

“10 Reasons Why Your Web Presence Is Not Bringing In The Customers You Deserve”

FACTS and Figures – Is your website optimized for the best results? Are your customers finding you or are they finding your competition?

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FACT - Advertising in the tabloids is expensive. Usually a 10×10 strip cost \$3,975.00 (mono)

The cost of advertising has skyrocketed; are **You Paying** too much?

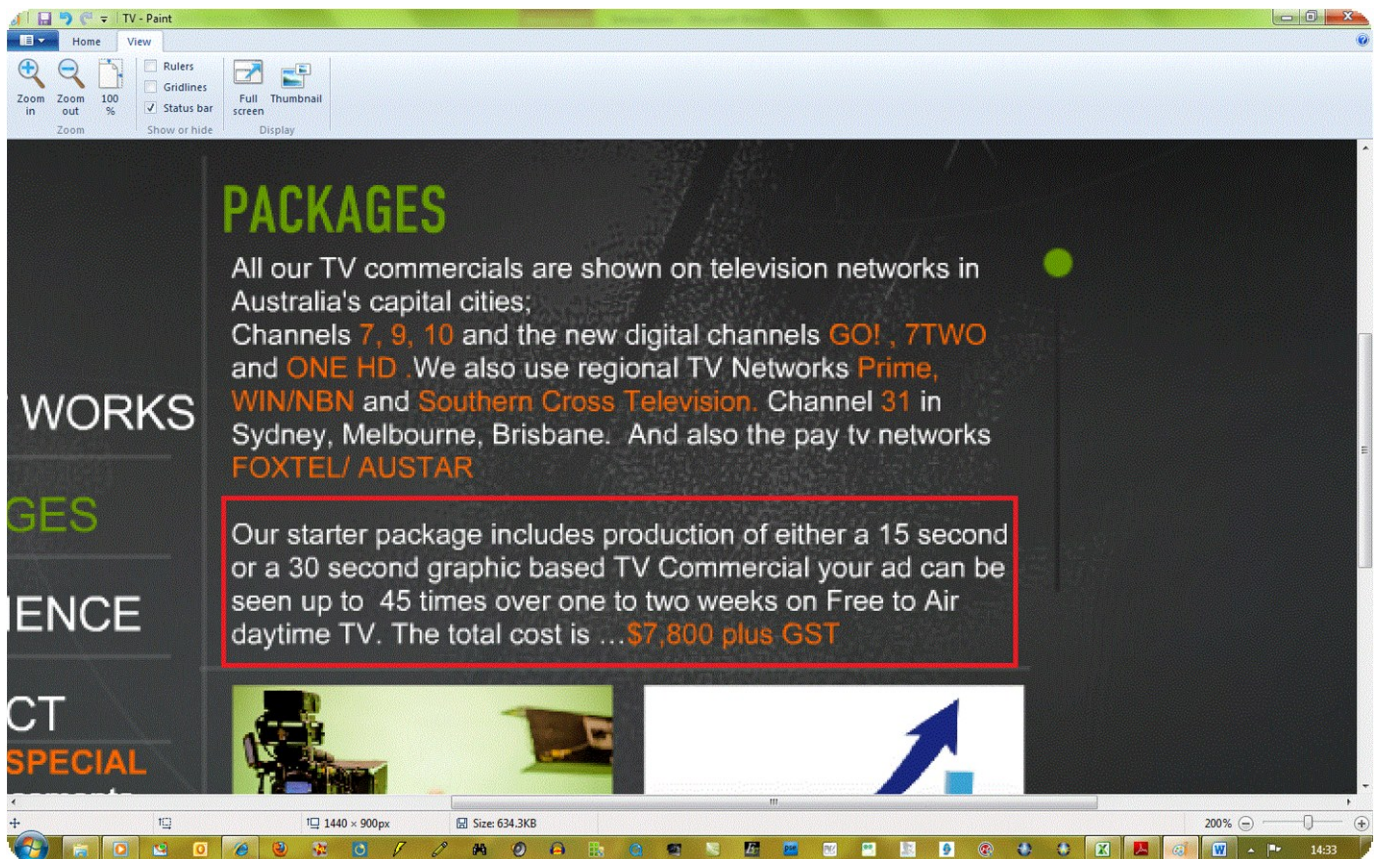
MX Free newspaper: Melbourne Rate



The screenshot shows a PDF document titled 'mX%20Rate%20Card%2009%2010_email_2.pdf' in Adobe Reader. The document contains a table with the following data:

