

THE **SEO** MANIFESTO

“One Method To Outrank Them All”



Proven To Work With

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Are You At The Top Of Google When Your Clients Look For You?



The fact is, your clients are on Google looking for your products and services every day and unless your website appears at one of the top 3 positions in Google (or at the very least on page #1) they're going to do business with your competition.

Can you imagine that? You have a group of clients who are actively searching for your products and services, yet you're not there for them - you're literally turning them away. To make matters worse, you're sending them to your competitors!

And it's not enough to say 'I already have a website' ... a website is worthless if no one's finding it. You'd have to agree, the most beautifully designed website won't make you a cent unless you have visitors to it. The "build it and they will come" strategy simply doesn't work online.

So where does your website rank when your clients seek you out? ... and we're not just talking about appearing when your clients search your name e.g. "Joe Bloggs Dentist."

Does your website appear when your potential clients search for the product or service you provide? For example, "Melbourne dentist", "teeth whitening Melbourne", "emergency dentistry" ... those sorts of words. People searching those words are ready to buy, however, unless you're on page #1 of Google, you'll never be found.

Conversely, imagine your website taking position #1 on Google for the top phrases that your clients are searching. What could this mean for your business? Here are a few of the benefits...

- Drive new, highly targeted customers to your website.
- Have your clients come to you. Stop cold calling to drum up business.
- Build trust and authority while becoming a market leader in your industry.

The bottom line is...

More Website Visitors = More Money

But what's the secret to getting more website visitors? Through a process called search engine optimisation or SEO for short... you too can begin to move your website up through Google.

SEO is all about understanding the way the Google search engine works and giving it what it wants. In simple terms, Google (and any other search engine for that matter) works like a popularity contest... the more people that like you, the more popular you become.

Online, that means the more websites that link to you (showing they like you) the more popular your website becomes and accordingly you rise up the ranks in Google (and other search engines). Obviously there's more to it, but we want to help you understand what you're looking to achieve here.

How exactly do you get your website to rank position #1 on Google?

Thankfully you don't need to spend the nine years in development, nor do you have to run tests on hundreds of websites like we did... we're happy to share what we've discovered.

The process of building a successful SEO campaign (and becoming popular on the internet) can be broken down into four simple stages:

1. Keyword And Market Research
2. Website Optimisation
3. Link Building
4. Site Reporting

Stage 1. Keyword And Market Analysis

First things first, you've got to know the landscape of your market. What searches are your clients typing into Google? Who are you competing against and what are they doing? The aim here is to build a list of potential keywords to further analyse and at this point, the more the merrier.

Start with a common word or phrase that is appropriate to your business. Your starting point doesn't need to be clever or creative, just relevant to your business niche. For example, a good starting point, if you were a dentist, might be 'dentist'. Search this keyword using one of the following keyword tools:

- Free Google Keyword Tool
- Wordtracker
- Market Samurai

These tools are designed to help you expand your keyword list by offering a number of derivatives or suggestions related to that keyword. They will also tell you how often those keywords have been searched and how competitive they are. Document all those keywords you think are appropriate and run any additional searches on any newly discovered phrases.

Now with a big list of keywords, you need to identify the top ten to twenty keywords to start targeting. You should identify those keywords that represent the best opportunities for your niche. You want keywords that are 'buying phrases' with a good balance between low competition whilst also being highly searched.

**Buying phrases (as opposed to browsing phrases) are more specific searches that indicate the customer is ready to purchase. For example, a user searching 'Sony Handycam HDR-SR11', as opposed to just 'Sony', is much further down the buying funnel. They know what they want and their choice of keyword search will reflect this. You want buyers... not browsers.*

Watch the video below to find out more:



Stage 2. Website Optimisation

Having identified the keywords you're going to target, you now need to ensure Google sees your website as a good match for those keywords when people are searching them. To do this you need to put your keywords in the right places on your website - this is known as onpage optimisation.

