



Reliably Returning Results

Improve Rankings. Increase Visibility. Improve ROI.

Searching for the Answers

To be a successful marketer today, you need to understand the online behaviour of your potential customers - how they use search engines to look for a company and how they are utilising the proliferating world of social media to find your goods and services.

Turning online traffic into a competitive sales advantage is the key to a successful Search Engine Optimisation (SEO) strategy. Understanding keywords, links, pay-per-click (PPC), analytics and the best way to optimise your website is effortless working with the reputable SEO agency Lined Media.

Our Products and Services

1. SEO Strategy

Optimising an Existing Site

The most important thing your company can do in the digital marketing space is understand your website - how it is structured and the impact of that site structure on your SEO strategy. Getting this right can create an unbelievable amount of qualified search engine leads to your site that can translate into revenue. Getting it wrong can put up a solid wall around your site leaving your business with minimal search leads.

Getting your SEO strategy right is a constantly moving feat! Solving the puzzle requires expertise and experience to ensure your efforts lead to long term increases in organic search engine traffic to ultimately improve your bottomline. The strategy offered by the digital media experts at leading SEO agency Lined Media is created as a result of our analysis of your site and a deep dive into your analytics. We provide a comprehensive guide to EVERYTHING you need to do to get your search engine optimisation framework correct.

Launching a New Site

The main purpose of this product is to help you develop an SEO friendly site from scratch. If this is a new website, we provide strategy to ensure the website is Search Engine Optimised out-of-the-box. This includes keyword schemas on how to map a keyword phrase to each webpage of the site, using our clearly defined nomenclature schema.

Re-Launching a Website

If you are re-launching a website, in addition to the above, we provide strategy and coding advice to ensure minimum disruption to existing rankings attained by the original version of the website, when the new website is launched.

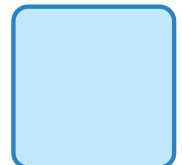
2. Keyword Selection and Mapping

Keyword selection is one of the most important aspects of an SEO strategy. To get it right, the keywords you are targeting must be attainable and realistic. To have a successful SEO strategy, it is critical to have a tiered keyword strategy that looks at the hierarchy of the site and maps the most appropriate keywords to the most appropriate pages.

3. Link Building

A search engine considers each link from a third party website to your website as a vote of relevance for that website. Increasing links from other websites that are relevant to your website will improve your ranking.

The goal of link building is to generate links from a series of sites that conform to certain normality criteria called link landscape. To ensure the correct link landscape is maintained we use a link landscape sensitive link building methodology.



4. Pay Per Click Search Marketing

Lined Media chooses to operate in a manner that gives our clients total transparency into the work we do providing full access to the campaign, at all times. To maintain the best results, we follow clearly defined methodologies for campaign creation and campaign optimisation.

By creating a well-structured campaign and following specified bidding methodology in campaign creation, immediate results can be achieved. In addition, the use of our ad creative generation methodology to increase the click through rate of a campaign, maximises the quality score whilst minimising the bid price paid for each click.

The Lined Media methodology sets out to maintain advertising spend whilst improving ROI - we use in-house technology to drive a process for which a human is always in control. This means our clients get the benefits of computer driven tools, without the random changes that can often occur when a computer makes all the decisions.

5. Analytics

Since the advent of online advertising and marketing we have been able to understand the 'return on advertising spend' (ROAS), for all online businesses. This fact makes search engine marketing one of the most sought after forms of online advertising.

Lined Media is the expert agency in Google Analytics set up, configuration and integration into e-commerce platforms and systems. Once correctly configured, analytics can be used to track visitors to your site, calculate the value of each visitor and track the visitor from the search in the search engine to the value of a sale.

6. SEO Reporting

We like to be accountable for our work. We provide 4 monthly reports:

1. SEO technical report which ensures the site is the best it can be. This report can also act as a project implementation status report of SEO strategy
2. A report containing ranking in the search engines for all keywords targeted, for the duration of the campaign
3. Link Building report detailing all the links we have generated for our clients each month
4. ROI (return on investment) or ROAS (return on advertising spend) reports derived from analytics data

The Search is Over – About Lined Media

Lined Media is a leading Search Engine Optimisation (SEO) Agency directed by two passionate and highly skilled search marketing experts with over 20 years experience – Russell Banks and Michael Motherwell. Since its inception, the company has expanded quickly to become a successful SEO and pay-per-click (PPC) provider to Corporate Australia.

Lined Media is committed to combining technology and expertise to ensure reliable implementation of SEO and PPC strategies for all its clients. Following tightly enforced, proven procedures, the company provides outstanding results including improvements in ranking, traffic and ROI all in a timely manner, with minimum fuss.

The gurus at Lined Media achieve this whilst delivering excellent customer service, ongoing client education and value to every customer's search marketing requirements.



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Your Search Stars

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