MELBOURNE RATE					
Expenditure Level (exc GST)	Expenditure Level (inc GST)	Discount %	Rate (exc GST) PCCM*	GST	Rate (inc GST) PCCM
Full Page	Casual	0	\$8,295.00	\$830.00	\$9,125.00
Horizontal Half Page	Casual	0	\$4,367.00	\$437.00	\$4,804.00
Quarter Page Strip	Casual	0	\$2,183.00	\$218.00	\$2,401.00
Wrap*	Casual	0	\$15,061.00	\$1,506.00	\$16,567.00
PCCM	Casual	0	\$36.38	\$3.64	\$40.02
30,000	33,000	5	\$34.56	\$3.46	\$38.02
60,000	66,000	10	\$32.74	\$3.27	\$36.01
120,000	132,000	15	\$30.92	\$3.09	\$34.01
240,000	264,000	20	\$29.10	\$2.91	\$32.01

TV Advertising



Yellow pages advertising

\$20,000 for an 4cm x 5cm.ad

Yellow Pages are an extremely expensive form of advertising. Even just the addition of your website address can to your line listing can cost you \$200. Display ads run to the thousands of dollars

Online - approx. \$220AUD per month

Radio Ads

Below is a sample of an advertising package. In the short term they are fine but what happens after they run out?

Do you start again? Maybe this time for a longer promotional period.

Can you afford the ongoing cost month after month?

1 Month Advertising Package \$1,050

8 x 30 second commercials on Australian Internet Radio or Ozzie Hits Radio

2 x 30 second commercials FREE

Listed on Australian Internet Radio sponsors page

Free Run of Station Spots on Australian Internet Radio played 24/30

One off Writing, Production and Voice Over of commercial included

3 Month Advertising Package \$2,700

30 x 30 second commercials on Australian Internet Radio or Ozzie Hits Radio

10 x 30 second commercials FREE

Listed on the Australian Internet Radio sponsors page

Free web banner advertisement on Australian Internet Radio home page

Free Run of Station Spots on Australian Internet Radio played 24/90

One off Writing, Production and Voice Over of commercial included

6 Month Advertising Package \$4,800

60 x 30 second national commercials on Australian Internet Radio or Ozzie Hits Radio

15 x 30 second national commercials FREE

1 x feature segment naming rights

Banner ad listed on the Australian Internet Radio sponsors page

Free web banner advertisement on Australian Internet Radio home page

Free Run of Station Spots on Australian Internet Radio played 24/187

One off Writing, Production and Voice Over of commercial included

Do you have the funds available for the additional costs below?

When deciding to advertise on radio there are two separate costs; the advertising cost to write and produce your radio advertisement, and for the strategy and research into the appropriate radio station to use: and the cost to place your radio ad on the air.

Creation of Ad by marketing company approximately \$1450 includes, writing and production

The media, that is the airtime, ranges from \$60 per 30 second spot up to \$1400ish. Costs vary depending on the station you want to advertise on, the length of your campaign sponsorship arrangements and package deals.

As an example, some stations charge approximately \$230 per 30 second spot

Is your website Search Engine Optimized?

Search Engine Optimization (SEO), is when a web site owner creates the content on his or her web pages to be more search engine friendly. By doing this the web site receive higher search engine rankings when people search for terms related to the site's content. So what's so important about search engine optimization? Well, if you've worked hard to create a Web site you'll want lots of people to visit it.

If you optimize your web pages for the search engines, a robot will search and index your site more effectively giving it a higher ranking in various search engines. The better you are at search optimization the higher placement you'll get. The goal is to get on the first page of results and ultimately the number one spot! The higher the ranking the more traffic you'll get to your site through this method. More traffic means more revenue for you.

When creating your Web site, you'll want to use the right search engine optimization techniques. This will have a major impact on the success of your Web site. To achieve this **SEO Search Engine Consultants** applies the latest techniques to find out what works best for your site.

