

Search Engine Optimisation



Get ahead of the pack

Search engines have been increasingly popular with Australians who are looking to purchase products and services. Over 12 million Australians are regular internet users. 80% of them use search engines to research products and services they want to buy. This presents an incredible opportunity in not only building your brand, but more importantly in generating more customers.

SEO? I've heard of it, what is it anyway?

SEO is a combination of several methods of website coding and web page copywriting designed to entice Search Engines into rating your site highly for certain terms that people would search on.

Why does my site need it?

When your customer searches for a particular product or service in a search engine, it is imperative for your website to rank highly. SEO is one of the most proven and effective ways to improve your sites ranking and get the results you want.

Features	Basic	Business	Premium
Market/Competition Analysis	NA	Standard	Detailed
Keyword Analysis Report (KWAR)	Detailed	Detailed	Comprehensive
Optimisation Scheme	NA	Standard	Detailed
Optimising the Site	Standard	Detailed	Comprehensive
Offsite Optimisation	NA	Standard	Detailed
Content updates	NA	Standard	Detailed
Pursuing Additional Inbound Links	NA	Standard	Detailed
Monitoring and Tracking Setup	Standard	Standard	Detailed
Monitoring and Maintenance	Standard	Standard	Detailed
Price	\$695.00	\$1,295.00	\$1,995.00

[Read more at webarena.com.au/seo](http://webarena.com.au/seo)

