



## Top SEO Pages – Managed Service Offerings

### Introduction

#### **Finding the Right Company for You...**

There are a number of questions you will need to ask yourself before deciding on what website and SEO (Search Engine Optimisation) provider you should choose. To assist you, here are some of those questions to help you get going:

- Are your needs temporary or ongoing? Temporary would be just an initial once off cost to set up your website and initial SEO structure and you would then manage your website on a month to month basis. Permanent would be an ongoing website management service where all your website activities are taken care of for you.
- How big is your company and how big do you want your presence to be online? Local or small businesses will generally look to have the basics, so a website that will basically detail what products or services you have to offer your clients and no ecommerce functionality ie: Shopping Carts, Credit Card processing services. Medium to Large businesses will generally look to utilise ecommerce services and SEO services to rank high on the search engines and attract a larger online marketing presence.
- What is your target market and how does this affect your online investment costs? If you are a niche based business then your target audience will be easier to attract to your products or services, because the competition for your keywords and the number of similar websites will be low, so this will mean it is easier to rank and attract your ideal clients and therefore resulting in a lower SEO cost. Conversely a broad, global, highly competitive market will result in limited keyword choices and increased ranking obstacles and therefore a higher SEO cost.
- On the subject of target markets, the mobile revolution has begun and you will want to consider whether you go Mobile-Friendly or not. Top SEO Pages highly recommends going Mobile-Friendly because this brings with it excellent opportunities for all businesses to create customer loyalty relationships through the tools like Mobile Application Push Notification services.

We have aligned our service offerings with the above bullet point Q&A's, so that our pricing structure matches your business needs. The service offerings have been broken down into four parts.

The first part is a once off cost for the creation of your website ([Website Design Services](#)), so this is where you would start if you have no online business presence at all and you are now looking to create your first business website.

The Second part is a monthly or annual ongoing cost where we handle your website hosting and SEO growth related activities ([Website Management Services](#)), so this is where you would already have a website or we recently built one for you and you now need it to be maintained on an ongoing basis.

The Third service package is aligned to the current mobile revolution, where we provide new Mobile-Friendly Websites and custom design Mobile Applications ([Mobile Design Services](#)). Our Mobile-Friendly websites are designed to be Search Engine Optimised, so that our client's new and existing websites are not penalised by any of Google's major ranking penalty releases. Our Mobile Applications assist our clients with improved customer loyalty relationships through the numerous benefits of going mobile ie: Push Notifications

The fourth service we provide is geared around growing your online market presence over a period of time, so that your business can reach a wider customer base ([Search Engine Optimisation Services](#)).

The option is yours to use us to just create your website and we then hand it over to you to manage yourself, or you can sign up for the **hands free services** where we manage it all for you...

P.T.O.

## Website Design Services

Once again, what you pay depends on how large your business is and where you want to take it. Below are the two Design Services we currently have on offer...



### **Instant Online Presence (Starter Package) - \$297**

- This is an entry level one page website, so you are now out there and starting to create an online presence.
- Delivered Super Fast – Your base website build will be online within 7 days.
- Your website is completely built for you with Wordpress, so it is run on a fast and stable CMS (Content Management System) platform. Website speed plays a big role in SEO (Search Engine Optimisation).
- Mobile ready and optimised for all mobile devices.
- Google Maps with your location.
- 3 email accounts (if required).
- Contact form.
- Text and Pictures customised to your needs.
- Social Media buttons that will link to your Social Media Pages (if you have created them).
- SEO optimization applied to your one page website.

*In addition to this website design Starter Package, we recommend using the website and SEO management starter package for maintaining your online presence. The Maintain an Online Presence (Starter Package) costs \$247 per annum. For further information please see below Website and SEO Management information on Page 5.*

