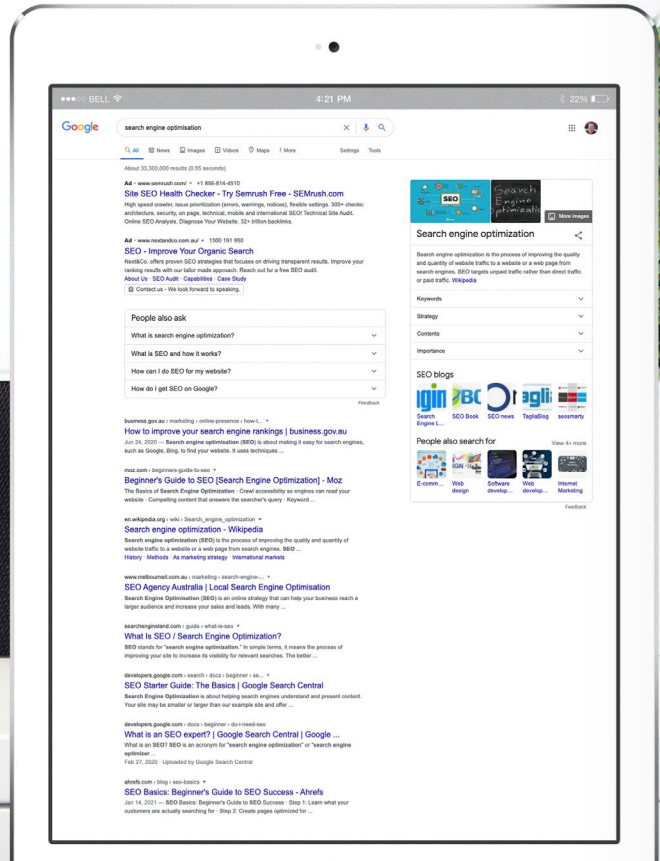




# Increase your search engine rankings.



## Search Engine Optimisation (SEO) Packages

Trust the professionals to get you to the top of Google.

### PACKAGE 1

#### Lite

**\$645** +GST per month

Basic on-site search engine optimisation.

- Keyword research
- Searcher intent groups and page mapping
- 4 hrs expert analysis and onsite optimisation
- Tracking 100 keywords
- Listing management
- Monthly report

### PACKAGE 2

#### Standard

**\$1190** +GST per month

More keyword tracking and optimisation time.

- Keyword research
- Searcher intent groups and page mapping
- 8 hrs expert analysis and onsite optimisation
- Tracking 200 keywords
- Listing management
- Monthly report

### PACKAGE 3

#### Premium

**\$1735** +GST per month

Maximum optimisation and tracking for best results.

- Keyword research
- Searcher intent groups and page mapping
- 12 hrs expert analysis and onsite optimisation
- Tracking 300 keywords
- Listing management
- Monthly report



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# Terms of Service

## Details of Inclusions

### Keyword Research

During campaign setup we research the keywords that your target audience uses to find your products and services.

We establish how often these keywords are used and how competitive they are.

### Searcher Intent Groups

Keywords are grouped according to the intent of the searcher (Searcher Intent Group), and these groups are mapped to pages on your website. This allows us to know how each page should be optimised for maximum results.

### Expert Optimisation

The core of your search engine optimisation campaign is an allowance of time with our SEO experts, copywriters, and developers. Time will be spent analysing performance to identify opportunities, updating the content and structure of pages on your website to improve performance, keyword relevance, readability, and depth of content.

### Rank Tracking

Your target keywords are entered into our search engine ranking software, which continuously tracks where you are ranking for every keyword, and what page is ranking. Rank tracking gives us valuable insights into where to focus our efforts.

### Monthly Report

After the end of each month we provide a detailed SEO report highlighting where you are ranking, what pages are ranking, and how much traffic your SEO campaign is bringing to your website.

### Listing Management

To get more customers, make sure your business can be found everywhere online we can add your business to 40 directories. The standard and premium packages include listings generated and maintained across high authority Australian business directories.

## Technical Requirements

In order to provide this service, we need full access to your website for content and technical optimisation. We need access credentials for your current website hosting cPanel (or server administration), your domain administration, and your content management system (Drupal or Wordpress) master administration account. If you currently have Google Analytics, Google Search Console, or Google Tag Manager accounts, we will also need access to these, otherwise we will set these up once we have the website administration access.

## Search Engine Optimisation Services

Each month search engine optimisation is implemented in accordance with the relevant package. Changes are made to site content, meta tags, internal linking, technical settings, conversions, offsite backlinks, and a range of other activities. These services are conducted by our trained SEO professionals and are implemented directly to your website. We operate with the expectation that we are entrusted to optimise your website without the need for your direct input, meaning there is no drafting and approvals process.

### Additional Services

Additional creative, marketing, and web development services outside of the package allowance account are not included in this service agreement. Additional services may be requested and are charged at the relevant hourly rate. Hourly rates are \$140 +GST for strategy, design, web development and creative, and \$120 +GST for content writing and administration.

## Payment Terms

Package fees are charged in advance at the start of the month, covering the current month. Payment terms are 14 days from invoice date. Additional services rendered are charged at the relevant hourly rate and separately invoiced at the end of the calendar month. Hourly rates are \$140 +GST for strategy, design, web development, and creative, and \$120 +GST for content writing and administration.

### Package Changes and Cancellations

You can change or cancel your package at any time with 30 days notice in writing. Package changes will take affect from your next bill.