

SEO

Search Engine Optimisation

Aust-Wide: 1300 304 558
Sydney: 02 9559 8620
Fax: 02 9559 8620
Email: sales@seo.com.au

Table Of Contents

Who Is SEO – Search Engine Optimisation?.....3
 How Do We PLAN Search Engine Optimisation Success?
 How Do We MEASURE and GUARANTEE Search Engine Optimisation Success?

Client Testimonials.....4
 Industry Memberships

Case Study – Selfcert.com.....5
 1. Initial Web Site Analysis
 2. SEO’s Technical Solution
 3. Before and After Results

What Are The Benefits Of Being Found in Search Engines?.....6
 How Many Searches Do Australians Make?
 Which Search Engine Do Australians Prefer?

A Closer Look At The Top3 Engines.....7
 Google
 Yahoo
 NineMSN

Summary Of The Australian Search Market.....8
 Total Market Share – Pure Search Results
 Total Market Share – Pay Per Click Search Results
 Total Market Share – Directory Listings

What Are The Benefits Of Optimising Your Website vs Pay-Per-Click Services?.....9

Website Optimisation (WSO) Packages.....10

SEO’S REALTIME Online Reporting System.....11

Who is SEO – Search Engine Optimisation?

SEO – Search Engine Optimisation (SEO), previously known as BMCOptimise (BMCO), has been in operation since Aug 2001. The personnel at SEO have however been optimising websites since 1998. With backgrounds in advertising, marketing, ISP, Web Hosting, programming and web development, our team is capable of delivering the most effective search engine marketing campaigns in our local and Global market.

How Do We PLAN Search Engine Optimisation Success?

The key to a successful SEO experience is a well-researched keyword strategy, knowing what search engines to target, and then optimising and/or booking top positioned pay per click advertising.

1. **Analyse the Search market – Which search engines do your target market use?**
Outlined in this document
2. **Develop a keyword strategy – Research your target market’s online search activity**
SEO research the most relevant and popular keywords that your prospect clients search with. SEO develops keyword strategies with clients, ensuring that both our knowledge sets are used to identify products/services, relevant search engine data and end user preferences.
3. **Apply keyword strategy – You select SEO method/s – We optimise**
SEO staff leverage over 5 years of successful optimisation experience to ensure that:
 - a. Optimised websites achieve top search rankings as per our clients’ keyword strategies, and/or
 - b. SEP campaigns generate maximum rankings and search engine based referrals to our clients’ websites

How Do We MEASURE and GUARANTEE Search Engine Optimisation Success?

With the right analysis, tracking and reporting systems in place, SEO is able to analyse the requirements of new sites that need optimisation to ongoing maintenance. Ongoing maintenance is the key that allows SEO to even correlate a simple ranking issue (targeted to increase campaign ROI), with a specific target page on our clients website, which when rectified, will give us the desired ranking + ROI results.

1. **Search Engine Rankings**
Monthly monitoring of top 30 rankings for keywords contained in client’s keyword strategy
2. **Search Engine Traffic**
Daily monitoring of search traffic for optimised websites and SEP campaigns
3. **Conversions & ROI**
Pay Per Click (PPC) search engine advertising can be measured in terms of which keywords convert best – this data can be used to optimise your website!
4. **Revenue Increases**
SEO applies cookie based tracking to determine search engine investment ROI for websites engaging simple online sales cycle process/es. Clients that engage in complex sales cycle process/es normally depend on 1. & 2. to receive warm leads they then follow up, instead of having to depend on other less qualified method of sales such as cold calling.

Client Testimonials

Since Aug 2001, we have worked with company websites from various industry backgrounds. For a sample list of some of our clients, please refer to www.bmcoptimise.com.au/clients.html. Below we have listed some client testimonials.



Kenneth Galibu, Website Manager, Jul 2002

*"I have tested the following keywords:
"duty free Australia" and "downtown duty free"
...on Google and the results are FANTASTIC!
These key words resulted in www.dutyfree.com.au
being ranked #1! Good work!"*



Adam Rollings, Internet Manager, Aug 2003

*"I would like to thank you for the service and assistance
you have provided BHP Steel over the past year. Your
expertise, enthusiasm and quality customer service
have been very much appreciated."*



Craig Austin, Director, Oct 2003

*"In the space of just 3 months ...the number of unique
weekly visitors to our site has jumped 450% translating
to a 30% increase in company revenue. With these
strong sales conversions, our marketing spend with
SEO has delivered exceptional return on investment
and for that we are very grateful indeed."*



RENDEZVOUS
HOTELS INTERNATIONAL

Rachel Grier, Vice President - Sales, Nov 2003

*"Since November 2001, we have enjoyed receiving over
5,000 unique search visitors to our website every
month. These qualified leads have resulted in increased
eClub members and bookings, assisting our company's
overall growth strategy. Fantastic work SEO!"*

Industry Memberships

Internet Industry Association
www.iaa.net.au



Austrade
www.austrade.gov.au



SEO Consultants Directory
www.seoconsultants.com



SEO today
www.seotoday.com



SeoPros
www.seopros.org



SEMList.com
www.semlist.com



Case Study – SELF CERT.com

1. Initial Web Site Analysis

Sales and Marketing perspective

SelfCert has strategic partnerships setup with the likes of SEEK - www.SEEK.com.au, CareerOne - www.careerone.com.au, My Career www.mycareer.com.au and SkillSoft (www.skillsoft.com). These relationships prove to be key to SelfCert sales process, however a previously unexploited opportunity to grow sales was through attracting potential clients through search engines on the Internet.

