

# Search Engine Optimisation (SEO)

## Achieve high search engine rankings for the long-term...

Magik New Media provides proven and ethical search engine optimisation services that will improve your organic/natural search engine rankings using valid “white hat” SEO methodologies for your business related keywords and phrases.

## We Create **Taffic Flow**

### An increase in website traffic and leads!

Due to a search engine's strict indexing and ranking measures, maximising your exposure can prove to be a complex and time consuming assignment. For effective website optimisation, you need an SEO specialist with proven expertise to drive traffic to your website, helping to convert traffic into sales.

Using our extensive knowledge and experience, we implement an SEO campaign that will improve your website's natural search engine rankings and drive quality traffic, getting you the results you would like to see without all the complications.

### Natural organic SEO results vs Pay Per Click (PPC) Results

There are many positive aspects of PPC, like immediate gratification, presence, and total control. There are also a few considerations to natural organic SEO to PPC.

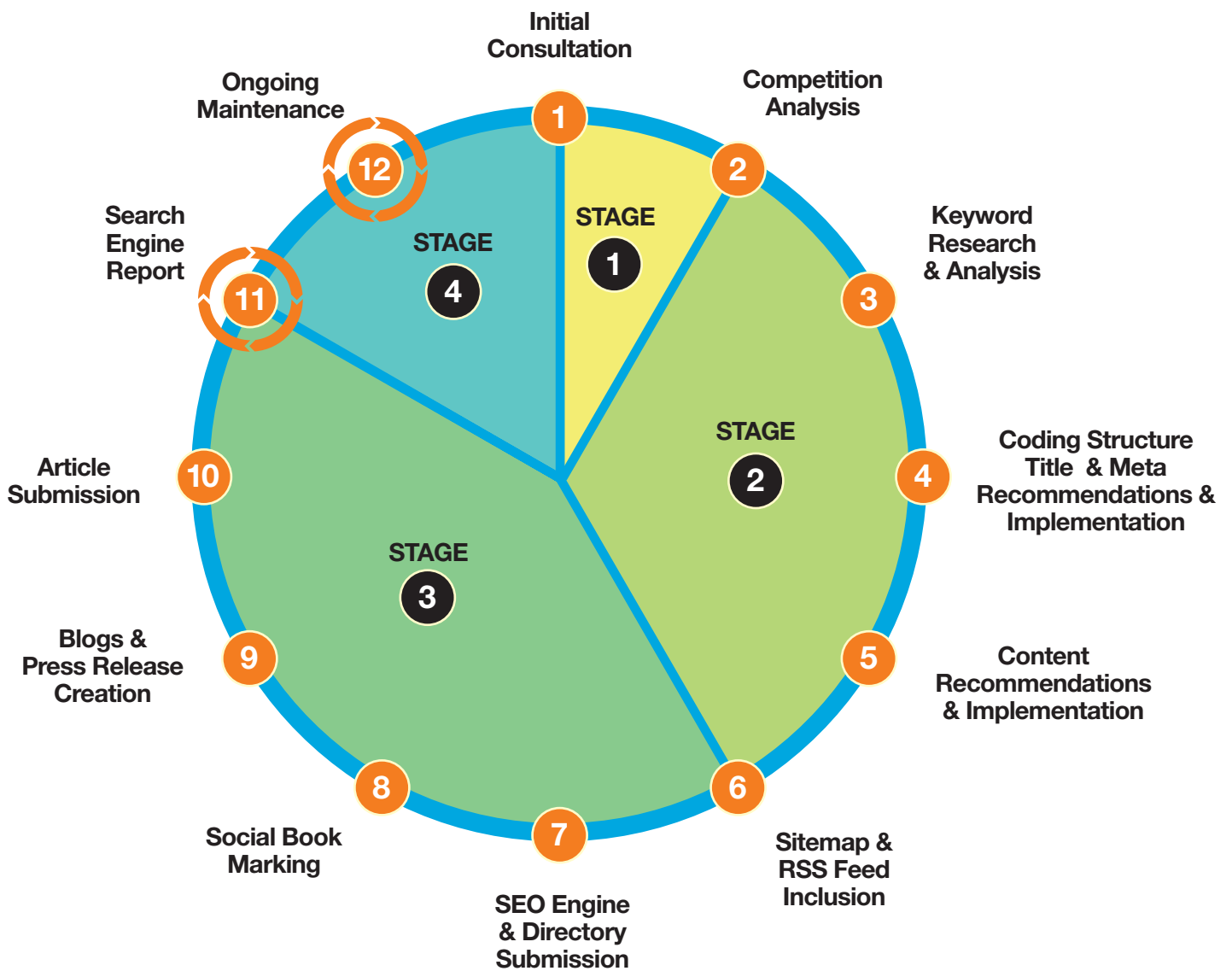
1. It is expensive if you want continued premium exposure
2. 80%+ of search engine traffic is via the natural organic listings
3. Natural organic listings are often considered trustworthy

