

▶▶▶▶ Search Engines

The role of Search Engines as a marketing channel is growing rapidly. It is estimated that nearly 500 million searches are made per day (with the top two search engines, Google and Yahoo, accounting for approximately 74% of these).

Furthermore, the primary purpose given for making these searches is to locate products and services. Using Search Engines to target relevant audiences and deliver qualified traffic to your website is relatively new to many business people and marketers, who generally use more traditional forms of advertising and promotion.

▶▶▶▶ The Internet and Web in General

The web and internet provide a number of benefits to businesses that want to promote the products, services or a message online. Some of these include:

- An unlimited capacity to deal with client enquiries
- The ability to control content and branding and the message that your customers receive
- 24/7 access and availability
- Very low cost to sell and market product and services online
- The ability to sell into geographic locations that are not physically possible offline allowing global dominance and world wide reach
- Ability to utilise 'online only' marketing activities such as viral marketing
- Automated customer support and servicing
- Low cost sales and marketing channel
- Uniquely interactive media (two way connection and conversion)

At Aspedia we provide online business solutions to help organisations make the most of the web and the internet and be in a position to scale their business online. We achieve this via highly skilled staff with knowledge and expertise that achieves measurable project outcomes for our clients

▶▶▶▶ Why choose Search Engine Optimisation?

The SEO package that Aspedia offers is a cost effective once-off investment to enable businesses to organically optimise their website to be found on search engines. This allows a cost effective mechanism for client's to manage their sites and organically optimise for relevant search engines.

▶▶▶▶ Why choose Search Engine Optimisation (SEO) when you can run a Pay Per Click Campaign (PPC) and guarantee a number 1 placing?

Statistics show that 85% of browsers click on the organic links on search results rather than paid (PPC) links. It also shows that if you can appear in the first 3 places of the organic links then you are more likely to receive traffic to your website than the latter placings.

Therefore, it is imperative that search engines, such as google, are able to find your website and rank it accordingly to gain good placings in search results.

So statistics would show that once you optimise your website organically, you can reap the rewards of increased traffic (greater than that of Pay Per Click Advertising) and therefore, your initial investment for SEO setup starts to offer a substantial Return on Investment.

Ideally, because organic optimisation takes time, you it would be wise to run a PPC campaign to guarantee a number 1 placing on search engines until your organic optimisation kicks in and then you could taper the PPC Campaign accordingly as the organic ranking rises.

If you wanted to generate a major impact you could run both campaigns and be visible in both the paid and organic listing on the keyword results page for both Google and Yahoo.



What is included in the Aspedia SEO Package?

Included in the Aspedia SEO Package is the following:

1. Formulation of content to determine density and placement of appropriate Keywords.
2. Review of your existing website to identify your competitors and provide recommendations for changes that you need to undertake to effectively compete in the online marketplace.
3. Site Submission to major search engines
4. There is a range of additional technology which will be added to your website including:
 - Special fields for your Title Tags, Meta Keywords and description
 - XML Site Map and Auto Links
 - Short URL's
 - Date on your site
5. Explanation of Basic SEO techniques to enable you to continue to optimise you site for the major search engines.
6. SEO e-book

How Do I Maintain Good Search Engine Optimisation Levels?

Initial optimisation of your website is often not enough to maintain high ranking over an extended period of time. Search engines are notorious for changing their ranking algorithms and consequently unexpected drops in search engine ranking can occur literally overnight. This is called the "Google dance".

When you sign up for a monthly optimisation plan it becomes our responsibility to be proactive and analyse market changes and take necessary action to bring your website back to top ranking placement.

Aspedia monthly plans also provide access to ranking reports, visitor statistics and email support from our SEO specialists.

Our monthly Search Engine Optimisation and link building plan is priced from just \$150 per month. Plans have a minimum 6 month contract obligation as results do not appear overnight and it does take time to gain good optimisation levels. Because of the variety of optimisation tasks that we perform, some sites may rank faster than others. A pricing matrix is provided below but the level of plan depends on several factors, including your choice of keywords and how competitive the keywords/ key phrases are:

Package	Starter \$150 per month	Business \$250 per month	Professional \$500 per month	Pro + \$1,000 per month	Custom POA
Website Analysis with a monthly report reviewing your ranking & your competitors	✓	✓	✓	✓	✓
Linking Strategy to receive relative incoming links to your site	x	x	✓	✓	✓
Directory Submission	x	✓	✓	✓	✓
Article posting	x	x	x	✓	✓
Pages optimized	Home page	✓	✓	✓	✓
Blogging/ Forum posting	x	x	x	x	✓

▶▶▶▶ Where are you based and how many SEO staff do you have?

Aspedia is an Australian owned and based company operating from our head office in Brisbane.

As well as a full technical team, sales team and administrative team, we have 3 SEO technical specialists engaged to implement on and off page website optimisation techniques for clients as well as an SEO copywriter.

Our development team is committed to building websites for our customers using the latest technology platforms and programming code to ensure that our code base is clean and easy to crawl for the search engine robots. In basic terms, this means that Google and other search engines are able to rank the code easily.

Other adhoc SEO services performed by Aspedia include website updates, regular submission of articles to major e-zine distribution sites, creation of ePR (press releases), Google AdWords campaigns, general internet marketing campaigns including viral marketing and staged newsletter marketing.

▶▶▶▶ What is Aspedia's SEO Experience?

We have a number of SEO clients and this is a few examples of some of the results:

Keywords '**Asset Loans**' & '**Asset Loan**' Number 1, 2, 3, 4, 5, 6 and 7 on Google globally

Keywords '**Bali furniture Brisbane**' and '**Bali Furniture Redcliffe**' Number 1 on Google Australia

Keywords '**CMS Websites Brisbane**', '**CMS Website Design Brisbane**' and '**E Commerce Websites Brisbane**', '**E Commerce Website Design Brisbane**', '**Brisbane CMS Web Design**' page 1 of Google

Keywords: '**Mining Software**' - Number 2 Google Australia

Keywords: '**Mine Consulting Services**' - Number 1 Google Globally

Keywords: '**Mine Software**' - Number 1 Google Globally

Keywords: '**Collie Clip**' - Number 2 & 4 on page 1 of Google globally

Keywords: '**Bowls Club Brisbane**' - Number 10 on page 1 of Google globally

While Aspedia does not guarantee a Number 1 placing on Google, we do guarantee to provide you with the technology, the framework and the basic knowledge for you to continue to work your way up the Google rankings and gain that Number 1 placing.

▶▶▶▶ Enquiries

For more enquiries in relation to Search Engine Marketing please contact 1300 ASPEDIA.