



Search Engine Marketing for SMEs

Get Started's range of search engine marketing products will have your website enjoying high search engine rankings and a large amount of targeted traffic. It's time to get your website performing online!

- Ensure your website is properly indexed in all major search engines
- Drive quality traffic to your website by boosting your search engine rankings
- Secure targeted, cost-effective traffic via carefully constructed pay-per-click advertising
- Increase your page rank by obtaining high-quality inbound links

**FREE check-up!**

Obtain our FREE Rank Report online at [getstarted.com.au/free-rank](http://getstarted.com.au/free-rank)





Is your website performing well in all major search engines? Are you getting the traffic you need? Our search engine marketing will change that!

### What is Search Engine Marketing (SEM)?

SEM is the blanket term for the use of Internet search engines to create new business opportunities. This covers both search engine optimisation and pay-per-click advertising on search engines.

### Tell me more about Search Engine Optimisation (SEO)

Search engine optimisation, or SEO, is the process of making a website rank higher in search engines. It is an area that is full of over-priced "consultants" using smoke and mirrors to make SEO sound more difficult than it is. There is a process to it, and in many ways it is an art-form, but the vast majority of work that we do for clients in SEO, although valuable, is tedious and time consuming.

### Why bother?

The return on investment of good SEO can be phenomenal. To start with, the value of an organic link (those links that display in search engine result pages) as opposed to a sponsored link (those links that appear in sponsored areas like the right column in Google) is very high. Although difficult to quantify, various authorities say an organic link is at least twice and up to five times as valuable as a sponsored link. So if you're willing to pay \$1 per click on a targeted keyword then the value of getting that link organically through SEO is between \$2 and \$5. If that SEO can then result in 'x' more visitors then you've quantified your return on investment (ROI)! Good SEO normally results in very rapid traffic increases of 10-50% and ongoing increases of even more. That is why you need to bother with search engine optimisation!

### Why Get Started for SEO?

We have been in the Internet space since 1999 and have spent thousands of hours researching the best SEO techniques and tools. More importantly, we satisfy the 6 key requirements of a good SEO company:

- 1 We have specialists in all areas of SEO. Search engine optimisation is a mixture of programming, copywriting, web design, content editing and information architecture.
- 2 We have a strong track record. Check out the case study and list of Number 1's to the right.
- 3 We provide affordable fixed prices that make it easy to reach a rapid ROI.
- 4 We provide you with one project contact – you won't get tossed around the company.
- 5 We offer a free site analysis (you can obtain a free report at [getstarted.com.au/free-rank](http://getstarted.com.au/free-rank)).
- 6 We don't provide silly guarantees. No-one can 100% guarantee search engine performance. If they could, Google would be out of business because their search engine would no longer be relevant.

## WHERE'S THE PROOF?

### Case Study



#### [australiansdonate.org.au](http://australiansdonate.org.au)

Australians Donate is a non-profit incorporated association comprising organisations involved in organ and tissue donation and transplantation. It is the peak body for the organ and tissue donation and transplantation sector in Australia. Get Started were first involved in designing and launching the new Australians Donate website. We then set about turning around their search engine rankings.

#### Before SEO campaign

- Not ranked for 'organ donation' key phrase
- Google Pagerank of '0'

#### After SEO campaign

- Ranked No 1 in Google for 'organ donation'
- Google Pagerank of '4'

## SEO Portfolio

A few of our Google Number 1's\*

Client	Phrase
<a href="http://rigbycooke.com.au">rigbycooke.com.au</a>	<i>Melbourne tax lawyers</i>
<a href="http://doyles.com.au">doyles.com.au</a>	<i>seafood restaurant circular quay</i>
<a href="http://partyhelp.com.au">partyhelp.com.au</a>	<i>party help</i>
<a href="http://morningsidepastoral.com.au">morningsidepastoral.com.au</a>	<i>agistment rehabilitation</i>
<a href="http://ambrylegal.com.au">ambrylegal.com.au</a>	<i>taxation legal advice melbourne</i>
<a href="http://sift.com.au">sift.com.au</a>	<i>Information security services</i>
<a href="http://alrtelectrical.com.au">alrtelectrical.com.au</a>	<i>commercial electrician melbourne</i>
<a href="http://aflua.com.au">aflua.com.au</a>	<i>umpires association</i>
<a href="http://rolloverbeethoven.com.au">rolloverbeethoven.com.au</a>	<i>dog grooming boutique</i>

\* As at 19 February 2007

# WHAT ARE YOUR SEARCH ENGINE MARKETING NEEDS?



## Submit (\$195)

“ My website isn't even on Google! Help! ”

Did you know you need to be indexed by search engines to appear on their pages? With Submit, we will get your site indexed by all the important search engines like Google & MSN. We will also submit your site for inclusion in directories such as Yahoo & Dmoz.



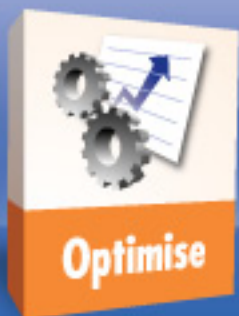
## Report (\$295)

“ I need advice to get my site performing better! ”

Did you know that 88% of traffic from search engines come from the first 5 results?\* If you manage your own site then Report will give you the essentials to improve the ranking and visibility of your site.

\* Source: Cornell University

## Optimise



“ I want to rank higher and I need someone to do it for me! ”

If you need a comprehensive, cost-effective SEO solution then this package is for you! Optimise has been specially structured to ensure dramatic and long lasting improvements to your site's ranking.

This package includes:

- A comprehensive report of your site's current performance.
- A competitor analysis to benchmark your site.
- Keyword optimisation so your site targets the most valuable customers.
- Site-wide maintenance of page titles, code quality, and meta data.
- Home-page specific maintenance of heading and image alt tags.
- Ongoing tweaking, maintenance and statistical analysis.



**\$1,295+\$295/qtr**

Small Sites  
1-5 pages

**\$1,795+\$395/qtr**

Medium Sites  
5-20 pages

**\$2,495+\$495/qtr**

Large Sites  
20+ pages

## Extras Included:



### Google Site Map

Don't want to wait for Google to index your site? This tool will ensure every page of your site can be found.



### Optimised URLs

The URL for each page can be a powerful tool in SEO. We ensure you get the most value out of your URLs.



### Internal Site Map

Google isn't the only search engine that matters. Optimising your site map will make it easier for search engines to locate each page on your site.

“ I need to be number 1! Give me everything you've got! ”



## Mini-site (\$595)

Need high-quality inbound links? Create your own! With a relevant mini-site and keyword-rich domain name, you will rapidly increase your site's Pagerank.



## Content Optimisation (\$395 per page)

Are your keywords 2-10% of your site content? With a keyword density analysis and content edit we can boost your site's search engine ranking.



## Link Campaign Strategy (\$495)

Inbound links are the key factor in your site's Pagerank, but obtaining those links is not easy. We can help you develop a campaign that will bring those links in!



## Campaign (\$495 for one, \$795 for two, \$995 for all three)

“ I need traffic and I need it now! ”

Do you need low-cost marketing that will guarantee targeted traffic to your site? We can create a cost-effective 'pay-per-click' advertising campaign to connect you with interested customers.

We can get your campaign up and running on the following platforms: Google Adwords, Yahoo Search Marketing and Sensis Bidsmart.



## Feed (SPOA)

“ I want my products to be found more easily! ”

Why do all the selling when others can do it for you? Take advantage of sites such as Google Base and Shopping.com and get your business in front of more customers!

We upload your products to these popular sites using live feeds that keep your products visible and up-to-date. It's time to increase your sales force!