We recommend each page of your website should only be optimised for a maximum of 1-2 keywords. And for each page, include your keyword in the following places:

- The title tag
- The meta description
- The meta keywords
- Within an <H1> tag
- Early and often in the text on your webpage
- Within an internal link

**Please note: If you don't know html, you may not be familiar with these terms, but that's OK. Just pass this information onto your web designer or SEO company.*

If you'd like to find out more about website optimisation, watch the video below:



Stage 3. Link Building

Arguably the most important stage in any SEO campaign, link building is how you make your website become more popular. Simply put, you want to get as many links to your website, using your targeted keywords, and from a good range of sources.

**Please note: Link building needs to appear 'natural'. That is to say, it wouldn't look natural to go from zero links to ten thousand overnight. Similarly, it wouldn't look natural if all the links pointing to your website came from one place or if they said the same thing. In short, you want a good range of one-way links sent to different sections of your website that gradually build over time.*

If you're building links yourself, the easiest way to do this is by publishing good quality articles and then syndicating these on other websites. To find out more about this method, search 'article marketing' on Google.

Some of the more advanced methods of link building we use include:

- Press releases
- Directory submissions
- Blog and forum marketing
- Web 2.0 promotions
- Video marketing
- Building additional websites

There are many more ways to build links, but we have found those listed above to be the best return on investment.

Watch the video below to find out more:



Stage 4. Site Reporting & Ongoing SEO

Unlike many traditional marketing methods, with SEO you are able to get a very clear, measurable result for your efforts. You are able to see where you appear on Google, how many new visitors this brought to your website and how many of these visitors went on to make a purchase. And that's just the beginning...

Once you start to see the benefits of a successful SEO campaign (through website reporting) ,it can become very addictive. You'll look to identify new keywords, bringing you even more visitors, and then improve the rate at which your website converts these visitors into sales. That's why SEO needs to be a part of your long-term sales and marketing strategy.

The fact is, you can't improve what you don't track... and that's why we suggest you track everything! If you don't currently have any tracking on your website, check out a free service called Google Analytics - it'll provide you with more information than you'll know what to do with.

The key metrics we like to follow, include:

Unique Visitors

It's important to keep an eye on the number of unique visitors to your website. Be wary of any webmaster that talks in terms of "hits". Hits really aren't a very good representation as to the number of visitors to your site - it can make things appear busier than they really are. Instead, you want to see your unique visitors increasing month on month.

**By following the steps we have outlined in this report, you can very easily see increases of 300%+ but it all depends on how your site is currently performing.*

Actual Pages Visited

Seeing where your visitors go when on your website can identify some easy opportunities to increase profits. Knowing what pages are most visited then gives you the opportunity to improve the rate at which those pages convert. This is often overlooked by those new to SEO, yet it can give you one of the biggest returns. And here's why...

**Increasing a page's conversion rate from 1%-2% will yield the same profit results as doubling your traffic. That is to say, you're converting twice as many visitors from the same number of visitors.*

Length of Stay

Have you ever visited a website only to leave almost immediately? Most likely you didn't find what you were looking for and so you didn't make a purchase. By analysing how long your visitors stay on your website (along with a few other tests) you can identify what made them leave. Obviously you want to give them what they are looking for and the longer they stay, the greater the chance they'll purchase your product or service.

What Customers Are Buying

Many people tend to focus on their weaknesses, thinking they need to become stronger in that area. The reverse is actually true. It's important to analyse where you're already successful and do more of that. By analysing what's already selling, you'll be able to build your website (and profits) faster than you ever thought imaginable.

Want to find out more about website analysis, watch this:



Additional/Advanced SEO Strategies

As previously mentioned, once you start to see the benefits of a successful SEO campaign it can become very addictive. This is when you may look to other SEO strategies.

**Please note: every website is different and you should really tailor your additional services based on your needs.*

Here at Melbourne SEO Services we've found that some of the best additional SEO strategies include:

- Listing with Google Maps
- Press Releases
- Viral Marketing Campaigns.

