



SEARCH ENGINE

GETTING STARTED PACKAGE



Optimisation - Marketing -
Tracking in one service!

You have a website but lack presence online?
This package will get you moving!

What is included? ZOIK's Search Engine Getting Started package includes:

Optimisation: Review and Report:

- 20 point inspection of your website against SEO principles, including (key word, H1, site map, page descriptions, linkage exchanges)
- Zoik will provide recommendations to improve search optimisations covering page descriptions, link exchanges and titles
- Zoik will update key optimisation data on your website to improve optimisation (this will be subject to site security access. Alternatively, we can supply raw html files to your web master for uploading)

Monitoring:

- Google Analytics tracking setup
What we do: register your site for Google Analytics account. Populate a standard html/dot net site with analytic tracking code (up to 20 pages)
- key word performance - establish benchmarks for search engine positions for your ten most valuable key words
- Conversion Tracking setup: After discussion with you, we will set goals to measure the number of conversions (eg. online sales, leads, contacts)

Search Engine Marketing:

- Pay-per-click online creation and optimisation: we will discuss with you the best way to effectively reach your market using pay-per-click advertising on major search engines. We will setup an account and create trial advertising using \$100 google advertising credits.
- Google Local business centre geo-flagging

\$385
PLUS GST



Talk to us: 07 3368 3303 email chris@zoik.com.au