



# Premium Marketing Services for Business

## Website Optimisation Services

Search engine optimisation (SEO) is the science of assisting websites to improve their rankings on the search engines.

The search engines provide a significant proportion of all visitors to a website. SEO is a marketing task that...

- (i) assesses the terms people actively use in the search engines
- (ii) focusses a website on specific phrases with appropriate content optimisation
- (iii) identifies & overcomes obstacles that prevent good rankings on the search engines.

### 1. **Keyword Discussion:**

- a. Keywords are the words that people use in the search engines. A large part of SEO asks the question - '*which terms do people really use*'. Pace has access to unique search engine statistics for precision keyword targeting.
- b. Keyword discussions also include an assessment of terms for which the site currently ranks high, and the migration strategy targets preservation of any existing rankings.
- c. Monthly reporting of search engine rankings instigated from date of contract shows trend data and focuses SEO attention on accountability and results.

### 2. **SEO Deliverables:**

- A detailed keyword analysis will be prepared from which recommendations are generated.
- Monthly reporting of search engine rankings will be instigated from the date of contract, making the SEO accountable and providing data for future directions.
- Detailed search engine optimisation of the website for targeted terms
- Depending on the preferred package ongoing fine tuning and SEO work will occur on either a monthly, bi-monthly or quarterly basis and this will typically correspond with results.
- Website traffic analysis is conducted on a similar basis according to package preference.

### 3. **Your external web network:**

Google considers the quantity, quality & relevance of *websites that link to* your website before it calculates a final ranking for a particular term. One of the most important tasks for the site 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 below:

*The linking process in further detail ..*

- Upon commencement of the service, Pace provides an excel spreadsheet into details of potential linkees (contact name/URL/email address etc) will be entered, and we then discuss the various linking options available.
- 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) to personalise these mailouts correctly.

- Pace monitors the potential sites for 'compliance' over time (eg. check sites monthly), 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.
- Some corporate clients rely on Pace for conducting the entire process (including sourcing the inward links) with pricing into the \$400/mth region and is available upon request.

## Google Adwords | Pay-per-Click Advertising

Google's Adwords service can create visibility on Google quickly by displaying an advertisement for your business in the 'sponsored links section of a google search (either across the top of a search results list or to the right of the list). It uses a bidding system to determine how much you pay each time people click on your ad, unlike the organic search rankings referred to so far in this document where people can click on a website in a set of search results at no direct cost from Google. Pace will establish your campaign based on detailed keyword analysis. Pace will then fine tune the campaign for optimum performance & provide campaign stats on a monthly basis thereafter. More information on adwords is available by typing 'adwords' into Google or visiting <http://adwords.google.com.au>.

### Costs:

1. Your Google Ad spend budget - eg. \$30/day (typically paid direct to Google)

2. Pace Charges (inc GST):

Google Adwords Budget	Setup Fee	Ongoing Cost
< \$1000/mth	\$275.00	\$165/mth
\$1500/mth - \$5000/mth	\$550.00	\$380/mth
\$5000/mth - \$15000/mth	\$550.00	10% of mthly ad budget

## Service Specification & Fee Summary:

### 1) **SEO Essentials Suite**

*\$AU550 setup + \$770 /qtr inc. GST*

#### **Full Website Optimisation, Quarterly Reporting & Quarterly Fine Tuning:**

- Detailed Keyword Analysis: Find out which terms people are using most from a Pacific, US and/or UK perspective. The detailed keyword analysis provides a roadmap for ranking results anticipated over 12mths.
- Optimisation of your website: including development of a long term strategy for success on the search engines.
- Monitoring of Results: You receive quarterly reports showing gains / losses in rankings on the major search engines for preferred keywords.
- **Quarterly** Fine Tuning for Improved Results

## 2) **SEO Business Suite**

*\$AU550 setup + \$990/qtr inc. GST - Full Website Optimisation, Bi-Monthly Ranking Reporting & Bi-Monthly Fine Tune*

### **The Standard SEO Services include:**

- Premium search engine optimisation: service for the best possible results, including development of a long term strategy for success on the search engines.
- Detailed Keyword Analysis: Find out which terms people are using most from a Pacific, US and/or UK perspective.
- **Bi-Monthly Monitoring of Results:** Reports show gains and losses for particular phrases across the search engines of your choice.
- **Bi-Monthly Fine Tuning for Improved Results:** Search engine rankings are subject to a wide range of competitive factors, often producing unexpected results. Good results however require active involvement to consistently fine tune a website for the best results on the 'right phrases'... The more often the better.
- **Quarterly Website Statistics Analysis:** This service analyses how users arrived at your website, their behaviours once arrived, and looks at ways to improve website or SEO performance based on the wide range of parameters available. It includes analysis of visitor numbers, time spent on site/pages, bounce pages etc.
- Consulting services included - maintain your websites good rankings when moving to a new website; advice to web teams on search engine friendly website design; project management of search engine related website modifications

## 3) **SEO Leader Suite**

*\$AU550 setup + \$1650 /qtr inc. GST - Full Website Optimisation, Monthly Ranking Reporting & Monthly Fine Tune*