### **Long Term Growth (Business Package) - \$997**

- This is a Local and Small Business focused website with 3 to 5 web pages, which also includes a number of SEO kick start services to assist with creating a good platform to start growing your online presence from day one.
- Delivered Super Fast – Your base website build will be online within 14 days.
- Your website is completely built for you with Word press, so it is run on a fast and stable CMS (Content Management System) platform. Website speed plays a big role in SEO (Search Engine Optimisation).
- Your website will feature a personal blog, which you can use as a way of communicating with your existing clients and any prospective clients. You do not need to use your blog; its primary initial purpose is to help your SEO growth.
- With reference to the above blog statement, we will be applying 100 days worth of Drip-Fed, quality, Unique, Search Engine Friendly content which is run as one blog post per day.
- SEO keyword identification and targeting those keywords in your web pages (and existing blog if you have one) to assist with building long term Search Engine rankings.
- SEO optimization applied to all your web pages, especially your home page where we target your specific keyword.
- A kick start SEO link building campaign will be implemented to assist with building long term Search Engine rankings.
- Mobile ready and optimised for all mobile devices.
- Google Maps with your location.
- 5 email accounts (if required).
- Contact form.
- Text and Pictures customised to your needs.
- Social Media buttons that will link to your Social Media Pages (if you have created them).

*In addition to this website design Business Package, we recommend using either of the website and SEO management packages for maintaining and growing your online presence. The Maintain an Online Presence (Starter Package) costs \$247 per annum. The maintain a Long Term Growth (Business Package) costs \$997 per annum. For further information please see below Website and SEO Management information on Page 5.*

### **Add On Services**

- Company Logo Designed and supplied in PSD, BMP and JPEG formats - \$97
- Ecommerce Paypal Shopping Cart - \$397
- Press Release to just under a 1000 established and well recognised online news forums. This broadcasts your company name and creates SEO trusted long term back links to your website - \$97
- Video Page – customised to your needs - \$197
- Landing Pages, Opt-in Pages, Download Pages, Thank You Pages, Webinar Pages, etc - \$97 each.

**\*\*If you want an add on that we don't have listed, please contact us and we will endeavour to obtain it, or create it.\*\***

P.T.O

## Website Management Services

You have your new or existing website and now want a **hands free service** to manage it all on your behalf, so that you can focus your valuable time on what your business requires of you. This is where the monthly or annual Website and SEO Management services feature, as previously mentioned in the introduction.

Below are the two website and SEO management services we currently have on offer...



### Maintain an Online Presence (Starter Package) - \$247 pa

- Website Hosting with our service provider.
- Simple text edits and text/artwork additions.
- Photography replacement or uncomplicated new custom graphic work (two per month).
- Announcements or Blog updates (two per month).
- 24/7 website uptime monitoring.
- Daily website backups to the Cloud.
- Keyword optimisation applied to any new pages or posts on your website.



## Maintain Long Term Growth (Starter SEO Business Package) - \$997 pa

- Website Hosting with our service provider.
- Up to 2 hours web site custom design/edit work per month.
- Simple text edits and text/artwork additions.
- Photography replacement or uncomplicated new custom graphic work (two per month).
- Announcements or Blog updates (two per month).
- New or replaced pages.
- 24/7 website uptime monitoring.
- Daily website backups to the Cloud
- Keyword optimisation (research) applied to all existing pages, or posts on your website.
- Media Marketing and SEO Backlinks Building: Once a year Press Release about your business to around 300 established and highly trusted online news agencies. This aids in creating your long term SEO growth and authoritative position in your Niche market.
- Search Engine Indexing and Google Webmaster and Analytics set up: Following the Press Release we will utilise two of our industry recognised and well established tools to build your back link indexing profile, so that the Google algorithms begin to correctly index your website and start to improve your rankings. On a ongoing monthly basis we will also be adding and tracking any new back links that are created eg: blog posts, social media links, etc.

## Mobile Design Services

The mobile revolution has clearly begun and the next step beyond Mobile-Friendly websites is tapping into the \$4.4 billion mobile applications industry. This is an excellent opportunity for Local and Small Businesses to join in on this new technology trend.

We design our mobile applications to give you the capability to send Mobile Application Push Notifications to your clients through their mobile devices, so that you can maintain a close relationship with your customers and build loyalty. Unlike emails (no more than 10% open rate), push notifications to mobile devices achieve an open rate of 97%.

Once again, what you pay depends on how large your business is and where you want to take it. Below are the two Mobile Design Services we currently have on offer...