Technical perspective

- Search engine spiders and consequently end users, could NOT find SelfCert dynamic content pages.
- Main source of unique visitor referrals were derived through text and image links in the content of partner sites mentioned above.
- Google PageRank was only a fair 5/10.

2. SEO's Technical Solution

- SelfCert's website was optimised with YourAmigo's SpiderLinker Software designed to correct problems with dynamic web pages that are invisible to search engine crawlers and spiders.
- SEO supplied Link Popularity services, increasing the number of quality links pointing to SelfCert's website, increasing SelfCert's search traffic and Google PageRank.
- For additional pure search traffic, SEO built a dedicated Search Engine Promotion (SEP) site campaign.

3. Before And After Results

- Number of Selfcert.com pages visible to search engines increased by 78,500%**
Previous to SEO's website optimisation services, only 8 Selfcert.com pages were in Google's database. Within 2 months, this had increased to 628.
- SelfCert's Search Traffic Increased by 42,500%**
Previous to SEO's website optimisation service and search engine promotion (SEP) site, less than 100 monthly visitors were arriving to Selfcert.com from search engines. After several months, this increased to over 4,350 unique search visitors.
- SelfCert's Unique Website Visitors Increased by 450%**
Before: 12,100 unique visitors per month (Mar/Apr 2003)
After: 55,500 unique visitors per month (Jul/Aug 2003)
- SelfCert's Sales increased by 30%!**
SelfCert's overall telesales increased by 30%.

1. ONLINE SALES VEHICLE



2. SEO's TECHNICAL SOLUTION

WEB SITE OPTIMISATION (WSO)
plus SEARCH ENGINE PROMOTION (SEP)

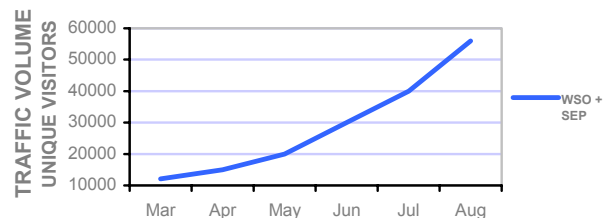


No.1: mcse course
No.1: mcse training



3. SEARCH TRAFFIC INCREASE

SelfCert Traffic Volume
SEO Web Site Optimisation (WSO)
plus Search Engine Promotion (SEP)



**30% INCREASE IN
MONTHLY SALES**

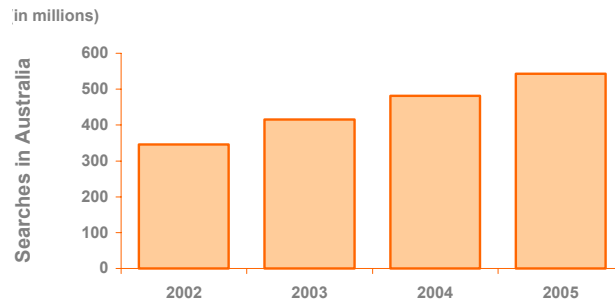
What Are The Benefits Of Being Found in Search Engines?

Statistics show that search engines are the main tool people use to look for products and services on the web. Search engine optimisation assists business websites by making it easier for people to find your products and/or services on the Internet. Our advice to most organisations is to optimise their website, otherwise risk losing potential business to online competitors.

- **93% of consumers worldwide use search engines to find and access websites**
- Forrester Research
- **85% of qualified Internet traffic is driven through search engines**
- Seventh WWW User Survey
- **75% of search engine users never scroll past the first page of results**
- Seventh WWW User Survey
- **Attracting a loyal audience to your website is best achieved through top search engine listings**
- Forrester Research Media Field Study

How Many Searches Do Australians Make?

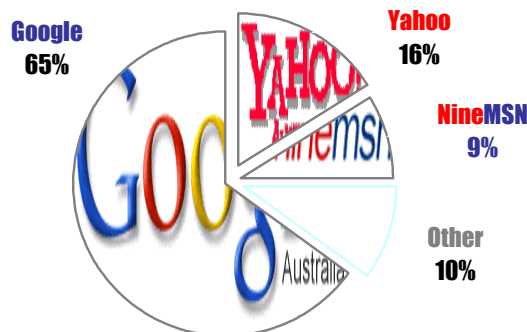
- **There are 10.63 million Australian Internet Users** (out of 19.54 million Australians)
- CIA's World Factbook, April 2003



Source: Jupiter Research 2002

Which Search Engines Do Australians Prefer?