### **The SEO Services include:**

- Premium search engine optimisation service for the best possible results, including development of a long term strategy for success on the search engines.
- Detailed Keyword Analysis: Find out which terms people are using most from a Pacific, US and/or UK perspective.
- **Monthly Monitoring of Results:** You receive monthly reports available online showing where the website ranks on the major relevant search engines across a wide range of keywords. Reports show gains and losses for particular phrases across the search engines of your choice.
- **Monthly Fine Tuning for Improved Results:** Search engine rankings are subject to a wide range of competitive factors, often producing unexpected results. Good results however require active involvement to consistently fine tune a website for the best results on the 'right phrases'... The more often the better.
- **3 x Keyword Trend Analyses per year** to monitor keyword usage trends over time. This data provides strategic information showing demand trends over time for particular phrases, indicating changes in demand for services and products.
- **Quarterly Website Statistics Analysis:** This service analyses how users arrived at your website, their behaviours once arrived, and looks at ways to improve website or SEO performance based on the wide range of parameters available. It includes analysis of visitor numbers, time spent on site/pages, bounce pages etc.
- Consulting services included - maintain your websites good rankings when moving to a new website; advice to web teams on search engine friendly website design; project management of search engine related website modifications

## Pace client folio:

Client Name	Example Keyword	Current Ranking	Notes:
Eagles Nest eaglesnest.co.nz	New zealand luxury accommodation	5	Voted the world's no.1 luxury accommodation, the client has worked with Pace to create search engine visibility for strategic phrases
Tourism Macedon Ranges Australia - visitmacedonranges.com	Macedon ranges Woodend accommodation	No.1 No.1	Local gov't project using Pace for website development & online marketing services. Premium tourism region near Melbourne
DMRT - Visitdaylesford.com	daylesford	No.1	Local government client is using Pace to rebuild the tourism portal while maintaining critical rankings.
The Lakehouse www.lakehouse.com.au	Daylesford accommodation	Top 5	Regularly ranked in the top 100 restaurants of the world
Daylesford Escapes www.dabs.com.au	Daylesford accommodation	No.1	Premier accommodation booking service with 160+ properties
Knauf Insulation (AU & NZ)	Insulation wall insulation	No.3 no.2	Global building & construction industry provider
Zest Events & Catering	Wedding reception sydney	Top 10	Award winning wedding & event service provider

### Other recent clients include:

Gwinganna Health Retreat (AU), The Atlantic – Byron Bay (AU), Daimler Barossa Tours (AU), New Zealand Building Guide (NZ), Safari HQ (AU), LikuLiku Lagoon Resort (FIJI), Cavallo Appliances (AU), The Denman Hotel (AU), Cumberland View (Vic), Cormiston Legal (AU), Earthwool NZ (NZ)...

### 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.
- 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 Pace 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. 1<sup>st</sup>, 2<sup>nd</sup>
- 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 <http://www.pace-optimisation.com>
- Website Hosting** – the service provider that displays your website on the web

## Terms and Conditions

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

- Due to delays typically encountered with indexation of submitted pages, Pace Optimisation is not responsible for slow or non response by a particular search engine.
- Pace Optimisation 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.
- Keyword Assessment gives details for the top 30 placings for any given search engine.
- Optimisation is typically based on the top few keywords (primary keywords) or a single primary keyword.
- Pace Optimisation will not be responsible for problems resulting from changes to a website conducted by any party other than Pace Optimisation.
- Pace Optimisation is not responsible for erroneous implementation of recommendations
- Payment for agreed services is made in advance.
- Pace Optimisation is not responsible for negative results resulting from failure to implement optimization specifications.
- Pace Optimisation is not responsible for negative results occurring due to implementation of other search engine optimization NOT included in provided documentation.
- Pace Optimisation determines the list of search engines to which submissions are made.
- Pace Optimisation 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.
- Pace Optimisation reserves the right to modify all aspects of the SEO service including search engine submission lists & ranking reporting at any time.
- 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.

○ Authorisation:

I \_\_\_\_\_, authorised representative of \_\_\_\_\_  
 \_\_\_\_\_, have read and agree to the term and conditions and wish to  
 proceed with the search engine marketing service arrangement indicated further below as  
 outlined by Pace Optimisation (ABN: 17631 250 829) in this proposal.

Signed \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Please circle preferred service below -

	Item	Fees (incl. GST)	Reporting	Fine tuning	Website traffic analysis
1	<b>SEO Essentials</b> Keyword analysis + Site optimisation	\$550 setup + \$770/qtr inc. GST	Quarterly	Quarterly	none
2	<b>SEO Business</b> Full optimisation with ongoing bi-monthly fine tuning/reporting.	\$550 setup + \$990/qtr inc. GST	Bi- Monthly	Bi- Monthly	Quarterly
3	<b>SEO Leader</b> Full optimisation with ongoing bi-monthly fine tuning/reporting.	\$550 setup + \$1650/qtr inc. GST	Monthly incl. Bi- Monthly phone meeting	Monthly	Quarterly

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Google Adwords Budget	Setup Fee	Ongoing Cost
< \$1000/mth	\$275.00	\$385/mth
\$1500/mth - \$5000/mth	\$550.00	\$550/mth
\$5000/mth - \$15000/mth	\$550.00	8% of mthly ad budget

*Additional terms and conditions apply. Fees paid quarterly in advance. Google Adwords budgets are prepared to client specs, and as per Google's terms and conditions.*