



SOUTH WEST ECOMMERCE SEARCH ENGINE ADVERTISING

Search Engine Advertising Solutions

The number of people turning to the internet to find information on products and services is growing rapidly.

The desire to locate information quickly, efficiently and reliably has made the internet the nucleus of world marketing in the 21st Century.

Search Engines like Google, MSN & Yahoo have become the modern day 'encyclopedia' – you can search for products or services anywhere on the planet. However, their technology speaks a different language. The algorithm (criteria) that drives them is complex and foreign to most people.

If you have a web site that recognises and responds well to this criteria; you have a strong voice in the market. If you do not have a web site maximising your relationship to this code - you will NEVER be heard...

Giving you a voice, we offer you 4 of the most cost-effective solutions for advertising your web site on the Internet.



If you have a web site, you're probably already aware of the importance that search engines will play in attracting people to your site. Our search engine submission service will let search engines know that you exist.

The SearchActivator™ program focuses on submitting your site to a small cluster of search engines which in turn feed 99% of the world's search engine market. The majority of this cluster will receive your web site details in an automated fashion, while manual submissions will be employed for critical search engines such as Google, Yahoo and MSN.

To greatly enhance the success and coverage of your submissions, an XML sitemap will be created for your site. The XML sitemap is what sets our submission service apart from most other services available today.



Price (GST Inc.)

\$55 once-off

Free with any 12 Month Purchase of our SearchCommander™ Program

By purchasing a SearchActivator™, you will receive a \$55 (GST inc.) discount on a future purchase of any 12 month SearchCommander™ (Search Engine Ranking) program.

To order a search engine submission for your website, visit www.southwestecommerce.com/traffic



Achieving top results on search engines is generally the best way to generate sales leads to a web site. The problem for most web sites is that they are lying in a dormant state with search engines. They need to be cleaned up so that their communication with search engines is crystal clear.

The SearchOptimiser™ program provides a step-by-step action plan for your web site to achieve top results. Once implemented, you are likely to experience quick and long lasting results for search engine positions relative to your business.

Order a SearchOptimiser™ today and within one week you will receive a link to your online report, detailing what needs to be done.

Once the recommendations in that report are implemented, you should notice a positive shift in your positions, within a short period of time.

Price (GST Inc.)

\$199 once-off



Example Report

<http://seo.southwestecommerce.com/assessment-example.asp?r=190419>

Seamless path to the SearchCommander™ Program

By purchasing a SearchOptimiser™ Report, you will receive a \$199 (GST inc.) discount on a future purchase of the SearchCommander™ (Search Engine Ranking) program*.

* This discount will only apply to the web site that received the SearchOptimiser™ and will only be applicable within 3 months from when the SearchOptimiser™ report was generated.

To order an optimisation report for your website, visit www.southwestecommerce.com/traffic



The SearchCommander™ program has set a new standard in the Search Engine Marketing industry. Using state of the art technology, this program will transform your web site into a formidable competitor on search engines.

SearchCommander™ is specifically geared towards top results on the Google, Yahoo and MSN search engines. These search engines control over 90% of all searches performed on the Internet.

To monitor your progress, you are provided with reporting on a monthly basis. These reports offer a unique insight into how search engines are responding to your site. They also feature a customised consultation from one of our SEO experts, who will be using the information gathered to pinpoint strategic opportunities for expanding your search engine traffic.

What's Included?

Keyword List Generation	Our team will assist you in the creation of a list of keywords that will be used to optimise your web site.
SearchActivator™	Included with any SearchCommander™ subscription of 12 months. Your site will be carefully submitted to the world's top search engines. The submission will focus on a small cluster of key search engines, that in turn feed 99% of the world's search engine market.
SearchOptimiser™ Report	Once your keywords have been confirmed, one of our SEO experts will assess your web site to ensure that search engines clearly understand your target audience. You will be provided with a report detailing a step-by-step action plan to bring your web site on track. Once these actions have been implemented, an increase in search engine exposure will take place fairly quickly.
Link Building Campaign	Prominent search engines like Google, place enormous weight on the quality of links pointing to your web site. Links need to be managed with a high level of attention to quality. Our campaigns source 'ethical' links from the Internet, managing set up and ongoing maintenance. Every month, 10 new web sites will be contacted in an effort to increase your search engine positioning.
Dedicated Support	You can be assured that service and support is our top priority, and any questions you have about search engine ranking, or anything else to do with websites, will be dealt with efficiently.

