

**PAGE 1 GOOGLE**

SEO



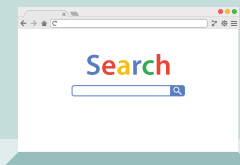
# *everyone just* "GOOGLE'S IT"

*"When was the last time you looked for a service without using Google?"*



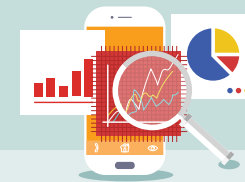
## WHAT IS SEO?

Search Engine Optimisation (SEO) is a process of improving the ranking and visibility of your website in a search engines like Google and Bing. When someone searches for you online via a set of keywords, SEO will work to improve your site's ranking for that search.



## WHY DO I NEED IT?

Research shows that the closer your site appears to the first page of Google, the more clicks your website gets and the more chances to convert a lead. Some businesses websites can't even 'be found' by their business name!



## HOW DOES IT WORK?

Each month your SEO consultant will use best practices to work on your site, making just the right number of adjustments to key areas of your websites content, links and URL structure. You will then be provided with a report on the changes to the ranking of each keyword, each month.

# website OPTIMISATION

*"Convert more customers by giving them the exact answer they are looking for, the moment they see you in Google"*

## SEO LANDING PAGES

This is one of the most important parts of your SEO strategy to convert customers, and is often missed by other providers.

Using the proven power of landing pages, our SEO team will create engaging content for the core keywords for your business. Our content is 'search optimised', so each page will be linked directly to the search that your potential new customer made. This gives them the answer to their search right away so they don't need to go anywhere else!

## MONTHLY SEO SERVICE

Each month your SEO consultant will use the Google approved 'white hat' techniques to grow your websites authority and ranking within search engines.

Like any relationship, this authority and trust is grown slowly but surely over time. This 'white hat method' prevents manual 'spam tactic' penalties being applied to your site by Google which can reduce your rankings or even have them removed completely.

# PACKAGES



*"A good campaign is made up of two components - laser focused landing pages and ongoing tweaking and optimization"*

## SELECT NUMBER OF LANDING PAGES

Your SEO consultant will discuss the best number of landing pages for your campaign with you.



## CHOOSE MONTHLY SERVICE LEVEL

MONTHLY INCLUSIONS	BRONZE	SILVER	GOLD	CUSTOM
Emailed ranking report monthly	✓	✓	✓	✓
Site advocacy	✓	✓	✓	✓
Internal linking	✓	✓	✓	✓
Monthly consultant phone call	✓	✓	✓	✓
Blog posts (max number, as required)	1	1	2	CUSTOM
Link building submissions (max number, as required)	2	4	6	CUSTOM
Maximum Keywords	10	25	50	CUSTOM

\*SEO campaigns run for a min. 6 month term, however we recommend at least 12 months for best results.

\*\* All websites require the following features for SEO: SSL, Responsive Design, Instablog. Your consultant will be able to advise you why these are needed and the cost.

Call the SEO team on  
**(03) 9971 8900**  
for a quote

OR

Email us at  
**SEO@HAVEALOOK.COM.AU**  
to arrange a time to speak

# get **STARTED**

One of our SEO consultants would love to discuss how Havealook can drive more business to your site.

**GET IN TOUCH!**

**(03) 9971 8900**

**SEO@HAVEALOOK.COM.AU**