While you'll receive more general traffic by using Search Engine Optimization (SEO), you'll also get more traffic from your targeted audience. If your site covers a specific topic, you'll want to reach the appropriate audience for that topic. As an example, if you're selling model cars, you'll want to attract visitors interested in that hobby, not just those that are interested in cars in general. Having search engine optimization that attracts those interested in model cars will increase your sales. Attracting your key audience to visit your site can actually be more important than drawing large amounts of general traffic. Those targeted visitors are more likely to be repeat visitors and to pass along your web site address to others with the same interest.

There are two kinds of Search Engine Optimization (SEO) methods. These are "white hat" and "black hat." The first, white hat is the appropriate methods that fall in line with the search engine's guidelines. This is the honest approach to Search Engine Optimization (SEO) and one which **SEO Search Engine Consultants** adheres to. The content on the page is unique and visitor oriented, not just created for the search engines. On the other hand, black hat Search Engine Optimization (SEO) are unethical methods including cloaking, which is having a web page optimized that leads visitors to another page with different content. This is somewhat a "bait and switch" technique. Using black hat methods are risky because if a search engine finds you've been using these methods, your site's rank could be lowered or the site could be taken out of the database completely. It may not be worth the risk to you to use black hat methods for your web site.

Search Engine Optimization (SEO) is an important part of creating your Web presence. To get a high number of targeted visitors to your site, SEO is the must.

Do you have the right support and infrastructure in place?

To ensure success of your small business, it is important that you develop a five-step process for creating websites that meet your customer's goals. Whether it is a small business firm eager to generate leads, sell online, provide information about their services, connect their vendors to their company electronically, or start an entirely new kind of service, this five-step process not only takes them from concept to completion, but also is the trademark of any Internet development company.

Consulting: Every website starts with an idea. Perhaps you've been thinking about developing a website, or redesigning your existing site. At the consulting stage, a professional website development firm would strive to clear all doubts about the clients' requirements. Consultation for this usually comes free in case of small to medium-sized businesses.

Website Design: After the initial consultation, the website development firm solidifies the clients' ideas by creating a blueprint for their site by employing something they call "Strategic Design".

Website Development: The website development project is then handled by a creator's hive, composed of specialists who handle their own respective pieces of the site development. Remember, for successful website development, it is necessary to be handled by a versatile team of expert graphic artists, content writers, programmers,

database specialists and technical personnel. This ensures that a qualified professional handles each task of the given project.

Web Hosting: Since websites are an intricate interplay of graphics, text, programming and computer resources, building your site on a rock-solid web hosting foundation is critical to its marketing success.

Website Maintenance: Once the site is available to the public, it must be maintained with the help of ongoing updates and continued development to the site so that they don't give clients/visitors of the site a chance to complain about its quality and content.

SEO Search Engine Consultants provide effective solutions designed around targeted keywords. Therefore, it is vital to realize the use of precise targeted keywords by the users and webmasters for long-term effectiveness.

Every marketing initiative begins with a solid marketing plan; hence, search engine marketing is no different. However, it is quite an unfortunate fact that most of the search engine marketing is conducted without any of the firm foundations and clear direction that a good search engine marketing plan can provide.

There is more than one reason for choosing **SEO Search Engine Consultants** as your search engine marketing company for marketing your business through the search engines. By using the right strategies, we can increase your brand awareness as well as increasing your traffic and popularity.

SEO Search Engine Consultants also provide the detailed essential components of basic search engine marketing. Every attempt is made to generalize the instructions and examples for developing a very insightful and effective search engine marketing in such a way that its guidelines are followed by a greater diversity of readers. Each numbered item represents a unique section within the plan itself.

Is your website keyword optimized for the search engines? Are you using the right keywords to attract the right customers?

In the context of search engine optimization, many people equate an optimized site to a site with impressive search engine rankings. Sprinkle a little fairy dust over here and waive the magic wand over there and wallah... a magnificent dish of first page rankings for the Internet's most competitive keyword terms.

