

How to get the best search engine rankings

Let's face it a website is now a necessity—part and parcel of your marketing communication arsenal. And, with a website up and running, how are you driving traffic to your website?

Referring viewers through traditional means, advertising and PR, will work. But, what about others who don't see your ad or press release?

Something like 70% of website visitors come to a site through search engines. This can be through a generic listing or sponsored link. Are you getting your share of traffic from search engines?

If not, why not let us help you by improving your search engine rankings (generic listing) and through paid links (e.g., AdWords).

What's involved?

Search Engine Optimisation (SEO) is a highly specialised activity, best undertaken by professionals with the necessary grounding and expertise required by its very nature.

Briefly, strategies used include:

- ✓ Addition of customised meta tags, titles, <alt> tags, keywords and descriptions used in web pages
- ✓ Building of unique site URLs with as many unique meta tags as possible
- ✓ Obtaining one way links form paid directories
- ✓ Obtaining one/two/three way links from free pages, blogs, forums and so on
- ✓ Optimisation of HTML to make the site easier to index
- ✓ Both manual and automated submissions to the more popular search engines
- ✓ Creation of specialised doorway pages for specific keywords
- ✓ Use of both free and paid inclusions in link building
- ✓ Targeting of high placement in at least three principal search engines, viz., Google, Yahoo and MSN
- ✓ And so on.

How do you get started?

The first requirement is the preparation of an SEO evaluation report. This report is a very exhaustive one, which looks at your current website and its needs, with recommendations including points covered above. Part of the study also looks at your current rankings for the major and minor keywords and so on. Our report is submitted to you for comment and approval.

All work done after that uses that report as the starting point.

The cost of this report is \$1200, plus GST. It takes two to three weeks to undertake and prepare. The report is



Improving your website's SEO starts with our comprehensive study and evaluation report

quite exhaustive and requires the input of several SEO experts to achieve.

If you do not proceed with our SEO services, you keep the report and you will at least have a platform for performing your own strategies, if you feel qualified to do so.

What will the SEO services cost?

There are several packages available for you to consider based on your needs and your budget.

The budget package costs \$200, plus GST, per month. The cost goes up to several thousand dollars per month for the Advanced package. And, there are packages in-between.

The full schedule of SEO packages is available on our website. For more details go to:

<http://www.jgmarketing.com.au>.

And, if you require a package that fits your special needs, we can tailor one just for you. We don't believe in a one-size-fits-all approach, so we're only happy to help.

Feel free to get in touch with us to discuss your specific needs.

What will you get for your money?

The activities described as part of our SEO service offering are done to achieve only one thing: *higher search engine rankings for targeted keywords.*

We agree on what keywords we will target and then begin the work to achieve top rankings in those words. What we mean is that your website will appear on the first or second page for such keywords.

Some keywords can even get a ranking of the first few listings. These rankings will vary depending on the targeted keywords and will change with the ebb and flow of web content, alterations to search engine

SEO drives traffic to your website

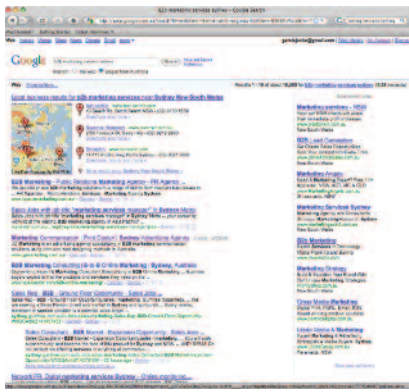


algorithms and so on.

Work done of your behalf are as mentioned above and outlined on our website. Depending on the package chosen, a periodical report of such activity is submitted to you. As well, again depending on the chosen package, a periodical phone consultation on our work and your expectations are done regularly. Note that our entry package only allows this done once a year, while other packages go to as often as monthly consultations.

Are these results guaranteed?

Depending on the keywords and the markets targeted, we will guarantee what rankings we will intend to achieve. These will be set out in writing and sent to you when agreed.



Rankings on the first few listings are attainable, depending on the keyword



We can help in other ways!

As a full-service web design company, we offer an integrated range of services to get the internet working for you. These cover:

Website design/upgrade - Just like printed communication pieces, websites need to be upgraded regularly. We can help you get a more up-to-date website that not only takes advantage of the Web 2.0 landscape, but also helps you achieve higher search engine rankings

E-Commerce software - You can sell your products not only from your plant or offices, but also off your websites. We can tailor e-commerce solutions that will not only move your sales results upward, but also improve your bottom line. After all, once your site is up, selling is done by the site 24/7. And, your site doesn't get paid overtime or take holidays.

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After the agreed period has passed, we review the results and see how we've done with our job.

If we do not achieve what we promise, we will refund the fees you've paid.*

Note that the initial set-up fees, which include the comprehensive SEO evaluation and report is not refundable.



70% of website visitors come from enquiries to search engines

Once SEO rankings are achieved, why should you keep going with further efforts?

Achieving high search engine rankings doesn't mean the job is done.

One should not forget that competitors are possibly targeting the same or similar keywords. Google and other search engines are also continually changing search algorithms, which is like saying the goal posts are constantly moving.

The internet landscape is constantly changing and with these things all happening, should one just rest on his or her laurels and just wait for site visitors.

Keeping your SEO effort continuously active means that we adjust to any changes that Google and other search engines are doing. We also allow for movements of competitors in their rankings, content and so on.

Remember, we can only guarantee rankings with a continuing effort. Once the SEO program is halted, the client pretty much leaves his/her company on its own.

And, with your competition actively promoting their website, you can easily see just what can happen.

Again, we invite you to discuss this with us without obliging you in any way.

Give us a call NOW.

Marketing communication to assist your site - we can also prepare professional Press Release articles that will promote your brands, products, services and so on. These articles will also help improve your search engine rankings, through backlinks to your website.

We also set up blogs and prepare and upload posts for you, as well as notify search engines of each update. Again, with backlinks back to your website to help improve your search engine rankings.

Collateral material - we can add to your website content which not only improves your search engine rankings, but which can be used to promote your products and services through more traditional means, i.e., printed material like brochures, case studies, flyers, catalogues and so on.



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