The 3 main search engines that control over 90% of all Australian-based searches include Google, Yahoo, and NineMSN.



Source: Red Sheriff 2003

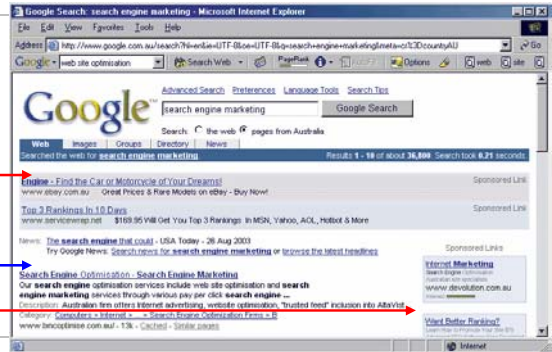
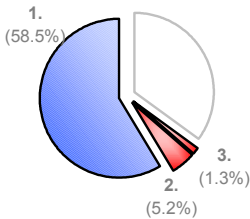
A Closer Look At The Top 3 Search Engines



CLICK THROUGH RATES

MARKET SHARE (65%)

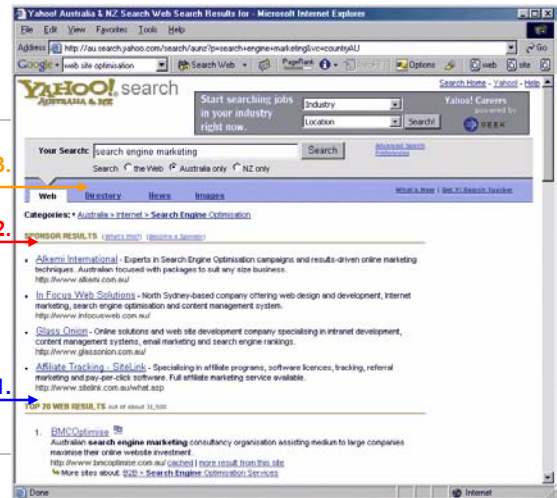
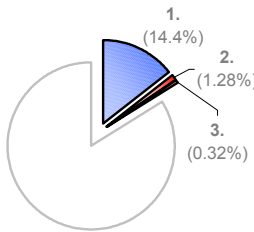
1. Top5 Pure Search Results (90%)
2. Sponsor Links (8% CTR)
3. Google AdWords (2% CTR)



CLICK THROUGH RATES

MARKET SHARE (16%)

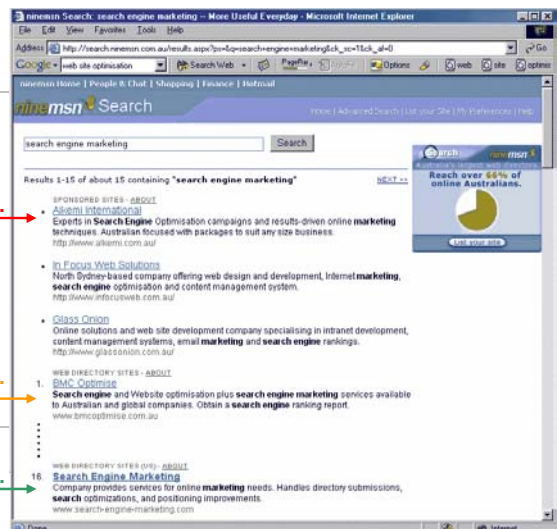
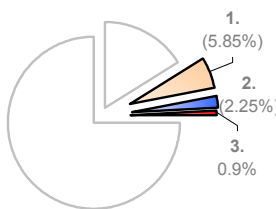
1. Top5 Pure Search Results (90%)
2. Overture Pay Per Click (8% CTR)
3. Yahoo Directory Results (2% CTR)