The fact is, if you think you are going to achieve rankings for competitive keyword terms simply by adding a few keywords to your website, you need to pinch yourself because you're dreaming. Perform a search for your primary keyword terms and you will see a descending list, several pages deep of websites that have been "optimized" with varying degrees of success. The key is to understand the factors that differentiate those that rank on the first page from those that don't.

The attributes that determine search engine rankings can be classified into two basic categories; "on-page factors" and "off-page factors". In the most basic sense, on-page factors have to do with attributes within your web site and off-page factors have to do with attributes that occur outside of your web site. In a way, on-page factors tell the

engines what you think of yourself, while off-page factors tell the engines what the Internet at large thinks of you.

Let's tackle the on-page factors first, shall we? The first step is to determine the keywords that people search for when they are looking for the products or services you have to offer. **SEO Search Engine Consultants** use the latest tools available such as WordTracker and KeywordDiscovery to ascertain what particular search terms people are searching and provide suggestions for related keyword terms. This allows us to match two to three appropriate keywords to each of the web pages within your site.

OK, so now we've got all the "on page" stuff hammered out, your site should start its meteoric rise to the top of the engines, right? Well, not exactly. It depends on how competitive your keyword terms are. [Enter off-page factors] Off-page factors have to do with the quantity and quality of incoming links from external web pages. The set of rules that determine search engine rankings depend heavily on external linking in assessing the authority or trustworthiness of web sites. In turn, sites that have achieved "authority status" end up ranking higher than those who have yet to achieve such status.

A quality backlink is a link from a subject relevant web page that contains the keyword you are trying to rank for in the anchor text of the link. There are many ways to obtain quality backlinks and to achieve this **SEO Search Engine Consultants** submits your site to Internet directories such as Yahoo, DMOZ.org, local business directories and trade directories to name a few.

Let me reiterate: Is your website optimized for the best results? Are your customers finding you or are they finding your competition?

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Not having your website correctly optimized for the search engines and ranking well for your targeted keywords can mean the difference between having a great lifestyle with no financial worries, having very little revenue coming in or in the worst case scenario, a complete loss of revenue altogether.

Initially you may think, I am alright, things will pick up. All I need to do is spend a little more on advertising. Correct?

Well no!! Let's take a look at the above scenarios:

1. No financial worries – Speaks for itself. If you fit into this scenario, well done. I congratulate you. That beach holiday you always wanted is looking GREAT!

2. Having very little revenue coming in:

At the start you may think fine, I have some savings banked just for this situation. Great! You are one of the smart business owners who think ahead. But hey! wait a minute, what happens a few weeks or months down the line? What about the bills that start piling up? How about that next payment on your car or the next mortgage payment? Even putting food on the table or even those little luxuries that you like to buy each week? Where is the money going to come from to pay for them?

You can always restructure your business and have fewer employees. They will understand the need to cut back, wont they...

3. Complete loss of revenue altogether; Do I need to go there?

What would the consequences of this mean to you?

If you are happy with the outcomes of scenarios 2 and 3 you don't need to continue any further and I wish you all the best.

You must have many questions about the services **SEO** (Search Engine Optimisation) **Search Engine Consultants** provide. Below are the most common questions we get asked:

I'd like to talk to you about your services; can I visit you to discuss my SEO (Search Engine Optimisation) needs?

Yes! Just give us a call on (03) 9746 0984 (9am – 5pm Melbourne time) to arrange an appointment. If I am unable to answer your call, just leave a message on the answering machine and I will make an effort to get back to you within the same day or first thing the next day if after 5pm

Do you come to my business or do we come to you for the initial and ongoing meetings?

If your business is in the Melbourne Metropolitan/Geelong/Ballarat areas then absolutely yes.

We also promote ongoing progress meetings. This way you are completely kept up to date with what has been happening.

What is this search engine optimisation stuff going to cost?

Our standard fee for an average website is \$2,800 GST inclusive for the first month (Setting up your accounts on the various sites and services we use); this includes the entire **SEO (Search Engine Optimisation)**:

Keyword research

Key-phrase research

Keyword competitive analysis

Competitor Analysis: We continually analyse your competitors and structure our efforts to stay continually ahead of them in the search engine results.

