



SEO brings in leads and new customers.
Your competitors are profiting from SEO.
Are you?

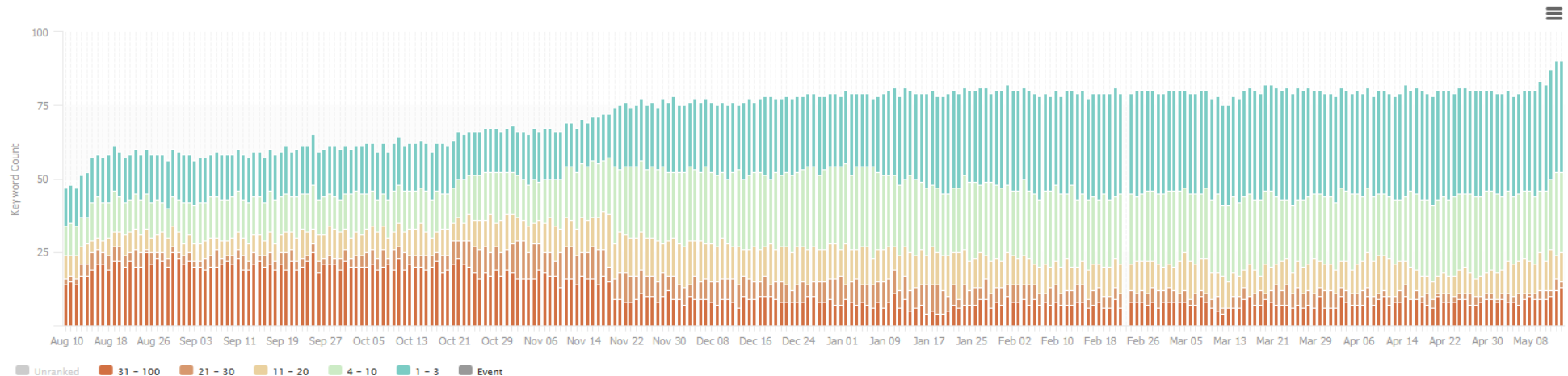


SEO – A Success Story

Keyword Pipeline for Calendars.com.au - Rank Distribution

Day: 08/09/15 - 05/13/16 All Tags calendars.com.au (...) Google AU vs. Start

1 - 3 38 ↑ 25 (192.31%)	4 - 10 27 ↑ 17 (170%)	11 - 20 10 ↑ 2 (25%)	21 - 30 2 0 (-)	31 - 100 13 ↓ -1 (-7.14%)	UNRANKED 10 ↓ -46 (-82.14%)
--------------------------------------	------------------------------------	-----------------------------------	------------------------------	--	--



- Calendars.com.au = ecommerce site
- Monthly SEO plan
- Above graphic shows the increase in rankings for the targeted keywords from August 2015 to May 2016
 - 65 keywords ranking on the 1st page of Google
 - 38 keywords ranking in position 1 to 3 on the 1st page of Google

SEO – Keyword Competition Levels

- NOT all keywords are the same.
- Some keywords are HIGH competition and some are LOW, etc.
- Some keywords are searched in Google a lot every month.
- LOW competition does not mean a small number of searches every month. It varies from industry to industry.
- Every website will have keywords at different competition levels.
- The level of competition for the targeted keywords indicates how difficult the challenge is for getting your webpage onto the 1st page of Google for that keyword.

SEO – Keyword Competition Levels



High Level
Competition
Keywords

Examples of keywords in this category are:

- “home cleaning”
- “black dress online”
- “calendars online”
- “car parts”

Mid Level
Competition
Keywords

Examples of keywords in this category are:

- “home cleaning services Melbourne”
- “calendars for sale online”
- “holden hub caps”
- “electrical testing and tagging”


Low Level
Competition
Keywords

Examples of keywords in this category are:

- “paleo meal plan”
- “black dress for sale in Melbourne”
- “calendars for sale online”

Entry Level
Long tail
Keywords

Examples of keywords in this category are:

- “home cleaning service in Clayton”
 - “what is paleo diet plan”
- 

SEO – Monthly Plans

Prices exclude GST

<i>“Entry Level” Plan</i> <i>from</i> <i>\$630 per month</i> <i>50 keywords</i> <i>Good for Entry Level competition Longtail keywords.</i>	<i>“Pro” Plan</i> <i>from</i> <i>\$1,700 per month</i> <i>50 keywords</i> <i>Good for low competition keywords.</i>	<i>“Competitor” Plan</i> <i>from</i> <i>\$2,600 per month</i> <i>50 keywords</i> <i>Good for Mid Level competition keywords.</i>	<i>“Leader” Plan</i> <i>from</i> <i>\$4,200 per month</i> <i>50 keywords</i> <i>Good for Mid Level competition keywords.</i>	<i>“Winner” Plan</i> <i>from</i> <i>\$5,700 per month</i> <i>50 keywords</i> <i>Good for HIGH Level competition keywords.</i>	<i>“Custom” Plan</i> <i>from</i> <i>\$ POA per month</i> <i>Custom</i> <i>Custom plans for large ecommerce sites or large keyword sets etc</i>
--	---	--	--	---	--

We are happy to provide you with a Basic Keyword Analysis which is summary list of 5 Keywords by Competition Category to help you see which keywords fit into which competition level.

