



Premium Marketing Services for Business

Website Optimisation Services 2010

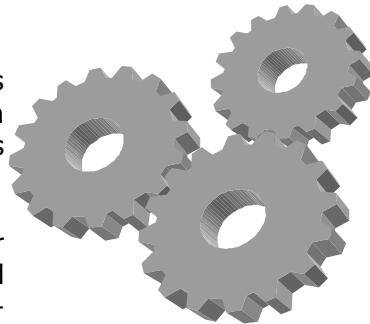
Goal: This service aims to ensure that your website ranks within the top 10 listings on the major search engines for an agreed set of target keywords within a specified timeframe. On average, search engines are responsible for 30% – 50% of all traffic to a website.

○ What we do...

Keyword Assessment

This determines which words are being used in the search engines to find your services or products.

We strive to uncover words/phrases that are used by customers and under-utilised by your competitors.



html changes

These are the necessary changes to the code of your website, assisting it to rank higher on the search engines.

These changes are provided to your website designer, are safe, and often unrelated to the functionality or design of the website.

Ongoing monitoring

As with all marketing activities, *accountability* is a high priority. Websites should be no different.

After the site is submitted to the major search engines, you receive detailed reports outlining your position on the major search engines when each of your keywords is used. These reports occur before commencement of any work, and again after indexation by the search engines (typically 1 month). Ongoing reporting is provided monthly thereafter.

In response to changes shown in reports, Pace typically provides bi-monthly or monthly fine tuning to maintain or improve results further.

○ Who...

Pace is owned and managed by Cameron Saunders (B.Comm Marketing / IT Brisbane QLD). After 4 years contracted as Marketing Director & New Business Manager at a national ISP and web design firm based in Melbourne, Cameron now works primarily within the SEO field (search engine optimisation) from Hepburn Springs, Victoria.

Pace works in conjunction with a number of web designers and database programmers to develop and market innovative websites. Pace can act on the client's behalf to help clarify online objectives, and ensure all development is consistent with existing business objectives & activities.

○ How...

Website Optimisation Services

Initial Consultation

- to understand the historical and marketing context for the business
- discuss logical or existing keywords for the website
- discuss existing and future marketing plans

Research

- to examine competitive factors
- to produce a list of logical & desired keywords relevant to the website..
- to assess the website for its uniqueness and quality
- to assess the website's ability to accommodate our optimisation procedure
- produce preliminary website ranking report (ie. where the site currently ranks on the search engines)
- isolate existing terms for which the website already ranks high and incorporate into strategy

Further Consultation

- to discuss the results of our keyword and website assessments
- sign off on final keywords/keyphrases
- discuss alterations to the website

Optimisation Commencement

- make the necessary changes to the website
- submission of the site to the major search engines

Position Monitoring

- produce a 2nd detailed report after the search engines have indexed the website and reflect the new changes in their listings (typically 1 mth later). This aspect of the process is out of our control and depends on the performance of the search engines themselves.
- regular reports are produced after indexation. Each report includes a trend analysis to gauge changes in position on the major search engines over time.
- Regular fine tuning of the website is a necessary component of SEO. Regular changes in rankings are common. The search engines are regularly updating their processes, while websites are also always becoming more competitive on the search engines. You have the choice of either bi-monthly, monthly or quarterly reporting and fine tuning. These are necessary to assist with maintenance of good rankings with *monthly* reporting generating higher rankings.

○ Your external web network

Google considers the quantity, quality & relevance of websites linking to your website before it calculates your final rank for a particular term. One of the most important tasks is to increase the amount of external websites linking to the site. At the discussed price range, our roles in the linking process are clearly specified. In essence, Pace facilitates the process including the adding the link to your site, the initial contact, follow ups and monitoring of the linking process, but you are responsible for providing the contact details for the potential linkees.

The linking process in further detail..

