

INK Design SEO

A successful website delivers value by attracting a steady flow of visitors who are motivated to purchase. There is little value in having the best website in your industry if nobody can find it, and even less value in attracting a wealth of visitors to your site who never return or purchase anything.

INK Design can determine what a visitor to your website is worth, help you to improve the value of a site visitor, and ensure that your website is noticed through a combination of strategic advertising and rigorous search engine optimisation.

What is a visitor to your site worth?

Understanding the value of visitors to your website is a key to effective web marketing. You cannot evaluate the cost effectiveness of website promotion activities without understanding what each site visitor is worth, and INK can work with you to achieve this understanding through a combination of site visit, conversion and profitability metrics.

Content is King

The most powerful tool with which a website can attract visitors, and profit from them, is the content of the site itself. Search engines respond to true site content, and it is the site itself that will leverage value from those that visit your site. INK can work with you to ensure that your website establishes a competitive advantage for your business and presents a clear call to action to site visitors. We will make sure your website provides compelling reasons to purchase your products and services.

Optimise for Searching

INK's SEO (search engine optimisation) service is designed to drive qualified traffic to your website by improving your visibility on the most popular search engines. We deliver visitors to your site who are generally interested and active because they have searched for key phrases that specifically relate to your industry and service.

INK enhances your visibility on the web through two key processes. Firstly, we modify the code and content of your website to allow search engines to more easily associate your site with your desired search terms. If INK develops your website, we will build this functionality into your site from conception. Secondly, INK will submit your website addresses with relevant search terms to the search engines that matter, and will continue to submit your details to protect your search engine position.

Reporting for Smart Decision Making

INK will provide detailed reports on your search engine rankings so that you can measure the success of your web marketing programme, and can also report on how your competitors rank when searching for the same key words and phrases.

Sometimes it Pays to Pay

Paid advertising can be a highly cost-effective way to drive visitors to your site. INK can assist you with a number of paid advertising methods including:

- Pay per click
- Banner ads
- Reciprocal links / one-way links

ONLINE MARKETING PACKAGES - exclusive of gst @ 10%

BRONZE LEVEL - For Local/Starter business

\$1,200 per annum

1. Create Site Map & Links page added to website.
2. Submission to all MAJOR Search Engines.
3. Alter Home page with relevant text, Alt tags to images and internal links.
4. 5 Key Phrases added to site with all meta information.

SILVER LEVEL - For Established business

\$1,800 per annum

1. As above for 1 & 2.
2. Alter Home page + 1 other page with relevant text, Alt tags to images and internal links.
3. 10 Key Phrases added to site with all meta information.

GOLD LEVEL - Where you need Guarantees & to beat the competition

\$2,990 per annum

1. As above for 1 & 2.
2. Alter Home page + 2 other pages with relevant text, Alt tags to images and internal links.
3. 15 Key Phrases added to site with all meta information.
4. A Site Visibility Report will be emailed 2 monthly to show the positions in the major search engines.
5. Guaranteed minimum 50 first page results in the year from our 2M Visibility Reports . *

ULTIMATE LEVEL - Suitable for Serious Online businesses

\$3,500 + per annum

A 6 stage process to ensure you gain the best Return on your Investment (ROI) & multiple page appearances in the major Search Engines. Minimum 25 Key Phrases with a Guaranteed minimum 200 first page results in the year from our monthly Visibility Reports. *

1. Discussion
2. Investigation
3. Identify & Implement
4. Report
5. Continuous
6. Review

See details for these processes on the next page.

* If we fail to meet this target we will continue the service FREE until this target is reached.

ULTIMATE LEVEL - Suitable for Serious Online businesses (continued)

Discussion

1. Learn about your company.
2. Discuss strategy & develop key phrases profile for investigation.
3. Determine competitors.

Investigation

4. Perform key phrase research on most popular searched phrases.
5. Analyse Competitor websites for meta phrases.
6. Produce a report on the website for HTML validation, accessibility, key word density & Google page rank.

Identify & Implement

7. Agree 25 key phrases and add to website source code.
8. Produce Targeted Landing pages for tracking responses.
9. Produce up to 25 cross links throughout website.
10. Detailed Ranking Report produced.
11. Site Visibility Report detailing key phrase positions in major Search Engines.
12. Research on links of relevant websites & add to Links page.
13. Write new text for website using key phrases.
14. Create additional Content pages.
15. Add ALT tags to all images.
16. Ensure that the site is CSS built & 3A compliant.

Report

17. A Site Visibility Report will be emailed monthly to show the positions in the major search engines.
18. Guaranteed minimum 200 first page results in the year from our Monthly Visibility Reports. *

Continuous

19. Adjustments made inline with new research to improve traffic.
20. Receive regular emails of major SE news as it happens.

Review

21. Carried out at 6 months to ensure that strategies & targets are being met.

OTHER SERVICES

22. Google Ads Set up & management. This can include "split" testing to get the highest click through rate from the wording of the ad; also experimenting with different phrases & different click rates for the best ROI.
23. Email Marketing - using Net-Send you can send bulk email to an Opt-in database of subscribed email addresses.

Terms & Conditions: please refer to www.inkdesign.com.au/terms.html

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