CLICK THROUGH RATES

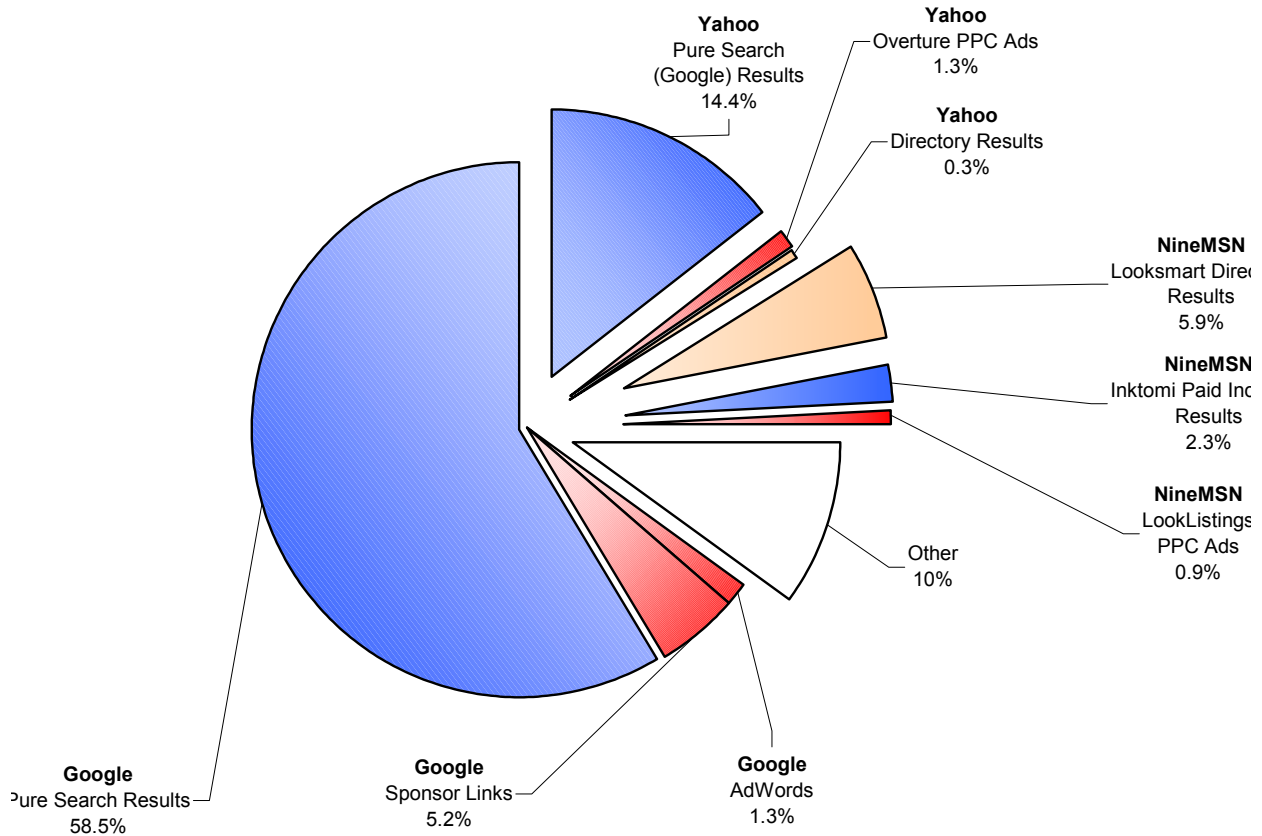
MARKET SHARE (9%)

1. Looksmart Directory Listings (65% CTR)
2. Inktomi Paid Inclusion (27% CTR)
3. Looksmart LookListings (8% CTR)



Summary Of The Australian Search Market

The graph below shows the market share percentage of the different types of search results. These percentages are based on each search engine's market share by the relative Click Through Rate (CTR) of each search result.



| | Type of Search Result | % Click Through Rate | % Market Share |
|---------------------------|--------------------------------|----------------------|----------------|
| | Pure Search Results | 90 | 58.50 |
| | Sponsor Links | 8 | 5.20 |
| | AdWords | 2 | 1.30 |
| | Pure Search (Google) Results | 90 | 14.40 |
| | Overture PPC Ads | 8 | 1.28 |
| | Yahoo Directory Results | 2 | 0.32 |
| | Looksmart Directory Results | 65 | 5.90 |
| | Inktomi Paid Inclusion Results | 27 | 2.30 |
| | Looksmart LookListings PPC | 8 | 0.90 |
| Other Engines | Mixed PPC + Pure Search | | 10.00 |
| Total Market Share | PURE SEARCH RESULTS | | 75.20% |
| Total Market Share | PAY-PER-CLICK RESULTS | | 8.68% |
| Total Market Share | DIRECTORY RESULTS | | 6.22% |

What are the Benefits of Optimising your website vs Pay Per Click services?

In comparison to traditional forms of marketing, search engine optimisation (aka website optimisation) and search engine marketing (aka pay per click) services both deliver a unique form of SALES AND MARKETING PROSPECT through the mechanism of PULL-MARKETING aka “being at the right place at the right time”. Below is a summary that shows what the differences are between these 2 services, better known as “search engine optimisation” services.

Website Optimisation >WSO

This is the only way of making sure your website is at the top of natural search engine results.

Optimising your not only means more sales leads through the exposure you get, this also increases the value of your online asset (your website).

