

Program 4 - SEO Platinum

The SEO Platinum is our most in-depth and detailed standard 12 month SEO program. It leverages all areas of premium SEO techniques and we use our extensive experience in being at the top of major search engines to ensure top ranking results for your website. The program includes industry leading quantitative and statistical analysis with monthly reports that will become an important resource and tool for your marketing team. This program is for every business, corporation or government department that is serious about making serious inroads into the online market.

'First Page' Rankings Guarantee

- **50 'Top 10' Rankings' Guaranteed** – *Top Results Online guarantees to get you one hundred and twenty 'Top 10' ranks across Google, Yahoo and MSN* over the course of the program or we continue to work on your site for free until we do.*

Initial Process:

- **Industry Keyword Analysis** – *Our staff will research and report on the top 50 keywords used to search your industry.*
- **Keyword Optimisation Recommendations** – *Based on our research, we will compile a list of the 150 keywords we recommend be optimised during the program.*
- **Initial Rankings Report** – *Once the keywords are signed off, our staff will generate a report that details where you place in the major search engines for those 150 keywords.*
- **Competitor Analysis** – *We will provide a rankings report on ten of your competitors to compare your site's current standing to your competitors.*
- **Competitor's Website Analysis** – *We will analyse ten of your competitors' websites and backlinks and provide an expert heuristic evaluation.*
- **Web Crawler Optimisation** – *We will optimise your site to enable Google™ to crawl it more easily.*

Ongoing Search Engine Optimisation:

- **Ongoing Optimisation for 150 Targeted Keywords** – *We will optimise and report on a massive one hundred and fifty keyword phrases.*
- **Site Wide Optimisation** – *We will optimise your entire site for optimal search engine performance.*
- **Web Content Analysis** – *We will analyse and adjust the content on your web pages and provide suggestions to optimise your search engine performance.*
- **Extensive Referrals Analysis** – *We will produce a report showing the number of referrals and backlinks you have to your site and facilitate the link-back process.*
- **Industry Directory Management** – *We have access to over 1500 industry directories and will facilitate the process of getting you listed in those appropriate directories.*
- **Search Engine Submission** – *We will submit your site to the major search engines as well as any industry-specific engines using our industry leading techniques*

- **Top Results Online Referrals Profile Page** – We will create a profile page for your business on the Top Results Online Media Referrals Website, instantly creating referrals for your website.
- **Google™ Sitelinks Advice** – We will make recommendations to you about how to get Google™ Sitelinks appearing in your search results and facilitate this process.
- **Google™ Webmaster Tools** – We will create a Google™ Webmaster account for you and monitor it throughout the course of the year.
- **Website Traffic Analytics** – We will report on the traffic your site is receiving as a result of our extensive optimisation program, giving you insight into who is visiting your site.

Reporting your Progress:

- **Monthly Rankings Report** – We will produce a report on your rankings every month and email this to you, so that you can see your progress.
- **Final Rankings Report** – We will produce a report on your rankings at the end of the 12 months so you can see your overall progress.

Please note that any of these areas can be extended. Please contact us for more information.

Fees: \$2,199 per month (plus GST)