



## DIGITAL MARKETING

Our digital marketing service covers SEO, PPC (Pay per click), Copywriting and Social Media.

In our approach where analysis is key, we provide packages that aim to yield results in accruing traffic for your website whilst generating fresh leads that improve your ROI (return of investment).

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# ORGANIC SEO PACKAGE

These SEO solutions raise search engine rankings using strategies that cover everything from website auditing to website optimisation and content making.

MONTH 1 SETUP

- Silver
- Gold
- Platinum
- Platinum+

**WEBSITE AUDITING** We audit your website to see the performance issues that might be preventing your website from ranking.

All Our Package's Website Audits Include:

Website Audit	Usability Metrics	Functionality Check
✓ Site Speed	✓ Broken Links	✓ 301 Redirects
✓ Crawlability	✓ Meta Data Check	✓ Robot.txt
✓ Site Errors	✓ Body Content	✓ XML Sitemap
✓ Meta Data	✓ Duplicate Content	✓ Image Tag Check
	✓ Footer Links Checks	✓ Google Analytics Check
	✓ Load Speed	✓ Google Webmaster Tools

**WEBSITE OPTIMISATION** We optimise all key aspects of your website's pages.

	Silver	Gold	Platinum	Platinum+
Live Keyword Tracking	●	●	●	●
URL Optimisation	●	●	●	●
Meta Data Optimisation	●	●	●	●
Webpage Copywriting	5	10	15	20
SEO Road Map	●	●	●	●
Google Webmaster Check & Installation	●	●	●	●
Google Analytics Check & Installation	●	●	●	●
.XML Sitemap Creation		●	●	●
Robots.txt Check		●	●	●
Blog Activation			●	●
Broken Link Report			●	●
Redirect Optimisation				●

MONTH 1 SETUP

**GOOGLE RICH SNIPPETS** We enhance how your website appears on search results using rich snippets and mark ups.

	Silver	Gold	Platinum	Platinum+
Authorship Mark up	●	●	●	●
Review or Product Mark up		●	●	●
Additional Rich Snippet			●	●

**PROFILE & LINK DEVELOPMENT** We develop and publish original content with your target audience in mind.

	Silver	Gold	Platinum	Platinum+
Editorial Publications	2	4	6	6
Press Release		●	●	●

# ORGANIC SEO PACKAGE

		Silver	Gold	Platinum	Platinum+
M O N T H L Y	<b>CONTENT MARKETING &amp; LINK ACQUISITION</b> We acquire links from high authority publications with editorial links and great content.				
	Editorial Publications	3	5	7	8
	Business Review	●	●	●	●
	Products / Services Review		●	●	●
	Brand Interviews			●	●
	Guest Blogs	2	3	4	5
	Press Release		1	1	1
	PDF Publication			1	1
	Original Video		1	1	2
	Video Channel Submission		3	3	6
Website Blog Posts			2	3	
M O N T H L Y	<b>REPORTING &amp; LIVE DASHBOARD</b> We provide a full suite of reporting data & tools.				
	<b>You Get:</b>				
	✓ Live Dashboard	<u>Usability Metrics</u>	<u>Functionality Check</u>		
	✓ Real Time Link Acquisition Notification	✓ Monthly Ranking Comparison	✓ Live Google SERPs Tracking		
	✓ Real Time Ranking Report	✓ Keyword Competition	✓ PDF Report		
	✓ Live Rankings	✓ Search Volume	✓ Progress Email Notification		
	✓ Downloadable Reports	✓ Website Traffic Reporting	✓ Campaign Consultation		

# LOCAL SEO PACKAGE

These packages use effective SEO strategies to improve local search rankings, find fresh leads, and bring more customers through your doors.

		Basic	Silver	Gold	Platinum
M O N T H  1 S E T U P	<b>WEBSITE AUDITING</b> We audit your website to help you understand what needs to be done and what your pages can rank for.				
	Pages Optimised	5	10	20	30
	Website Audit	●	●	●	●
	Keyword Research	●	●	●	●
	Keyword Grouping		●	●	●
	Keyword Mapping			●	●
	<b>LOCAL BUSINESS SETUP</b> We setup your local listings in the most popular online business listing websites.				
	Google+ Local Creation	●	●	●	●
	Yelp Listing Creation		●	●	●
	Yahoo! Local Creation	●	●	●	●
	Bing Local Creation	●	●	●	●
	Yellow Pages Creation			●	●
	Additional Business Listing/ Link Citation Development	5	10	20	30
	<b>WEBSITE OPTIMISATION</b> We optimise all key aspects of your website's pages.				
	Title Tag Optimisation	5	10	20	30
Meta Description Optimisation	5	10	20	30	
Meta Keyword Optimisation	5	10	20	30	
URL Rewrites	5	10	20	30	
Webpage Copywriting	3	7	9	12	
SEO Roadmap	●	●	●	●	
Google Analytics & Check Installation	●	●	●	●	
Google Webmaster Check & Installation		●	●	●	
Robots.txt Check			●	●	
Blog Activation			●	●	
Broken Link Report				●	
.xml Sitemap Optimisation				●	
Redirect Optimisation				●	