- Upon commencement of the service, Pace provides an excel spreadsheet into which you put the details of potential linkees (contact name/URL/email address etc) and we discuss the various linking options available to your website.
- We work together to generate an appropriate mail out to these link potentials. The process usually involves adding the link to your own links page first
- Pace handles the process of sending the message out with specific link code for each. This maximises the value of every inward link and is a unique benefit of using Pace for search engine optimisation. Your email address is on the email letter (if you prefer).
- Pace monitors the potential sites for 'compliance' over time (eg. check sites twice a month). And follow up potentials with revised letters every 2 weeks or as you see fit.
- Depending on the results, we discuss more options for obtaining more link potentials. In each case, you are generally required to add details to the excel spreadsheet while Pace can do the site update, the contacting, following up and ongoing monitoring.

Enhanced Linking Services - the cLink[®] network

The cLink[®] network is quite simply, a safe and economical way to boost your website's rankings by creating more inward links to your website. The service creates an *optimised network* by connecting together Pace's client websites with the customer websites of the high quality web developers & marketing teams from Australia and New Zealand with whom Pace works actively. It is an invite-only linking strategy working across the two countries to create permanent search engine ranking improvements for all.

The service is borne out of the following facts:

- (i) **Top 10 search engine rankings for competitive phrases can only be achieved when a site has a high number of websites linking to it.** 'How' these sites link together is crucial and ever changing. One of the tasks of an SEO provider like Pace is to keep up with the search engines' changing ways.
- (ii) **Generalised 'Link farms' exist to provide links to websites, but their integrity is usually questionable.** Aside from being very expensive (often \$50/mth or more for one link) it is difficult to verify the *integrity* of sites involved in these link farms. Due to the non-differentiating approach taken by most link farms, websites blacklisted by google may contaminate the network resulting in degradation of status of the sites involved.

Pace existing SEO clients include:

Client Name	Example Keyword	Current Ranking	Notes:
Hawkes Bay Inc. NZ - hawkesbaynz.com	Hawkes Bay	No.1	This client has recently taken on Pace to resurrect rankings lost due to new website development
	Hawkes Bay accommodation	No.1	
Tourism Macedon Ranges Australia - visitmacedonranges.com	Macedon ranges	Top 5	Recently launched client using Pace for full marketing services and project management of website development. Premium tourism region Melbourne Australia.
	Kyneton		
	Woodend		
New Zealand Building Guide- Buildingguide.co.nz	Building guide	#1 google.co.nz	New Zealand's ultimate home building guide enjoys visibility on the search engines in front of 10,000 searching users each month for these 3 phrases alone in both the NZ & AU search space.
	Home building	#6 google.co.nz	
	Building advice	#3 google.co.nz	
The Basket Case	gift basket gift hamper hampers melbourne	11 th	This recently commenced campaign is bringing good results. After only 8 weeks, rankings have gone from 'none' to 'poised-for-top-10'. These phrases alone are used in excess of 50,000 time per month. Dramatic improvements in sales and conversion rates have also been recorded. Part of a group of sites, this strategy sees individual sites targetted to rank well for a diverse keyword group.
		12 th	
		13 th	

- Pace currently has 2 clients within the top 10 for the term 'luxury accommodation' worldwide on Google.com.au.
- Pace top 3 clients enjoy traffic levels on average of approx 35,000 unique visitors per month with an average quantity of search engine referrals exceeding 3000 unique visitors/mth (nb. Targeted keywords for these clients are competitive but also very *high use* terms. They will not apply to all industries).

Other clients include:

- Maven Consulting group, Gwinganna Health Retreat (AU), Black Label Retreats (NZ), Bumps to Baby (UK), Telstra Clear Pacific (NZ), Down under Tours / Desert Venturer / Down under by Appointment (AU), Thala Beach Resort (AU), Peninsula Boutique Hotel Port Douglas (AU), Australian Wild Escapes / Frontier Safaris (AU), Millbrook Resort (NZ), Greenhill Lodge (NZ), The Point Villas (NZ), The Spire (NZ), Nihiwatu (Indon.), Nukubati Resort (Fiji), Toberua Island Resort (Fiji)...