Being listed at the top of the natural or "organic" search results is highly sought after for the average business. Why? You get 8 to 10 times more traffic, and it's free!

# Search Engine Optimisation (SEO)

## The SEO Campaign

The SEO campaign process is divided up into 4 stages.



- 1 Brief & Consultation
- 2 Research & Analysis
- 3 Implementation & Submission
- 4 Maintenance & Reporting

## 1. Brief & Consultation

### a. Customer Research

Analysis and Background Information.  
Research into your current marketing business services and/or product

### b. Determine Objectives

Define objectives and desired results

### c. Identify Market

Target Audience. Define your target market

### d. Outline Campaign

Timeframe, Planning & Budgets. Establish timeframe for desired results.  
Plan campaign and estimate budget

## 2. Research & Analysis

### a. Competitor Research

Define current competition with in the search engine landscape

### b. Website Analysis

Analysis of your current website, current page rank and search engine compliance

### c. Keyword Research and Analysis

Define specific key words and key phrases for optimal and realistic results

### d. Define specific key words and key phrases for optimal and realistic results

Suggest and implement website, enhancements, content and meta data recommendations

## 3. Implementation and Submission

### a. Search Engine Submission

Manual submission of websites to relevant search engines

### b. Link Building Implementation

Commence link building strategy with continued maintenance:

**a** Social Book Marking **b** Blog and Press Release Creation **c** Article Submission

## 4. Maintenance & Reporting

### a. Search Engine Report

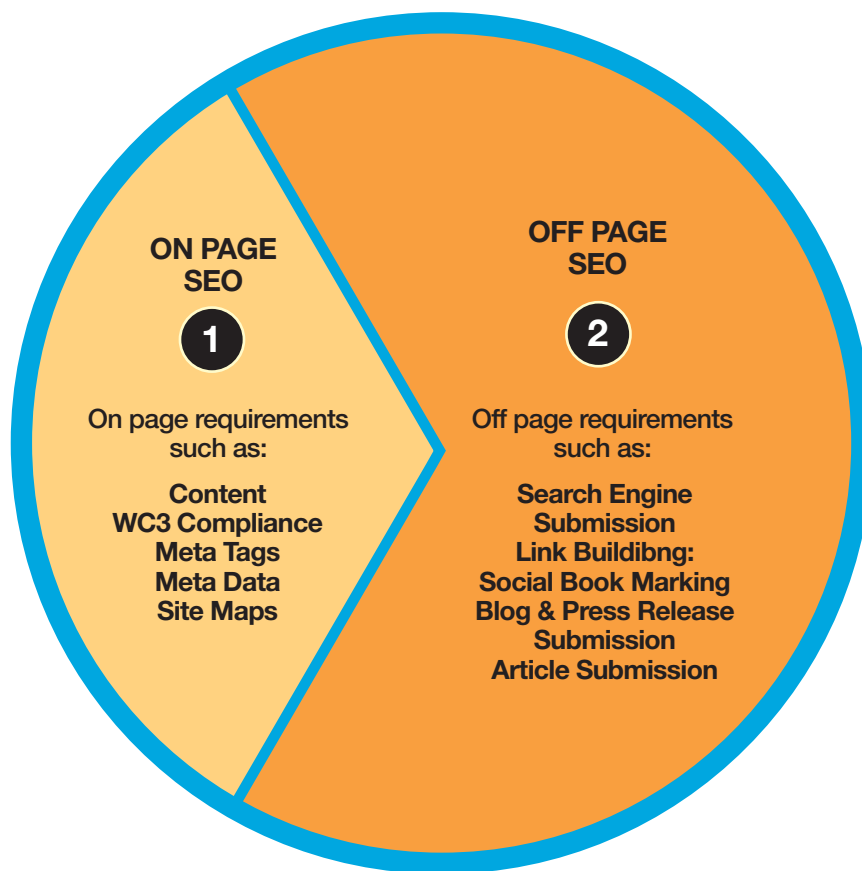
Each month a report of search engine rankings results and search engine traffic results will be delivered electronically

### b. Ongoing Maintenance

Continued maintenance of website optimisation and link building strategy

# The Anatomy of SEO

The subject of SEO can be divided up into 2 areas.