Note: It is a known fact that “there is no point to launching or having a website if you have not optimised it for search engines”

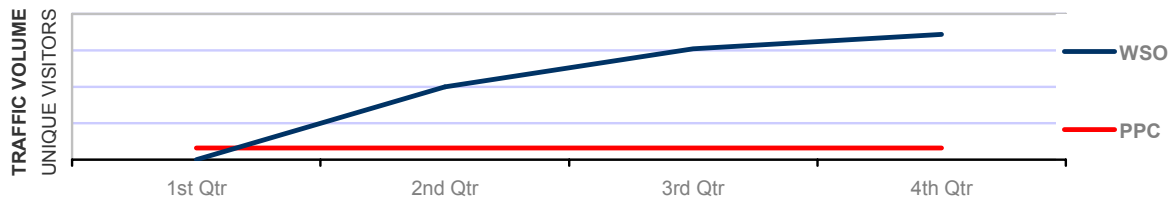
Pay Per Click Services >PPC

This is a pay as you go service, no different to arranging a fixed monthly marketing and advertising expense. There is a lot more control with this type of service; however, it can get very expensive, sometimes in excess of \$5 per click! So set your monthly budget, but be warned, not only is it a bidding war, but should your budget run out before the end of the month, so will your results, AND if you ever stop paying, then you are left with NO rankings whatsoever!

Comparing the 2

| | | | |
|---|---|---|--|
| Time Taken to Setup Campaign | 2-4 weeks to optimise a website | 1-2 weeks, given the number of keywords booked and the number of ads built for each “group” of keywords. | |
| Time Taken to See Results | Once your site is optimised, it takes a few days to see initial results. Mature/Top rankings will take 1-3 months depending on the industry | Once your keywords and relative ads have been setup in each PPC service, the results can be instantaneous or may take up to 72 hours. | |
| Search Engines Targeted | ALL Search Engines on the Internet | Google’s AdWords > Google Looksmart’s LookListings > NineMSN Overture’s Pay-for-Performance Search > Yahoo | |
| Traffic Volume Differences & Opportunities | 34 x more Search Engine traffic than Google AdWords | 58 x more Search Engine traffic than LookListings | 21 x more Search Engine traffic than LookListings + Overture and AdWords |

Website Optimisation (WSO) v.s. Pay-Per-Click (PPC)



Website Optimisation Packages

The SEO team know how to strategically improve your search engine results. Using innovative and well-researched **Search Engine Optimisation** techniques, we produce a risk-free search engine marketing campaign that creates more top placements than any other search engine optimisation company in this market. We will drive more traffic to your sites creating more sales, a better bottom line and a dramatic ROI. This will continue to pay off for you in new customer acquisitions, a broader market share and impressive results!

There is no one size fits all solution; we tailor programs to meet the needs of your unique Web site audience and marketing goals. The SEO Essentials Package forms the basis for all programs, below is a summary of what we will do. We also recommend a Maintenance Plan to maintain your position and react to changes/competitors and provide up-to-date reporting.

The Essentials Package;

Is our standard service and consists of the following:

- An initial ranking report to find out where your site ranks today.
- Customised page optimisation services for up to 20 keywords are included.
- Optimisation of up to 15 pages.
- Content optimisation of 5 new pages.
- Customized keyword analysis to define the best-suited keywords & key phrases for your business.
- Creation of targeted, optimised META tags including title, keyword and description.
- Personalized web site review and optimisation to identify possible trouble spots.
- Creation of a search engine friendly site map.
- Addition of robots.txt file so the search engine spiders are able to "crawl" your site with ease. (if required)
- Inclusion in The Major Search Properties Google, Google Australia, Yahoo, Yahoo Australia, NineMSN Australia, Anzwers Australia, AltaVista Australia, Microsoft Network (MSN), Looksmart Australia, AOL Australia, GoEureka Australia, WebWombat Australia, AllTheWeb, Lycos, Netscape Search, About Search, HotBot, Looksmart, ICQ Search (Included in your package) and other major Search Engines.
- Paid express inclusion in Yahoo, we get the submission in directory placements within 30 days.
- Hand submissions to the top search engines & directories using our inhouse expertise.
- Search engine submission confirmation reports as well as email and phone assistance if you need it.
- Detailed ranking and reach reports showing your new and greatly improved positioning.
- Submission to targeted directories to build your Link Popularity and further boost your rankings
- Reciprocal linking to build your link popularity and boost your rankings again.
- Monthly submission and registration in new target directories to boost your Link Popularity and rankings on an on-going basis, keeping your website ahead of competitors.

Call us today toll free at 1300 304 558 to discuss the best Search Engine Optimisation plan for your organisation.