Terms and Conditions

Completion of the attached application form indicates that you have read and agree to the terms and conditions.

- 1) Due to delays typically encountered with indexation of submitted pages, Pace Enterprises is not responsible for slow or non response by a particular search engine.
- 2) Pace Enterprises cannot guarantee placings of the website. Successful listing is a function of the uniqueness and quality of the website and subject to variation based on competitor's activities. Popular keywords or general keywords are more competitive than others, affecting listing dramatically.
- 3) Keyword Assessment gives details for the top 30 placings for any given search engine. If the website ranks outside the top 30, the assessment will reveal no search engine positioning information.
- 4) Optimisation is based on the top few keywords (primary keywords) or single primary keyword, combined with results from the top 3 search engines relevant to your target market.
- 5) Pace Enterprises will not be responsible for problems resulting from changes to a website conducted by any party other than Pace Enterprises.
- 6) Pace Enterprises is not responsible for erroneous implementation of recommendations
- 7) Payment for agreed services is made in advance.
- 8) Pace Enterprises is not responsible for negative results resulting from failure to implement optimization particulars as indicated in the optimization specification documents.
- 9) Pace Enterprises is not responsible for negative results occurring due to implementation of other search engine optimization NOT included in provided documentation.
- 10) Pace Enterprises determines the list of search engines to which submissions are made. Other search engines can be recommended for your particular site if necessary, by noting the URL of the search engine and emailing info@pace-optimisation.com. This does not guarantee submission to this search engine and additional cost may be incurred with submission to some search engines
- 11) 'Speed Submissions' are available for some search engines usually for a flat fee. Please call for more details or check the particular search engine of choice.
- 12) Pace Enterprises generates submission to search engines that are free. Where a fee applies, the client will be notified and payment may be arranged by the client if he/she so chooses. Certain search engines listed above may require payment before submission can be completed. Pace will not submit websites to charging search engines unless pre-payment of submission fee has been made to Pace.
- 13) Pace Enterprises uses some search engine auto-submission techniques. While all attempts are made to minimize visibility of auto-submission (including minimum repetition of auto-submission) Pace Enterprises is not responsible for negative impact on search engine ranking from auto-submission. If you are in any doubt, opt for manual search engine submission only. Pace Enterprises will not be coerced, or forced into repeated auto-submission to search engines under any circumstances.
- 14) Pace Enterprises reserves the right to modify all aspects of this search engine submission service including search engine submission lists at any time.
- 15) In the event of early termination of the contract by the client, a termination fee equal to 50% of the value of remaining monthly payments will be charged to the client.

Glossary of terms:

Content - This is the information and/or services available on the website. This can be in text or image format or may be a particular function that the site performs.

Domain - This is the type of internet address your website uses. Australian businesses use the '.com.au' type domains, while '.biz' and '.nfo' are available for businesses and information service providers.

indexing/indexation – The act by a search engine of storing information about a webpage.

Keyword – The term(s) entered into a search engine that are used to find a particular website. Keywords are also the descriptive words provided by the website owner to Netlink Connect for the purposes of submission of the site to the search engines to aid categorisation of the website.

Query (Search Query) – The collective term for the keyword(s) entered by a user into a search engine.

Ranking – The position held by a website when searched on by a given keyword. ie. 1st, 2nd

Search Engine – A website on the internet that a person uses to find a particular website's address or URL.

(Re)Submission – The process of sending information such as keywords to a search engine with a view to being listed on that search engine.

<title> and <metatag> - These are parts of a website's code where information on the content of the website may be stored for easy access by search engines to aid their assessment and listing.

URL – A website's name or address such as www.cellula.com.au/pace

Website Hosting - This is the act of housing your website on a server for the rest of the world to view.