

Program 2 - SEO Silver

The SEO Silver program is designed for small businesses who are making their first foray into the world of search engine optimisation (SEO). This program is designed to lift your business' web presence quickly and cost-effectively.

'First Page' Rankings Guarantee

- **5 'Top 10' Rankings' Guaranteed** – *Top Results Online guarantees to get you ten '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 10 keywords used to search your industry.*
- **Keyword Optimisation Recommendations** – *Based on our research, we will compile a list of the 25 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 25 keywords.*

Ongoing Search Engine Optimisation:

- **Ongoing Optimisation for 25 Targeted Keywords** – *We will optimise and report on twenty-five keyword phrases.*
- **Home Page Optimisation** – *We will optimise your home page for maximum search engine performance.*
- **Other Pages Optimisation** – *We will optimise up to 5 other "back" website pages for maximum search engine performance.*
- **Search Engine Submission** – *We will submit your site to the major search engines using our industry leading techniques.*

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** – *At the end of the program, we will produce a report on your rankings so you can see your overall progress.*

Fees: \$699 per month (plus GST)