### **Mobile-Friendly Website - \$997**

- The Mobile Revolution is well under way and this new Top SEO Pages managed service offering has been established to help new and existing online businesses get Mobile-Friendly, so that you can continue to rank in the Search Engines for your particular niche business.
- Your new mobile website is completely built for you with Wordpress, so it is run on a fast and stable CMS (Content Management System) platform. Website speed plays a big role in SEO (Search Engine Optimisation). All our mobile websites are Search Engine Mobile-Friendly and mobile optimised for all devices, so that you are safe from any future Google ranking penalties. Mobile ready and optimised for all mobile devices.
- The Mobile-Friendly websites are created to include the same images and content that you wish to have transferred across from your current Non Mobile-Friendly website.
- Delivered Super Fast – Your new mobile website will be online within 14 days.
- Features included are: Contact forms, Maps, Social Media Buttons and Integration, etc.
- On Page SEO optimisation is applied to your new Mobile-Friendly website.

*In addition to this Mobile-Friendly Website Design package, we recommend using the website and SEO management starter package for maintaining your online presence. The Maintain an Online Presence (Starter Package) costs \$247 per annum.*





### **Mobile Applications - \$897 (then \$27 every month)**

Our Mobile Applications can assist you with the following:

- Actively connecting with your customers through Mobile App Push Notifications on: great deals, events, latest news releases, booking appointments or reservations, advertising products and services, creating a viral buzz, menu's, etc.
- Integration with your email and social media networking.
- Delivered Super Fast – Your new mobile application will be online within 14 days.
- Android Mobile (comprise of 73% of the market) ready and optimised for all Android mobile devices (Apple devices currently unsupported)
- Google Maps integrated with GPS tracking to help prospective and existing customers locate you.
- One touch calling, emailing and website links.
- Contact forms and Instant Feedback Fan Page Walls.
- Text and Pictures customised to your mobile application needs.
- Tracking and Analytics to understand your daily, weekly and monthly application downloads and customer interactive activities.

*Note: As stated above the Mobile Applications Package designed to your online business requirements is a once off charge of \$897 and then an ongoing \$27pm, or \$247pa charge to cover the maintenance costs associated to managing this service.*

## Search Engine Optimisation Services

Search Engine Optimisation (SEO) involves a number of processes where we help to optimise your website (amongst other activities) to aid you in ranking your website higher up in the search engines.

Did you know that Google Webmaster 2014 statistics revealed that on average 71% (the first 5 results accounted for 67%) of searches had click through's for Page One rankings. Page two and three resulted in an average of 6% click through's.

Therefore, if you wish to accelerate your businesses online grow and become a market leader you will need to focus your online marketing efforts on reaching at least Page One in the Search Engines. At Top SEO Pages we follow a number of industry established and recognised processes to help grow your online presence over a period time.

As mentioned above, Top SEO Pages grows your online presence over a period of time, because there is no long lasting silver bullet to SEO growth, unless it is completed correctly. To ensure businesses maintain their long term page one ranking positions these processes need to be correctly implemented over a period of time, so that your business is protected from any future Google Algorithm updates (ie: Penguin, Panda, etc).

We are unable to divulge all the details of how we rank websites, as that will provide our competition with leverage to utilise our systems and processes, which would cause us to lose business. However, we are able to divulge a summarised version of just some of the publicly known steps we also utilise within our SEO packages.



### **Search Engine Optimisation (SEO Business Growth Package) – Priced per Keyword**

#### **Contact Us for a Quote**

- Website investigations will be conducted around Google Analytic's, Keyword Analysis and Competition Analysis to identify where we can make improvements and identify new opportunities to aid in your businesses SEO growth. Reports will be produced upon request.
- A Complete On Page SEO audit of your website will be completed, along with the creation of Backup Restore Points and Security Vulnerability checks. The On Page SEO will include amongst other activities a review of: Permalinks, Title Tags, Alternate Tags, Meta Descriptions, Keyword Density, Site Navigation (XML Sitemap), Robots.txt, etc.

- Page load time is very important for aiding in SEO efforts. Website Image optimisation and Page Load Time improvements will be implemented across the entire website. A review of your Theme and Plugins will also be completed and we will look to implement a couple of optimisation plugins to aid in improving your caching and page load speeds.
- We will work with your business representative to complete a bi-monthly (once every two months) Press Release about certain aspects of your business. This Press Release will be broadcast to over 300 established and highly trusted online news agencies. This is a key step towards ensuring the longevity of your Search Engine rankings.
- With the completion of all our SEO processes and activities we create a comprehensive list of all your businesses internal and external website links to build your back link indexing profile in the search engines. In summary this ensures that the Google algorithms begin to correctly index your website and start to improve your rankings.