

Search Engine Optimisation

Does your business currently enjoy high ranking search results?

If not Aspedia can help turn your website into a revenue generating website that will increase your leads and act as an additional sales person for your business.

The unique Aspedia Guarantee gives your business peace of mind as we Guarantee to gain page 1 listings for agreed keywords during your campaign. Having a page 1 listing is so important as 95% of all clicks on search engines are made from page 1!

With the wealth of knowledge that the Aspedia SEO team provide, you can be assured of the best possible results and ultimately quality 'Warm' leads that your business turn into profit.

Search Engines

The role of Search Engines as a marketing channel is growing rapidly. It is estimated that nearly 500 million searches are made per day (with the top two search engines, Google and Yahoo, accounting for approximately 74% of these). Furthermore, the primary purpose given for making these searches is to locate products and services. Using Search Engines to target relevant audiences and deliver qualified traffic to your website is relatively new to many business people and marketers, who generally use more traditional forms of advertising and promotion.

The benefit of SEO over most forms of traditional marketing is that SEO places your website in front of an audience that has already requested your services! Traditional marketing focuses on 'Push' marketing which is placing various adverts/promotions in front of an audience in the hope that they will stimulate interest and enquiries. When your target audience types a search phrase into a search engine they are asking a question and looking for a response, if your site ranks high you have a great chance of convert that visitor into a sale.

The Internet and Web in General

The web and internet provide a number of benefits to businesses that want to promote the products, services or a message online. Some of these include:

- An unlimited capacity to deal with client enquiries
- The ability to control content and brand the messages that your customers receive
- 24/7 access and availability without the usual associated costs
- Very low cost to sell and market product and services online due to 'pull marketing' techniques
- The ability to sell into geographic locations that are not physically possible offline allowing global dominance and world wide reach
- Ability to utilise 'online only' marketing activities such as viral marketing and social media
- Automated customer support and servicing 24/7
- Low cost sales and marketing channel, provide all information required to enable the sale via the website
- Uniquely interactive media (two way connection and conversion)

At Aspedia we provide online business solutions to help organisations make the most of the web and the internet and be in a position to scale their business online. We achieve this via highly skilled staff with knowledge and expertise that achieves measurable project outcomes for our clients.

Why choose Search Engine Optimisation (SEO) when you can run a Pay Per Click Campaign (PPC) and have a number 1 placing?

Statistics show that 85% of browsers click on the organic links on search results rather than paid (PPC) links. It also shows that if you can appear in the first 3 places of the organic links then you are more likely to receive traffic to your website than the latter placings. Therefore, it is imperative that search engines, such as Google, are able to find your website and rank it accordingly to gain good placings in search results.

Statistics show that once you optimise your website organically, you can reap the rewards of increased traffic (greater than that of Pay Per Click Advertising) and therefore, your campaign will offer a substantial Return on Investment. Ideally, because organic optimisation takes time, it would be wise to run a PPC campaign to guarantee a number 1 placing on search engines until your organic optimisation becomes effective and then you could taper the PPC Campaign accordingly as the organic ranking rises.

If you wanted to generate a major impact you could run both campaigns and be visible in both the paid and organic listing on the keyword results page for Google, BING and Yahoo. Aspedia is Google qualified and as such can run these campaigns for your business if required, just ask your eBusiness consultant for more details including pricing.

What is included in the Aspedia SEO Package?

