

SEO

Search Engine Optimisation

Improve Your Website Rankings,
Traffic and Conversions

What is SEO?

Search Engine Optimisation (SEO) is a set of techniques and strategies aimed at improving your website's ranking in search engine results pages (SERPs). The primary goal of SEO is to increase organic (non-paid) traffic to your website by making it the best alternative for search engines like Google, Bing, and Yahoo to display when specific searches are made. Identifying the specific searches your ideal clients make when looking for the products and services you supply is key to your SEO Strategy.



Why is SEO Important?

Increased Visibility

SEO helps your website appear higher in search results, increasing its visibility to potential visitors

Targeted Traffic

By optimising for specific keywords and phrases, you attract visitors who are genuinely interested in your content or products.

Credibility and Trust

Higher-ranking websites are often perceived as more credible and trustworthy by users.

Cost-Effective

Compared to paid advertising, SEO can provide a more sustainable and cost-effective source of traffic.

SEO is best conducted consistently over time to drive incremental improvements in your search engine position, attracting more organic traffic and growing your online presence.

Get Found Online

Having a website is a great start to your online presence. Now you need to get found by your ideal clients. This is where Search Engine Optimization (SEO) comes into play.



Your SEO Success

SEO Success is getting found online by your ideal clients, looking for exactly what you provide and then buying it. It is based on careful research, planning, and activity over time.

It is no accident – it is good business.

Keyword Research

Identify and analyse words and phrases your ideal clients use in search engines when looking for your service & products. Understand the search intent behind these queries, gauge their search volume, and assess the competition level for these terms. Create your ideal keyword list for ongoing SEO activity.

On-Page SEO

Review and optimise web page content for search engines and users, focusing on elements like title tags, meta descriptions, internal links, and URLs as well as content & design to improve ranking and user experience for identified keywords.

Local SEO

Build optimised local based landing pages for the area serviced by your business. Create internal links throughout your website content to these landing pages. Focus on one service OR about page per suburb or geographical area.

Ecommerce SEO

Review the entire online sales process to identify where improvements can be made. Review product information and create plans and content templates for optimising of product details, including category descriptions, title tags, content and URLs to improve ranking, user experience & sales. Monitor and analyse results to inform future activity.

Ongoing SEO

Continuous process of optimising your website to maintain and improve its search engine rankings for identified keywords. Includes information hub structure, optimised landing pages, content creation, internal linking strategy, and adaptation to algorithm updates & evolving market trends.

SEO Reporting

Review & report on SEO position for identified keywords, along with traffic & conversion metrics. Inform ongoing SEO plan & activity.

SEO Success Packages

Get found online and boost your organic traffic and website conversions.

Essentials

\$1,350 +GST/month

- ✓ Website Review
- ✓ Structural Audit and Remediation
- ✓ Keyword Research
- ✓ SEO Action Plan
- ✓ Information Hub
- ✓ Content Creation
- ✓ Implementation Strategy
- ✓ Site wide linking strategy
- ✓ Monthly Reporting

* Focus on 1 audience target per month

Growth

\$2,500 +GST/month

- ✓ Essentials
PLUS
- ✓ Local Area Marketing
- ✓ Additional Information Hubs
- ✓ Targeted content creation
- ✓ Ongoing SEO Action Plan Review
- ✓ Monthly Reporting and Analysis

* Focus on 3 audience targets per month

Premium

\$4,000+/month

Need more?

- ✓ Detailed Website Workflow Analysis
- ✓ Custom Implementation Solution
- ✓ Custom Functionality to Improve UX

Talk to us about an accelerated program to turbo-charge your online success.

* Focus on more audience targets per month

SEO eCommerce Packages

Boost sales with a targeted ongoing campaign to improve organic traffic and conversions for your eCommerce website.

Essentials eCommerce

\$1,350 +GST/month

- ✓ Website Review
- ✓ Structural Audit and Remediation
- ✓ Keyword Research
- ✓ SEO Action Plan for Categories and Products
- ✓ Category and Product Templates
- ✓ Implementation Strategy
- ✓ Site wide linking strategy
- ✓ Monthly Reporting

* Focus on 1 audience target per month

Growth eCommerce

\$2,500 +GST/month

- ✓ Essentials eCommerce **PLUS**
- ✓ Local Area Marketing
- ✓ Sales Process Review
- ✓ Targeted content creation for supporting blogs
- ✓ Ongoing SEO Action Plan Review
- ✓ Monthly Reporting and Analysis

* Focus on 3 audience targets per month

Premium eCommerce

\$4,000+ /month

Need more?

- ✓ Detailed Sales Process Analysis
- ✓ Custom Implementation Solution
- ✓ Custom Functionality for Sales

Talk to us about an accelerated program to turbo-charge your online success.

* Focus on more audience targets per month

Improve Your **SEO** with **WEB IDEAS**

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