Promoting your site Via social media (blogs), web 2.0 properties: We create and manage blogs on your behalf, updating and checking them regularly, keeping your Internet presence active and vibrant.

Business directories: Submitting your site to the many general and industry related business directories and keeping them updated

Article creation and submission: Creating unique relevant articles relevant to or about your products and services and submitting them to the many article directories.

Video creation and promotion: Creating promotional videos on key aspects of your business and uploading them to all relevant video sharing sites.

Google Adwords – Pay Per Click (PPC) Advertising: The aim with Adwords pay per click advertising is to generate as many sales or enquiries as possible at the lowest cost to the client.

Mobile Websites: The creation of a website that can be downloaded by mobile phone users who have access to the Internet. Great for businesses in the takeaway, restaurant, pizza, flower shops, hair salons or even your local taxi firm.

For each and every additional month the fee drop's to \$1,400. We can also tailor packages to suite your needs. Not all customers will require every service and some may just want their sites tweaked or have a mobile website created.

Do you have a set contract period?

No! You are not tied to any particular time period.

The videos you create for me, what are they and do they cost more?

These are included in your monthly fees. These videos are created by us using media provided by yourself, such as images, photos or any video footage you may have provided. If necessary we will visit your workplace and take the photos or video footage ourselves. We will then publish these on all relevant image/video sharing sites such as youtube.com.

These videos are used for what is called viral marketing (The effective way or advertising or producing brand exposure through social networks. The technique spreads throughout the network rapidly by word of mouth or by Internet resources like e-mail, blogs or other services. Like a virus, it replicates and spreads quickly.). Today, your prospective clients/customers who are searching for a particular product/service on the internet prefer to watch a quick video rather than read numerous pages of information.

What if I'm from outside your specified locations or live in another city or country? Are your services available to me?

At present we focus on local Melbourne, Geelong and Ballarat based businesses. Maybe in the future we will expand to other locations.

How do I pay you?

We accept cash and cheque payments but our preferred payment method is via PayPal (Visa/MasterCard and direct payment through your bank account). It is a very safe way of purchasing over the internet and great for keeping account records. We can also set up a recurring billing cycle for you if required

What happens if we don't see the expected results in the specified time frame?

Our guarantee to you is this; **"If you do not see the promised results, then we will work with you for FREE until you do"**

If you have any other questions about SEO Search Engine Consultants services just call or email us and we look forward to hearing from you.

Having a well optimized website can mean all the difference to surviving or not.

Now close your eyes for a moment. Picture the following scenario:

Your website is fully optimized and is starting to rank well in the search engines. Your efforts are finally paying off. You start to attract one or two new customers. Great, the additional income they have brought in has paid for the cost of hiring the SEO expert.

It is now a month or two later and you are constantly attracting and additional 5 or 6 extra customers. Not only are you able to cover the cost of the SEO expert but you now start to show a profit. What would this additional income mean to you?

How about that family holiday to Dreamworld you always wanted to take? Perhaps you can see a way to paying off your mortgage earlier or what about that classic car you always wanted?

What about further down the line? You are constantly attracting a consistent flow of new customers. All your bills are being taken care of and the house and car have finally been paid off, early!!

You no longer need to spend 60, 70 or even 80 hours a week trying to make ends meet. Your business is doing so well that you have hired additional staff as well as a manager to run your business for you.

You are now only working a few hours a week and your family are so excited for you, as you can now spend more quality time with them.

You have finally become financial independent.

Finally a word of caution:

You will need to allow 4 to 6 weeks for any noticeable increase in the search engine results, sometimes it happens quicker but it is best to not raise your hopes with promises that we have no control over.

To achieve the number one position in Google/Bing/MSN/Yahoo or other search engines takes some time depending on the keywords that are targeted and the amount of competition within your industry.

You need to allow 6 months to gain persistent and stable results and then allow for ongoing SEO (Search Engine Optimisation) to keep you there.

Your competitors know the importance of strong search engine positioning, don't get left behind.

If you have any questions that have not been answered in this report or you wish to discuss any of the points raised above further, then please feel free to me at info@seosearchengineconsultants.com or phone me on 0451962604

I look forward to hearing from you and will follow up with a courtesy call within 48 hours

To your success

Stuart Bazga