



# DRIVING YOUR BUSINESS TO ONLINE SUCCESS

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Develop your online profile through Organic SEO



# INTRODUCTION

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Enhance your visibility to increase your customer base and sales leads. Get turnkey solutions to achieve high search positions.

## DID YOU KNOW?



93% of the online experiences begin with a Search Engine



Search still is the #1 driver of traffic to content sites



75% of users never click past the first page of search results



70% of the links users click on Search are Organic



Content Marketing brings up to 2000% increase in blog traffic and 40% increase in ROI



39% of customers today come from Search

*We believe that SEO holds tremendous power to change and grow businesses.*

Through our five-phase methodology, we maximise the potential of your website as a business tool, build your brand reputation and establish your name as the leader in your industry.

# FIVE-PHASE ORGANIC SEO METHODOLOGY

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## 1. SITE ASSESSMENT

- We will understand your business, identify its market and find the competition
- We will select Keywords that drive relevant traffic to your site
- We will find potential challenges to the marketing performance of your site
- 90% of a campaign's success relies on the proper selection of keywords



## 2. CAMPAIGN ROADMAP

- Based on your industry, competition and the inherent characteristics of your site, we will create a strategy that aims to match or beat the competition taking your website's structure, code and digital footprint distribution called the Campaign Roadmap
- We requisition SEO professionals, Writers, Analysts, Webmasters and seasoned experts with over a decade of successful web experience to organise activities that drive success in the shortest time possible
- We report the work to you in real time and, in some cases, require collaboration to achieve the best results for your campaign
- We bring out the strengths of your website to make sure it reaches the top search positions



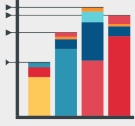
### 3. ON-PAGE SEO

- We identify the technical elements of your site that require improvement to drive better traffic performance
- We match the search phrases to the pages on your site and evaluate if your website sends the correct semantic signals to Search Engines regarding their Value Proposition, product or service
- We create algorithmically appealing content and match it to your marketing language to penetrate Search filters and reach your target audience
- 70% of ranking success in small markets is attributed to On-Page factors



### 4. OFF-PAGE SEO

- We look into your digital footprint and build our campaign based on the referral information about your website
- We analyse your anchor texts to create a natural and balanced off-page profile
- We acquire inbound links to your site with our proprietary outreach program that obtains referral backlinks from unique publishers online, month over month
- Backlinks still contribute to over 60% of rankings in search



## 5. REPORTING AND ANALYTICS

- As a company, we have heavily invested in technology to provide you with real time reporting and collaboration through our proprietary user dashboard
- Our dashboard integrates Analytics, Social and Search Console data to allow business owners holistic access to the most important marketing data about their site and show project progress on Desktop, Tablet or Mobile
- We generate Reports and Analysis online and in real time
- Over 80% of ROI opportunity is found through Analytics and Periodic Reporting

## TESTIMONIALS

*Our pub was reasonably successful in attracting patrons after sport matches, or just for a meal and a drink or two. Our real goal was to become a real destination in our City. After implementing an effective SEO strategy geared towards our functions and events, our traffic increased 10 fold. This digital strategy really helped us stand out from the competition in our City and we were able to finally reach our target audience. - Donavin*

*Our industry is extremely competitive and we were looking for a way to reach as many new clients as we could. We decided to give SEO a try, although we were very unfamiliar with it. We decided to track where all our paid leads were coming. We trusted our new partner's experience and advice and we were kept updated with regular reports on results and progress. After a couple of months, phone calls from prospective clients increased massively which directly affected our bottom line. Our return on investment over 6 months has been over 2000% and we are projecting an ongoing return for years to come. - Jill*

*We had a board we were reporting to and had produce a tangible ROI on their digital marketing investment. It took about 3 months for the traffic to take a significant turn upwards and we started to receive a stiff increase in our lead volume. We were easily able to secure a higher SEO investment from the board, based on impressive results. My confidence grew with every presentation as I had good news to report every month. Our problem now, is fulfilling the high volume of investment opportunities we created. - Paul*