# LOCAL SEO PACKAGE

		Basic	Silver	Gold	Platinum
M O N T H  1 S E T U P	<b>RICH GOOGLE LISTINGS</b> We enhance how your website appears on search results using rich snippets and mark ups.				
	Authorship Mark Up	●	●	●	●
	Review or Product Mark Up		●	●	●
	Additional Rich Snippet			●	●
M O N T H L Y	<b>CITATION &amp; LINK DEVELOPMENT</b> We develop and publish original content with your target audience in mind.				
	Magazines / News Placement	1	2	3	4
	Social Sharing Links	10	20	30	40
	Web 2.o		●	●	●
	Press Release			●	●
M O N T H L Y	<b>CONTENT MARKETING</b> We develop and publish original content with your target audience in mind.				
	Magazine / News Placement	1	2	4	6
	Business Review	●	●	●	●
	Product / Service s Review	●	●	●	●
	Brand Interviews	●	●	●	●
	Social Bookmarks	40	100	250	340
	Citation	2	5	10	15
	Web 2.o External Blog		2	3	4
	Document Sharing Website			1	1
	Blog			1	2
	Video Creation			1	1
	Video Submission			3	3
	Press Release			1	1
M O N T H L Y	<b>REPORTING &amp; STRATEGY</b> We provide monthly reports and summaries of traffic and search ranking information.				
	Ranking Report	●	●	●	●
	Google Analytics	●	●	●	●
	Work Report Upon Request	●	●	●	●
	Executive Summary	●	●	●	●

# COMPETITIVE SEO PACKAGE

These packages leverage our SEO strategies to help you become an industry leader through ranking for high competition keywords.

Commercial

Enterprise

Aggressive

**WEBSITE AUDITING** We audit your website to help you understand what needs to be done and what your pages can rank for.

All Our Package's Website Audits Include:

Website Audit	Usability Metrics	Functionality Check
✓ Site Speed	✓ Broken Links	✓ 301 Redirects
✓ Crawlability	✓ Meta Data Check	✓ Robot.txt
✓ Site Errors	✓ Body Content	✓ XML Sitemap
✓ Meta Data	✓ Duplicate Content	✓ Image Tag Check
	✓ Footer Links Checks	✓ Google Analytics Check
	✓ Load Speed	✓ Google Webmaster Tools

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**WEBSITE OPTIMISATION** We optimise all key aspects of your website's pages.

Live Keyword Tracking	●	●	●
URL Optimisation	●	●	●
Meta Data Optimisation	●	●	●
Webpage Copywriting	20	35	50
SEO Road Map	●	●	●
Google Webmaster Check & Installation	●	●	●
Google Analytics Check & Installation	●	●	●
.XML Sitemap Creation	●	●	●
Robots.txt Check	●	●	●
Blog Activation	●	●	●
Broken Link Report	●	●	●
Redirect Optimisation	●	●	●

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**GOOGLE RICH SNIPPETS** We enhance how your website appears on search results using rich snippets and mark ups.

Authorship Mark up	●	●	●	●
Review or Product Mark up	●	●	●	●
Business Hours	●	●	●	●

**SOCIAL MEDIA SETUP** We set up social media profiles that reflect your brand's personality.

Google+ Account Creation	●	●	●	●
Twitter Account Creation	●	●	●	●

# COMPETITIVE SEO PACKAGE

		Commercial	Enterprise	Aggressive
M O N T H  1 S E T U P	<b>PROFILE &amp; LINK DEVELOPMENT</b> We acquire high authority links through writing and publishing high quality content.			
	Editorial Publications	6	11	16
	Website Blog Posts	1	2	4
	Social Bookmark to Blogs	10	2	4
	Video Creation	1	1	2
	Video Channel Submissions	3	3	6
	Press Release		1	2
	Infographic Creation & Release			1
M O N T H L Y	<b>CONTENT MARKETING &amp; LINK ACQUISITION</b> We acquire links from high authority publications with editorial links and great content.			
	<b>Magazine / News Placement</b>	7	9	13
	Business Review			
	Products/Services Review			
	Brand Interviews			
	Social Bookmarks	240	300	420
	Press Release	1	1	1
	Document Sharing Website	1	1	1
	Blog	2	4	8
	Web 2.0 External Blog	7	9	13
	Video Creation	2	2	2
	Video Submission	6	6	6
	M O N T H L Y	<b>REPORTING &amp; LIVE DASHBOARD</b> We provide a full suite of reporting data & tools.		
You Get:				
✓ Live Dashboard		<u>Usability Metrics</u>	<u>Functionality Check</u>	
✓ Real Time Link Acquisition Notification		✓ Monthly Ranking Comparison	✓ Live Google SERPs Tracking	
✓ Real Time Ranking Report		✓ Keyword Competition	✓ PDF Report	
✓ Live Rankings		✓ Search Volume	✓ Progress Email Notification	
✓ Downloadable Reports		✓ Website Traffic Reporting	✓ Campaign Consultation	



# PPC SERVICES

Our PPC services will increase your website's traffic, improve your revenues, and bring in fresh leads at reduced ad costs.

