



# What is Search Engine Optimisation?

Advantate SEO

- Search Engine Optimisation (SEO) is a way to gain exposure for your business on Google
- SEO involves making your website rank higher on Google through adjustments to the content of the site and obtaining strategic links from other relevant pages on the web
- With SEO you target 5 keyphrases that prospects are actively using to find businesses like yours and climb the organic Google listings - on the left hand side of Google
- SEO allows you to appear ahead of your competitors and not pay per click to get traffic to your site

## Get started in 3 easy steps:

- 1 Initial call:** Your dedicated Search Marketing Consultant will discuss your campaign requirements and what you want to achieve. You'll receive a proposal detailing your campaign
- 2 Research:** When you give the go ahead your dedicated account manager will conduct research to formulate a selection of key phrases that reflect your unique selling proposition and provide you with a benchmark ranking report
- 3 Implementation:** A set of recommended changes to your site will be drawn up and implemented. Through ongoing strategic linking you will begin to climb the rankings

Full ranking evaluation report	ü
Competitor analysis	ü
Content review and implementation	ü
Accurate keyword research for optimisation	ü
Site code recommendations and implementation	ü
Linking strategy and implementation	ü
Monthly review and progress report	ü
Fee	<b>\$4,000 pa</b>



§ Excludes GST, 1 year minimum  
 § SEO for up to 5 keyword phrases  
 § Includes a dedicated Search Consultant

**advantate**  
 Search Engine Marketing Experts  
 Call us 1300 726 617