize content: Creating or optimizing keyword rich content.

Optimize sitemap and robots.txt files: Instruct search engines how to crawl and index your website.

The SEO team will optimize these documents using SEO best practices.

Optimize business locations for Google Places and Maps: Get found locally with the most up to date information about your business.

Optimize website url structure: A clean and optimized URL is important for a successful SEO campaign.

Analyze top online competitors: A study of online competitors to track trends and strategies to stay one step ahead.

Provide custom monthly performance reports: Each month your campaign manager and SEO consultant will review the previous month with you and discuss ways to improve.

**Why choose us?**

**Transparency:** Our team believes in absolute transparency. We have 100% confidence in all of the actions that will be completed for your website and you’ll be able to see your results and get real-time progress updates as your campaign advances. We will also be able to track the diary progress made on your keywords, and review Google Analytics reports in order to see traffic and bounce rates all in one place.

**Technology:** Our SEO team has some of the most experienced analysts in the industry and we do all of our work in-house. Your dedicated account management team will strategize to provide a successful and efficient marketing plan for you and your business. By only managing a handful of accounts, each member of the team can dedicate their full attention to your business goals, familiarize themselves with your industry, and develop a customized plan that will produce the most value for your investment.