Just call us or email us about this. And we will provide 5 sample keywords for each competition category that suit your service or products.

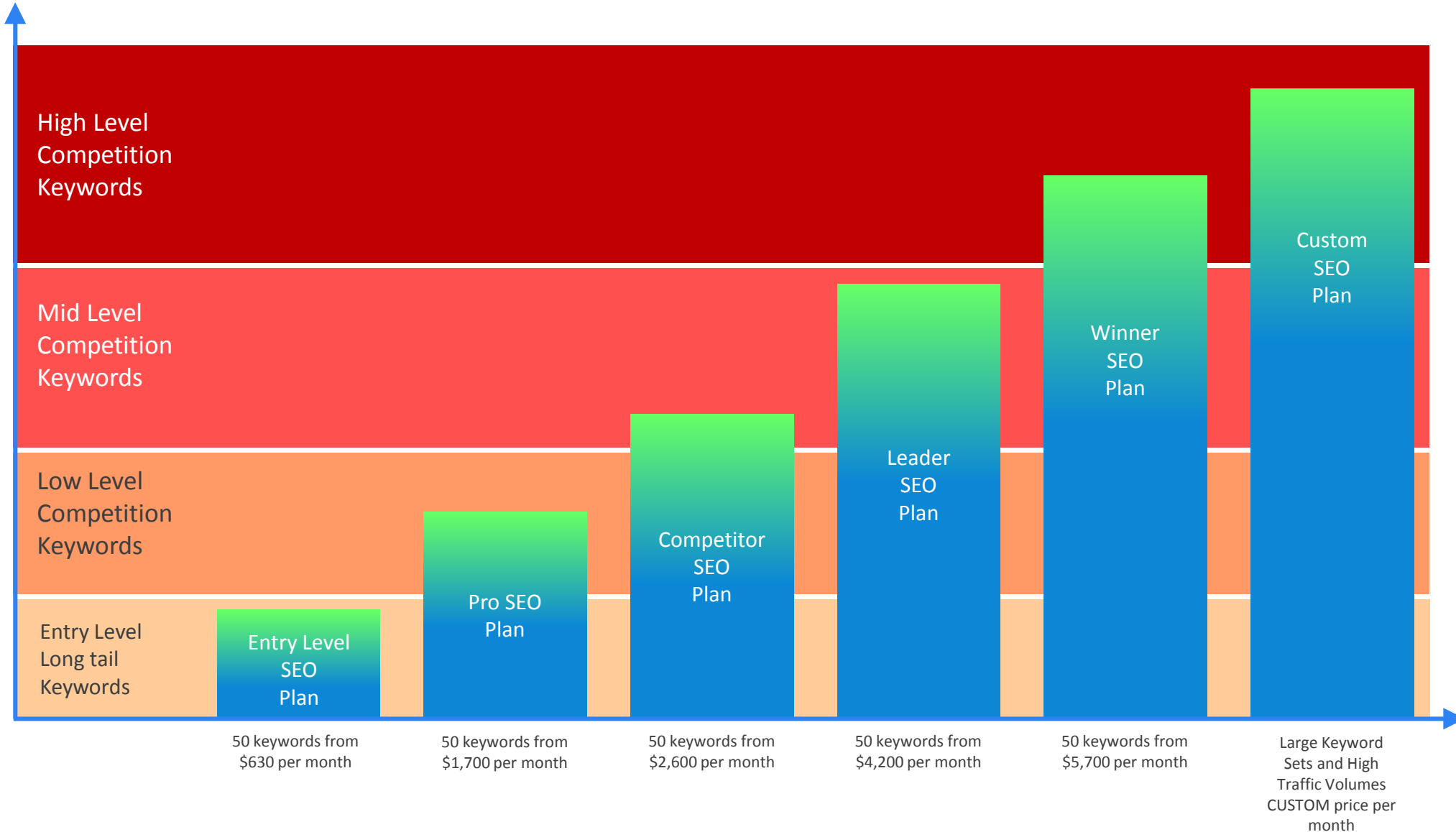
NOTE:

The optimal SEO plan can vary from one sector or keyword niche to another. There can be high competition amongst only a few competitors which is different to high competition amongst a dozen or more competitors. And there can be low competition for rankings on the lower half of page 1 in Google while there is high competition in the top half of that same page 1 in Google.

Realize Online will always seek to clarify and advise on what our reports show us and what our forecasts are for these competition factors. It should also be understood that competition factors can change over time.

SEO – Monthly Plans

This table shows how the different SEO plans work for different competition levels for the keywords.