SEO's **REALTIME** Online Reporting System

All SEO campaigns include access to SEO's online reporting suite designed to give Clients summary and detailed analysis of their performance on search engines. Reports include: Rank, Reach, PPC and Traffic data, here is an example:

S.E. Rankings Report – search engine rankings report

This report shows how you are ranking on the top ten SE's for selected keywords:

| S E O search engine optimisation | | SEARCH REPORT SEO - SEARCH ENGINE OPTIMISATION'S RANKINGS PERFORMANCE | | | | | | | | | |
|---|--|--|----|----|----|----|----|---|----|---|---|
| Details: | | | | | | | | | | | |
| Client Website Address (URL): | http://www.bmcoptimise.com.au/, http://bmcoptimise.com.au/, http://www.bmcoptimise.com/, http://bmcoptimise.com/ | | | | | | | | | | |
| Date: | Mon 23 Feb 2004 | | | | | | | | | | |
| Requested by: | SEO Personnel - SEO - Search Engine Optimisation | | | | | | | | | | |
| For further information: | Please contact SEO Accounts Team on: 1300 304 558 (Australia-wide), or +61 2 9360 7555 (International) | | | | | | | | | | |
| Keywords: | | Search Engines | | | | | | | | | |
| Total of 12 keyword phrases were analysed for top 30 rankings | | | | | | | | | | | |
| search engine placements | - | - | - | - | - | - | - | - | - | - | - |
| high search engine rankings | - | 5 | - | - | 9 | 4 | 8 | - | 15 | - | - |
| higher search engine ranking | - | 9 | - | - | - | 7 | - | - | - | - | - |
| search engine ranking report | 25 | 1 | 25 | 22 | 7 | 1 | 6 | - | 11 | - | - |
| search engine optimisation | - | 1 | 3 | 29 | - | 1 | 1 | - | - | - | - |
| search engine positioning | - | 5 | - | - | - | 3 | 23 | - | - | - | - |
| search engine submissions | - | 9 | - | - | - | 8 | - | - | - | - | - |
| search engine optimization | - | 4 | - | - | - | 3 | - | - | - | - | - |
| search engine ranking improvement | - | 24 | - | - | - | 19 | - | - | - | - | - |
| search engine ranking | - | 5 | - | - | - | 4 | 17 | - | - | - | - |
| internet marketing seo | - | 15 | - | - | 10 | 9 | 3 | - | - | - | - |
| guaranteed search engine ranking | - | 11 | - | - | 4 | 12 | - | - | - | - | - |
| Summary: | | | | | | | | | | | |
| 1st Page Results (Top 10 Ranks) | - | 8 | 1 | - | 4 | 9 | 4 | - | - | - | - |
| 2nd Page Results (Ranks 11-20) | - | 2 | - | - | - | 2 | 1 | - | 2 | - | - |
| 3rd Page Results (Ranks 21-30) | 1 | 1 | 1 | 2 | - | - | 1 | - | - | - | - |
| Total Top 30 Rank Results | 1 | 11 | 2 | 2 | 4 | 11 | 6 | - | 2 | - | - |

S.E. Rankings Report – comparing rankings on a month-to-month basis

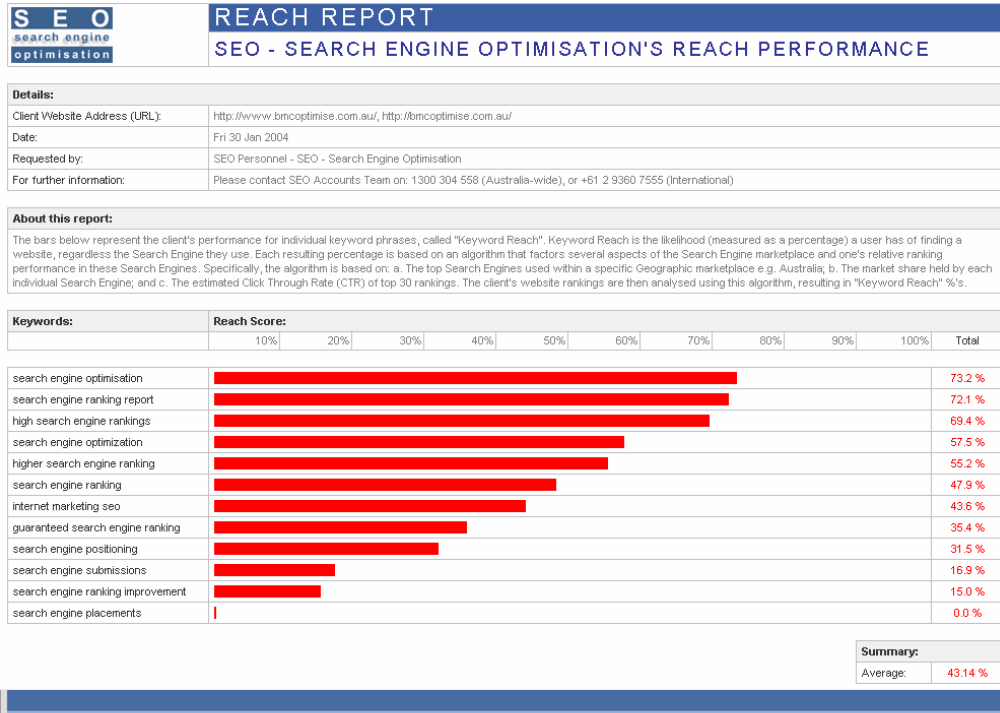
Compare monthly rankings for selected keywords over selected period

