

Your.com's SEO program

Our SEO (Search Engine Optimisation) service, offering a 12 month structured program. The service is designed to firstly optimise your website for keywords important to your business, followed by a campaign of building up the number of websites that recommend your business through appropriate links.

Search Engine Optimisation vastly improves a website's search engine ranking on the three most visited search engines Google, Yahoo and MSN. At just \$1980 per 12-month period, our SEO program offers exceptionally good value with proven results.

How the service works

Keywords Selection

When you order our SEO program we will ask you to provide a summary of your core business activities. With this, we'll produce a marketing strategy around the keyword phrases you would like the search engines to associate with your business.

Consumers often search for a local supplier so we ask that you consider geographic terms as well, if applicable.

Search terms can be very competitive. A good measure is to look at how many search results are returned and the quality of the opposition. Specific terms related to your business will generally be more successful than generic words, e.g. "Australian landscape art" will respond much faster than "art".

We focus your optimisation on phrases that can realistically raise your site in search results.

Assessment & optimisation

After we've received your business summary we will be in touch with a keyword strategy for the optimisation of your site. It is important that we base our development of your search engine optimisation on realistic objectives, so we can more quickly drive a return on your investment. Once your keyword strategy is agreed, we will be sending a report containing recommended changes that can be made to both your website structure and keyword density.

The optimisation process:

We will focus on phrases for which we can achieve the most immediate results, ensuring a return on investment as soon as possible. As these phrases rank first in search results, we will then recommend further changes to your website so that it becomes optimised for more popular phrases.

Often these changes are simple and do not affect the appearance of your site. They concentrate on word usage, links, labeling and navigation, and have straightforward implementation.

Once the initial changes are made to your website, and the search engines revisit your website, you will see an immediate improvement in your search engine traffic.

Proven results through link acquisition

A search engine regards a link to your website as a recommendation; in other words, a webmaster has linked to and recommended your website.

If that website is relevant to your keyword strategy, then that recommendation is an endorsement from an industry-knowledgeable partner. We have found that acquiring links from industry relevant and quality websites is an effective way to increase your search engine positions.

We contact webmasters and promote your business to them, acquire a link to your website, follow up arrangements and report regularly on progress.

The objective is to establish a community of referring websites for your industry and related fields to gain the respect of the search engines and rank your site accordingly. The size of the links community and the time required to build these links, is dependent on your overall goals.

Continuous refinement

We will continue to monitor your website ranking and make recommendations to improve even further.

We'll also continue to expand your link popularity, by ensuring you are listed on relevant directories and related websites. As automated link submission software is damaging to your search engine positioning, our optimisation specialist will find high quality places to promote your site and acquire links throughout our SEO program.