SEO – Monthly Plans – Multi Month Discounts

Multi Month Discounts:

- 4 month minimum term =
5% OFF the monthly fee (SAVE \$\$\$ based on your plan)

- 8 month minimum term =
10% OFF the monthly fee (SAVE \$\$\$\$ based on your plan)

The above discounts are available for our National SEO Plans when a 4 or 8 month minimum term contract is agreed to and signed and apply to the plan services excluding any additional services or per hour casual consulting rate for services that fall outside of the applicable plan.

Which monthly SEO plan is right for my website?

- We can provide a Basic Keyword Analysis which is summary list of 5 Keywords by Competition Category to help you see which keywords fit into which competition level like “Mid Level” or “High Level”. This can help you and us decide which SEO plan is right for you.
 - We are happy to provide this Basic Keyword Analysis report for free.
- OR, alternatively, we can provide a complete Advanced SEO Technical Audit of your website for your SEO including looking at your online competitors. This also includes our Advanced Keyword Analysis report to help you see clearly which keywords fit into which competition level like “Mid Level” or “High Level”.
 - We charge \$450 + GST for this Advanced SEO Technical Audit.
 - See our separate brochure on this Advanced SEO Technical Audit for more details.
- We are here to guide and advise you on which SEO plan or service you want. We can provide a recommended SEO plan based on these reports or we will help you with any answers or information you need to help you choose.

“A la carte” SEO services. What SEO services can I order for my website?

- We are introducing a complete range of SEO services that you can order for yourself as once-off SEO jobs to help your website improve its SEO status and its search engine rankings in Google and Bing etc.
- A complete “menu” of SEO services will be available shortly but please ask if you want to find out more about these one off SEO services and jobs that we can do for you.
- For now, the following once-off SEO jobs are available:
 - SEO On-Page Optimisation with before and after reports = \$150 + GST per page (one page only, applies to existing pages with existing content)
 - SEO New Content Pages includes copywriting and optimisation of the page for the targeted keyword = varies from \$225 to \$600 + GST per page
 - SEO Link Building = varies from \$150 to \$300 + GST per backlink

Monthly SEO Plans – Targets for your SEO

Targets for your SEO:

- Within 4 to 5 months, we expect 3 to 5 new keyword rankings on the 1st Page of Google.
- Within 5 to 6 months, we expect at least 3 to 6 more keywords to be ranking in the “Hyper Traffic” zone which is in position 1 to 3 on the 1st page of Google.
- After 12 months, we expect to have 15 to 25 more keywords ranking on the 1st Page of Google.
- After 12 months, we expect to have 5 to 10 plus keywords in the “Hyper Traffic” zone which is in position 1 to 3 on the 1st page of Google.

Monthly SEO Plans – Deliverables for your SEO

Deliverables for your SEO:

1. At the end of the 1st month, you will have a detailed report on the competitive ranking position of your website compared to several primary competitors. These factors will include measures of social media presence/engagement/reach, backlinks, domain authority, indexed pages, market share, PageRank and content, as well as a technical audit of your website.
2. At the end of the 1st month, you will have a report with the planned actions and recommendations for the SEO to move forward tactically that is in line with the overall SEO strategy.
3. At the end of 3 months, there will be between 20 and 40 new high quality backlinks to your website for a range of anchor text from *relevant* websites particular to your industry or your target market. The amount or number of backlinks to a website generated will vary from month to month due to the very nature of building high quality, relevant and ethical backlinks in today's "Google World".

(NOTE most keywords will have their own unique optimised webpage but a percentage of your keywords will overlap with at least one other keyword in your targeted keywords list. It is common then for some optimised webpages to be the target of 2 or 3 keywords that are very similar and 'overlapping'. But a significant proportion of the keywords will have a unique webpage that is the optimised page just for one keyword.)

Monthly SEO Plans – Deliverables for your SEO

Deliverables for your SEO (continued):

4. At the end of 3 months, there will be approximately 30 to 40 new optimised webpages in your website. These pages may be blog articles, FAQs, content pages, landing pages, etc. These new webpages may be optimised for a targeted keyword or they be optimised for a related and relevant keyword that is not in the 100 keyword target list but is part of the ongoing SEO efforts to get those 100 keywords ranking.
5. At the end of 3 months, there will be between 20 and 40 new high quality backlinks to your website for a range of anchor text from *relevant* websites particular to your industry or your target market.
6. Over the course of the SEO program, your online “reputation” with regards to spammy / negative backlinks will be analysed and monitored. Any spammy backlinks will be reported and removed / disavowed (within the scope of the program).
7. You will receive detailed ranking and traffic reports every month including a summary overview report of what has been done, what has been achieved and what is planned for the upcoming month. These reports include detailed tracking and ongoing SEO analysis of 2 primary competitors plus summary tracking of up to 10 competitors.

Realize nline

Contact us for an obligation-free consultation

Phone: 1300 90 58 20

Email: info@realizeonline.com.au

Web: www.realizeonline.com.au