

SEO ACTION PLAN

Organic SEO - Ranking on the first page of Google

There are hundreds of factors that help Google decide where your website appears when someone uses keywords in their search. As their algorithm is constantly evolving, it's important to stay on top of the things that help your website appear on page 1 of Google. That's where our services can help by integrating keyword marketing with your search engine optimisation. SEO enables you to be front and centre where your customers are searching for your products and services and allows you to grow your visitors organically without paid advertising. Bring more targeted long term traffic to your website and, ultimately, more customers to your business, by improving your natural keyword targeting.

Google is the biggest search engine on the planet, and the data tells a compelling story:

- Businesses on the first page of search results reap 70% of Google's internet traffic.
- 30% of total traffic is taken by the business ranking at number one.
- Organic search results earned through SEO are 8.5 times more likely to be viewed than paid ads.

We work on a strategy combining Off-Page and On-page SEO as explained below:

Off-Page Search Engine Optimisation (SEO)?

Off-page SEO focuses on increasing the authority of your domain/website through the act of getting links from other websites to promote your content using the keywords that matter to you and your niche. This draws traffic to your website and increases your ranking on Google organically. It largely revolves around other people acknowledging your website and is therefore regarded more highly by search engines. These are called backlinks.

On-Page Search Engine Optimisation (SEO)?

On-page SEO is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimised written content, keywords, title tags, etc. On-page SEO is about optimising the stuff that you have control over and can change on your own website.

Our Process and Approach

Outlined below is a breakdown of our approach towards your project:

1. Website Audit – a thorough report about your website and how it can be improved.
2. Keyword Research/Recommendations, paired with your own preferred keywords.
3. On-page/Internal Optimisation so that your website is user-friendly to Google and other search engines.
4. Content Plan Recommendations – if you need help rewriting the content of your website we offer this as an additional service and recommend regular on-site blog posting to boost your organic engagement as well.
5. Link-Building with Off-page SEO.
6. We will submit regular reports of all the SEO activities to keep you up to date with the progress of your project.

Cost Structures

- 10 Keyword Package - Ongoing Monthly Cost \$250 + Setup Fee \$50 [Total First Month \$300]
- 15 Keyword Package - Ongoing Monthly Cost \$300 + Setup Fee \$50 [Total First Month \$350]
- 25 Keyword Package - Ongoing Monthly Cost \$500 + Setup Fee \$50 [Total First Month \$550]
- Unlimited Keyword Package - Ongoing Monthly Cost \$700 + Setup Fee \$50 [Total First Month \$750]

Visit our website for our online registration form:

<https://www.creativewarrior.com.au/seo-keyword-marketing-package/>

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