		Starter	Small	Medium	Large
M O N T H 1	<b>ACCOUNT SETUP, RESEARCH &amp; ANALYSIS</b> We set up a Google AdWords account for your paid marketing campaign.				
	Keyword Research	●	●	●	●
	Ad Group	●	●	●	●
	Ad Text Creation	●	●	●	●
	PPC Budget Analysis	●	●	●	●
	Adwords Conversion Tracking Code	●	●	●	●
	Search Network	●	●	●	●
	Geo Targeting (Locations)	●	●	●	●
	Google Analytics	●	●	●	●
	Linking Adwords & Google Analytics	●	●	●	●
	Google Analytics Tracking Code Setup	●	●	●	●
	Display Network			●	●
	Remarketing			●	●
	Banner Image Ads Creation - 1 Design (2 Size Formats)				●
M O N T H 1	<b>CAMPAIGN MANAGEMENT</b> We will set up and optimise your social media pages to represent your brand accurately.				
	Keyword Matching Options	●	●	●	●
	Keyword Bid Management	●	●	●	●
	Geo-Targeting	●	●	●	●
	Display Network			●	●
	Remarketing			●	●
	Banner Ads Split Testing - 1 Design (2 Size Formats)				●
M O N T H 1	<b>CAMPAIGN MONITORING &amp; ANALYSIS</b> We analyse and monitor relevant data from your campaign using advanced tools.				
	Conversion Tracking	●	●	●	●
	Traffic Statistics Analysis	●	●	●	●
	Analytics Monitoring	●	●	●	●

# PPC SERVICES

		Starter	Small	Medium	Large
O N G O I N G  M O N T H L Y	<b>CAMPAIGN MANAGEMENT</b> Our PPC campaign management experts make sure you get the maximum visibility at the lowest bids.				
	Geo-Targeting	●	●	●	●
	Keyword Bid Management	●	●	●	●
	Keyword Research Expansion		●	●	●
	Display Network		●	●	●
	Remarketing		●	●	●
	Banner Ads Split Tracking - 1 Design (2 Size Formats)		●	●	●
	<b>CAMPAIGN MONITORING AND ANALYSIS</b> We analyse and monitor relevant data from your campaign using advanced tools.				
	Search Query Report Analysis	●	●	●	●
	Conversion Tracking	●	●	●	●
	Traffic Statistics Analysis	●	●	●	●
	Invalid / Fraud Click Analysis (AdWords Only)	●	●	●	●
	Analytics Monitoring	●	●	●	●
	<b>REPORTING</b> We provide detailed information on your PPC campaigns through our comprehensive monthly reports.				
	Month 1 Setup Report	●	●	●	●
	Monthly Performance Reports	●	●	●	●
	Bimonthly Performance Reports	●	●	●	●
	Weekly Update Reports	●	●	●	●

# SOCIAL

Our social media strategies will establish a community around your brand and develop important relationships between you and your customers.

		Starter	Small	Medium	Large
S E T U P	<b>PAGE MANAGEMENT</b> We will set up and optimise your social media pages to represent your brand accurately.				
	LinkedIn Cover Design	●	●	●	●
	Facebook Cover Design	●	●	●	●
	Timeline Management	●	●	●	●
	Twitter Cover Design	●	●	●	●
	Google+ Brand Creation / Optimisation	●	●	●	●
M O N T H L Y	<b>SOCIAL CONTENT ENGAGEMENT</b> We will update your profiles with the latest news on your target industry.				
	Unique Facebook Posts	8	12	16	20
	Unique Twitter Tweets	8	12	16	20
	Google+ Unique Content	8	12	16	20
	Facebook+ Relevant Shares	8	12	16	20
	Google+ Relevant Shares	8	12	16	20
	LinkedIn Unique Posts	8	12	16	20
R E P O R T I N G A N D S T R A T E G Y	<b>REPORTING AND STRATEGY</b> We provide detailed statistics and updated information on your social media campaigns.				
	Work Report	●	●	●	●
	Publishing Calendar	●	●	●	●
	Facebook Shares	●	●	●	●