Package	Local	Regional	State	National	Global
Set up Cost*	\$750.00	\$995.00	\$1,475.00	\$2,995.00	POA
Price per month	\$350	\$600	\$1,000	\$1,500	From \$2,500
Competitor keyword analysis	✓	✓	✓	✓	✓
Web Content analysis	x	x	x	✓	✓
Pages optimised inc Images & content	Home page	Home Page + 1 other	Home page + 4 others	Home page + 8 others	✓
Top 10 keyword rankings guaranteed#	5	10	20	60	✓
Optimisation of title tags, meta data and keywords	4 pages	7 pages	15 pages	Sitewide	Sitewide
Google Maps listing and manual search engine submissions	✓	✓	✓	✓	✓
Periodical rank report	✓	✓	✓	✓	✓
Internal Linking	x	✓	✓	✓	✓
Directory Submissions	x	✓	✓	✓	✓
Relevant Reciprocal Linking campaign	x	x	x	✓	✓
Article posting	x	x	x	✓	✓
Blogging/ Forum posting	x	x	x	x	✓

*The Set up fee does not apply for clients that have built a new website with Aspedia within the last 3 months and purchased the upfront SEO package at that time.

If a client does not have an Aspedia website then a detailed list of changes required to the website will be emailed to the customer to be forwarded to their webmaster who can make the required changes. Aspedia will provide the rank report monthly to 1 designated email address only.

What is Aspedia's SEO Experience?

Below are some examples of recent results achieved for just some of our satisfied clients:

- Building inspections – Page 1 on Google Australia - www.abis.com.au
- Hotel Management Software – Page 1 on Google Australia – www.hirum.com.au
- Laptop Repairs – Page 1 on Google Australia – www.fixmylaptop.com.au
- Document Shredding - Page 1 on Google Australia www.shred-x.com.au
- Self Storage Caloundra - Page 1 on Google Australia www.fortknoxstorage.com.au
- Examination tables – Page 1 on Google Australia - www.midmed.com.au
- Mine Software - Page 1 Globally on Google - www.runge.com
- Computer Repairs – Page 1 on Google Australia - www.supergeek.com.au
- Sporting goods – Page 1 on Google Australia - www.asqa.com.au
- Charity funding Brisbane – Page 1 on Google Australia - www.zigzagfoundation.org
- eCommerce websites Brisbane – Page 1 on Google Australia - www.aspedia.net
- CMS websites Brisbane – Page 1 on Google Australia - www.aspedia.net
- Locksmiths gold Coast – Page 1 on Google Australia www.frankoneill.com.au

Does your current website enjoy Page 1 listings?

Enquiries

For more enquiries in relation to Search Engine Optimisation or to engage Aspedia to provide you key to success online please contact Aspedia on 1800 877 546.

Start using your web presence for profit NOW, Call Aspedia and ask how we can turn your website into a sales enquiry engine that you will be proud of!

Terms and Conditions

- Plans are for new Aspedia customers only and apply to 12 month contracts only
- Aspedia will not be held responsible for domains that become blacklisted during the campaign term
- The SEO Guarantee will not apply if changes are made to the website content, titles, meta data, keywords and copy by anyone other than Aspedia. Aspedia must be informed prior to any website changes made by the client and must also approve all changes for the benefit of the campaign as a whole.
- The SEO guarantee applies once the client has agreed to the suggested keyword list as supplied by Aspedia or supplied by the client and agreed by Aspedia.
- Once the keyword list has been approved it cannot be changed during the term of the contract.
- The SEO Guarantee relates to 'Top 10' positions on the search engines and this includes Google AU, Google Global search, Bing AU and Bing Global and also Yahoo AU and Yahoo Global search. Aspedia will guarantee to provide the number of page 1 listings within the contract term across all search networks as listed above at some stage during the contract term.
- If Aspedia does not provide the required listings as set out in the individual plans above during the contract term then Aspedia will continue to work on the Optimisation of your website without charge until the required results are achieved.
- The guaranteed number of page 1 positions does not have to occur at the same time during the contract period.
- It is the client responsibility to inform Aspedia of any known issues that could affect the success of the campaign prior to engagement such as Blacklisted domains, sandboxed domains, past SEO tactics that have adversely affected rankings etc.
- Aspedia cannot guarantee rankings will remain high as the algorithms used by search engines can change at any time and this is beyond the control of Aspedia.
- Payment are monthly for 12 months and the campaign will not commence until the first payment has been received by Aspedia, all future monthly payments must be made by Credit Card or Direct Debit only.