| S E O search engine optimisation | | SEARCH REPORT SEO - SEARCH ENGINE OPTIMISATION'S TIMESCALE RANKINGS | | | | | | | | | |
|---|--|--|----------|--|--|--|--|--|--|--|--|
| Details: | | | | | | | | | | | |
| Client Website Address (URL): | This report takes into consideration all clients URLs including SEP/s, and reports on the highest ranking only | | | | | | | | | | |
| Date Range: | Jan 2004 - Mar 2004 | | | | | | | | | | |
| Requested by: | SEO Personnel - SEO - Search Engine Optimisation | | | | | | | | | | |
| For further information: | Please contact SEO Accounts Team on: 1300 304 558 (Australia-wide), or +61 2 9360 7555 (International) | | | | | | | | | | |
| Keywords: | | Search Engines - Google Australia (http://www.google.com.au) | | | | | | | | | |
| | 2004 Jan | 2004 Feb | 2004 Mar | | | | | | | | |
| high search engine rankings | 2 | 5 | - | | | | | | | | |
| internet marketing seo | 14 | 15 | - | | | | | | | | |
| search engine marketing | 1 | - | 1 | | | | | | | | |
| search engine optimization | 6 | 4 | - | | | | | | | | |
| search engine ranking | 11 | 5 | - | | | | | | | | |
| Summary: | | | | | | | | | | | |
| 1st Page Results (Top 10 Ranks) | 3 | 3 | 1 | | | | | | | | |
| 2nd Page Results (Ranks 11-20) | 2 | 1 | - | | | | | | | | |
| 3rd Page Results (Ranks 21-30) | - | - | - | | | | | | | | |
| Total Top 30 Rank Results | 5 | 4 | 1 | | | | | | | | |
| Copyright © 2004 SEO - Search Engine Optimisation Pty Limited | | | | | | | | | | | |

SEO's **REALTIME** Online Reporting System

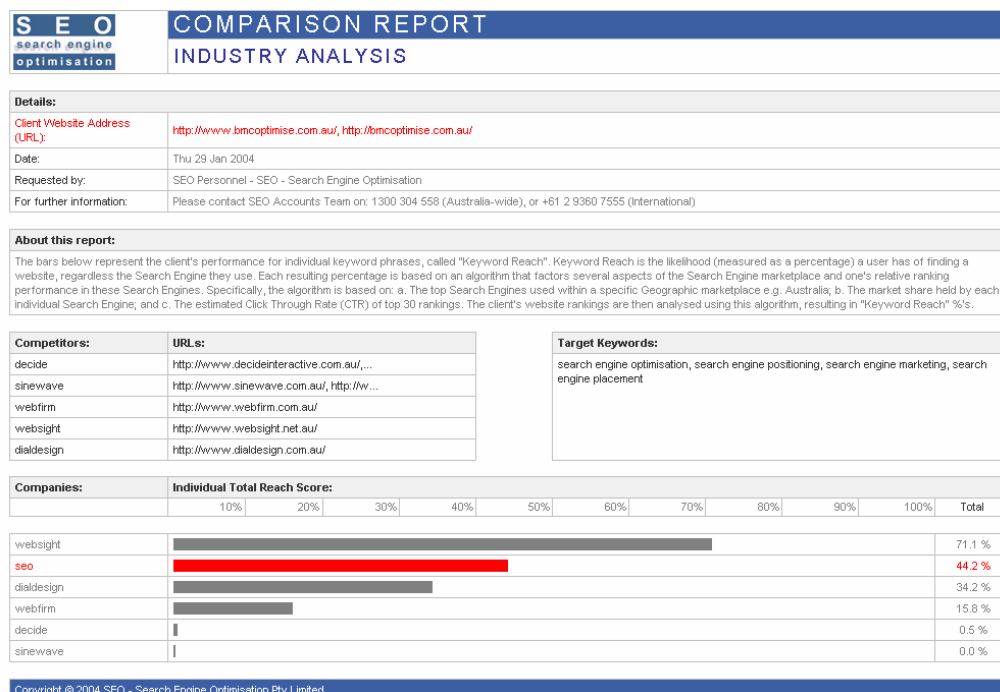
Reach Reports – Search Engine penetration (on a per keyword basis)