For more information on advanced SEO strategies, watch this video:



SEO Can Be Daunting

When you're new to SEO it can be daunting at first... but isn't everything that's new? You need to stick with it because the rewards are worth it. It doesn't matter whether you start on your own ([click here](#) to find out when our next SEO workshop is) or you use an SEO company, the fact is, you need to start!

A word of warning should you decide to go with an SEO company...

Yes it's true, you get what you pay for but unfortunately, since this industry is still very new, there are a few unscrupulous individuals taking advantage of their clients. They peddle the same story, talking jargon, and offer only smoke and mirrors. To help keep you properly informed, here's a list

of what you should be looking for.

5 Characteristics For Selecting An SEO Company

Ethical and Transparent

This may seem obvious, but you need to get a good feeling when working with an SEO company. Moreover, they should be able to explain, in simple terms, what it is they're doing. Good SEO doesn't have to be complicated or mystifying.

**By reading this document you've already begun the process of educating yourself... now you need an SEO company to take you the rest of the way.*

Proven Track Record

Don't work with frauds, phonies or wannabes... this is your business, your livelihood. Any good SEO company should be able to show you results of their work. What you're looking for here are verifiable examples of good rankings - if you're given examples like "Grandma Joe's Pizza Shop Melbourne", ask to see rankings for broader keywords too - keywords for which people are actually searching.

Tailored Service

As with most things in life, one size doesn't fit all. Accordingly, any good SEO company should start by analysing your current business - including an in-depth look at your company background, target market, current web presence, objectives, etc.

**You need to feel confident knowing that your SEO campaign is going to give you the best bang for your buck. We call it "targeting the low hanging fruit".*

End to End Project Management

We know you're busier than ever. It never stops, right? If you've chosen to go with an SEO company, it's most likely because you're aware that there's not enough time in the day to do everything and the last thing you need are more 'to do's'. You want to be focusing on your core business, not SEO.

**If that's why you're looking to use an SEO company, then you'll want one that can handle everything from end to end... that is, from stage 1 through to stage 4 and beyond.*

Expert, Professional and Timely

Since you've made the decision to hire a professional, you should reasonably expect professional service. Don't settle for poor communication, non-transparency or late work. The exception to this, of course, is if you bought solely based on price... don't expect the Rolls Royce treatment if you purchased a Ford Edsel (voted as one of the worlds worst cars - Google it).

**You're looking for a company that believes in your products and services; one that grows with you and changes with your business needs; an SEO company that has a long term vision of working with*

you, understanding that your success builds their success... the perfect win-win situation.

Introducing Melbourne SEO Services

At this point we *could* say...

"Melbourne SEO Services is a leading Australian search engine optimisation (SEO) company providing services tailored to our clients' unique business needs. We assist clients across the business sector from small businesses to large corporations. Blah Blah Blah..."

You've heard all that before right?

But our story isn't quite so typical... we did not ever set out to become one of Australia's leading SEO companies. It kind of just happened. And after nine years of research we are proud to deliver our transparent four stage SEO strategy that connects our clients (you) with an avalanche of new clients.

Obviously we feel we deliver on all the characteristics listed above, and more, but we're a little biased... So, we say the proof is in the pudding!

[Click here to read our unique story.](#)

[Click here to see some of our results.](#)

[Click here to see what we can do for you and your business.](#)

Now, rather than feeding you some 'hard sell' pitch where you must act within the next 24 hours otherwise the world will end... let's just say, in a world that is quickly moving online, SEO matters.

If you don't use SEO to your advantage, your competition will.

We trust you enjoyed this report and should you wish to find out what melbourneSEOservices.com can do for you [click here](#). We'll see you at the top!

The Team at Melbourne SEO Services

Ps. Still not convinced? Watch this [short video](#) on the real impact of SEO and the huge phenomenon that is social media. The statistics are staggering! [Click here](#)