## 1. On Page Optimisation

That concerning your website content, WC3 standards, Meta data, Site Maps and structure.

## 2. Off Page Optimisation

That concerning external content that is used to promote and generate links back to your website usually by means of Search Engine Submission, Social book marking, Blog and press release submission and article submission. These processes are called link building and it is a common and very effective method in improving your website page ranking.

**Off page SEO** is usually ongoing and requires more investment in time and budget. Both are equally important but On Page Optimisation is usually for first area to be addressed, as correct search engine compliance is beneficial to your long term marketing efforts.

The time frame for desired results is variable depending upon a number of factors related to your existing website structure, search engine compliance and current page rank. The longer your website has been established and its level of compliance contributes to the overall result of the search engine marketing efforts.

**For example:** A website that have been established for 6 months and it built on a HTML platform will have a greater chance of improved rankings in a shorter period of time to a website that is recently built and has very little HTML content.

For optimal results we recommend that your website adhere to WC3 standards, utilise meta data to the best advantage, have content optimised for improved search engine visibility and indexing as well as be built on a HTML platform. Interactive and media rich websites that are constructed using mediums such as Flash require greater marketing effort and are not favoured by search engines when compared to websites built on a HTML platform.

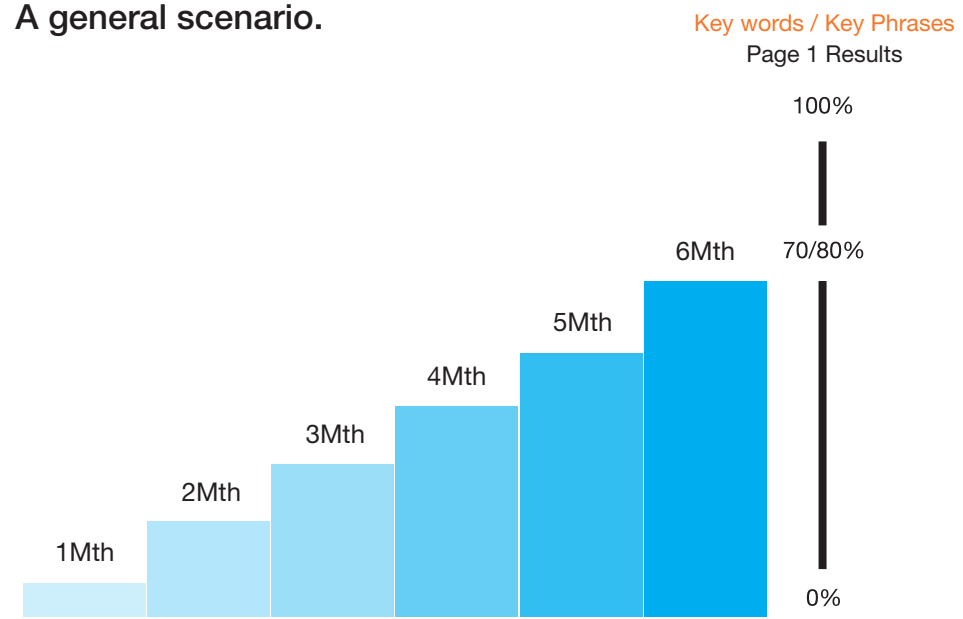
## What to expect

### How soon do you see results?

Results depend upon a number of the above factors as well as the competitiveness of your key phrase selection and your market.

The more specific your key phrases the more favorable the end result of higher page ranks and increase in traffic to your website.

### A general scenario.



For a newly established website that has a low page rank you may expect to see a result of approximately 70% of the recommended keywords within the first page of search engines within 6 months. Sometime the result may be achieved sooner.

For more established websites with a higher page rank the same results may be achieved in as short as 3 months.

The results are also subject to the competitiveness of the chosen key phrases.



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