

SEARCH ENGINE OPTIMISATION

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The process of improving your website's ranking in search engine results. Advantate can optimise your website so it 'organically' ranks well for potential customers. We'll alter the content and structure of your website and get the right links to other sites to boost your ranking. The higher your site ranks, the more people visit it.

The Advantate SEO service starts with 3 simple steps:

- 1 Identify the most effective keyword phrases for your site
- 2 Make sure other sites link to you – and you link to them
- 3 Structure your content so Google and Yahoo! find it

ADVANTATE SEARCH ENGINE OPTIMISATION	
Full ranking evaluation report	✓
Competitor analysis	✓
Content review and implementation	✓
Accurate keyword research for optimisation	✓
Site code recommendations and implementation	✓
Linking strategy and implementation	✓
Monthly review and progress report	✓
12 month contract (monthly payments of \$400) *	\$4,800

What is Search Engine Optimisation?

- Search Engine Optimisation (SEO) is a way to gain exposure for your business on Google
- SEO involves making your website rank higher on Google through adjustments to the content of the site and obtaining strategic links from other relevant pages on the web
- With SEO you target 5 keyphrases that prospects are actively using to find businesses like yours and climb the 'organic' Google listings - on the left hand side of Google
- SEO allows you to appear ahead of your competitors



**PAY \$4000 UP FRONT AND
SAVE \$800
OVER 12 MONTHS**

* Minimum 12 month campaign, Excludes GST

www.advantate.com.au phone: 1300 726 617