Search Engine Reach report for selected keywords



Industry Reports – Comparing each Competitor's total S.E. reach

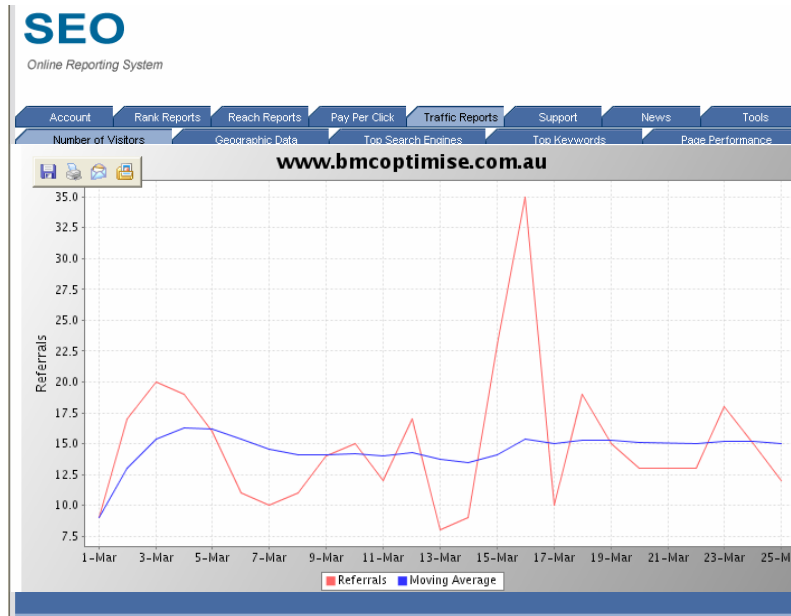
See how you are faring against your competitors for selected keywords



SEO's REALTIME Online Reporting System

S.E. Traffic Reports – Volume analysis of S.E. visitors

Select date range and output to graph



S.E. Traffic Reports – Geographic analysis of S.E. visitors

Select date range and output to number of SE referrals per country, ordered highest to lowest

SEO Online Reporting System

Account Rank Reports Reach Reports Pay Per Click **Traffic Reports** Support News Tools

Number of Visitors **Geographic Data** Top Search Engines Top Keywords Page Performance

Select Site: **www.bmcoptimise.com.au** Graph: [Click](#)

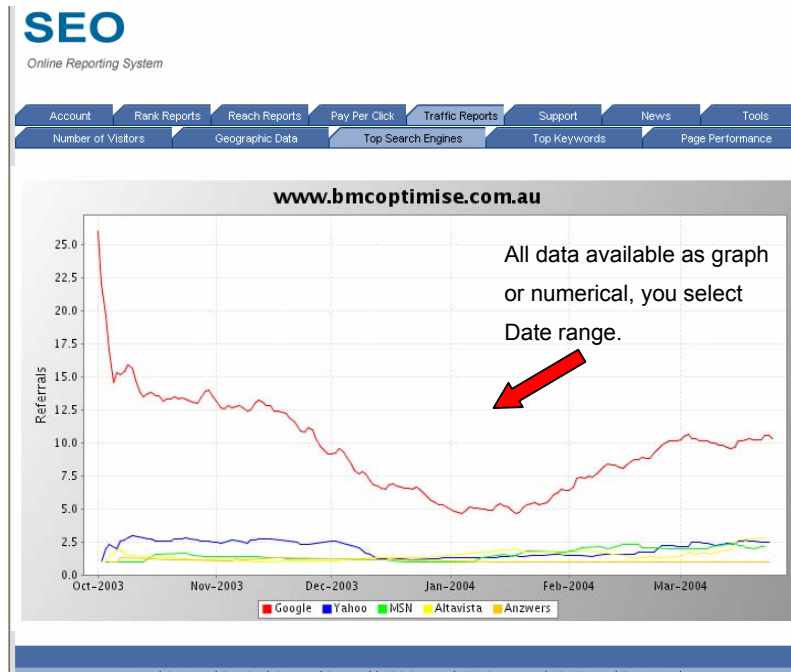
Show statistics for: **This Month**

1 Mar 2004 To 28 Mar 2004 [Update](#)

| Search Engine | Mar'04 | Total |
|----------------------|--------|-------|
| Australia | 237 | 237 |
| United States | 51 | 51 |
| United Kingdom | 21 | 21 |
| Canada | 8 | 8 |
| Switzerland | 5 | 5 |
| France | 5 | 5 |
| Poland | 3 | 3 |
| Malaysia | 3 | 3 |
| India | 3 | 3 |
| South Africa | 2 | 2 |
| New Zealand | 2 | 2 |
| Japan | 2 | 2 |
| Vanuatu | 1 | 1 |
| United Arab Emirates | 1 | 1 |
| Thailand | 1 | 1 |
| Sri Lanka | 1 | 1 |
| Spain | 1 | 1 |
| Singapore | 1 | 1 |
| Russian Federation | 1 | 1 |

SEO's REALTIME Online Reporting System

S.E. Traffic Reports – top S.E.'s analysis



S.E. Traffic Reports – top Keywords analysis