Monthly SEO Report

Using state of the art technology, we will track search engine visitors into your web site. This high level of reporting will allow us to accurately pinpoint the areas needing improvement on your web site.

The reports display the following data:

- Expert Advice from one of our SEO specialists who will use the data in this report to ensure that your SEO is kept intact and on track. We will also be able to identify new keyword targets that stem from the initial Assessment list. By gradually expanding the keyword targets over time, our SEO is following a more organic process, which works very well with the Google search engine.
- Daily Visitors over the last month.
- Daily Page Views over the last month.
- Daily Search Referrals over the last month.
- Monthly Visitors over the last year.
- Monthly Page Views over the last year.
- Monthly Search Referrals over the last year.
- Daily traffic from Google, Yahoo and MSN over the last month (results displayed separately).
- Monthly traffic from Google, Yahoo and MSN over the last year (results displayed separately).
- Top 25 keyword phrases in order of traffic generated over the last month (traffic is displayed for each keyword phrase).
- Top 50 Positions for each keyword phrase on Google, Yahoo and MSN.
- Top 10 Entry pages to your web site with the list of search phrases used to find each page.
- PageRanks for home page and resource pages.
- Email summary. To ensure that you have received all emails from our team for the month.

Price (GST Inc.)

SearchCommander™ Lite - no Link Building Campaign

\$110 per month – plus \$110 setup fee

SearchCommander™ - Full Program

\$165 per month – plus \$165 setup fee

Example Report

<http://seo.southwestecommerce.com/seo-report-example.asp?r=190419>

To start today, visit www.southwestecommerce.com/traffic



The Google Adwords program is the easiest online marketing solution for businesses today. Quickly have your site appearing on the world's top search engine, generating quality leads, with complete control.

Delivering quality results at the right price, a dedicated account manager will work with you to achieve your goals on Google.

Using a highly developed system of optimisation, we'll provide the online leads you need to help your sales grow.

After identifying your target audience, a list of at least 25 keyword search phrases will be generated for your approval. This list is well researched to ensure that you're not paying a fortune for your Google advertising. We'll also create 2 variations of Text Ads that will be optimised using a split-testing approach which allows us to tune your advertising to your target market.

Once approved, your account is set up and your Ads will start appearing on Google within minutes. Your account manager will then closely monitor your campaign, ensuring that it remains optimised for maximum gain. Each month, you will receive a report outlining the progress of your campaign.

Price (GST Inc.)*

\$110 per month

Plus \$110 setup fee

Example Report

<http://seo.southwestecommerce.com/adwords-report-example.asp?r=190419>

* Prices do not include your Google advertising budget. Billing for your Google account is set up directly with Google. This allows you to easily change your budget at any time. It also provides transparency with your charges – no hidden fees applied to your click costs.

To start today, visit www.southwestecommerce.com/traffic

Tony Smith of Australian Spirit Sailing (<http://www.austspiritsailingco.com.au>) offers specialised harbour tours in summer and whale watching in winter and spring. The business has been operating for 8 years.

When asked how our SearchCommander™ program has affected his business, Tony replied:

The results from the SearchCommander™ program have been nothing short of amazing; the traffic to our web site has grown from merely 16,000 hits a month to over 120,000 hits and over 10,000 unique page views per month. One morning we received 500 emails and another morning we had to empty the phone message machine four times. This effect has snowballed and includes a number of major benefits:

- Growth in the number of people visiting our web site which in turn has generated healthy consistent revenue.
- Solid & Consistent results has allowed for internal cost cuts in marketing. We can now spread our marketing budget in different ways to gain maximum effect. It also has assisted in lowering our customer acquisition cost over the short and longer term.
- The change in the consumer viewing pattern has spread viewing across a greater number of our products. Initially, before starting this program, we had a large number of consumers looking at our welcome page and logging out. This is no longer the case.
- Statistics: The reports generated at the end of each month provide a crystal clear image of how our campaign is performing. These statistics are an essential tool in understanding what we are paying for and whether the results are cost effective.
- Effective: The SearchCommander™ program has made our web site more effective. We track where our orders originate from and the number of people who searched the Internet and came to our site. This has made the cost of setting up a web site, maintaining and producing orders a great proposition for our business.

We are a small company based in Sydney, but our enquires and orders now come from all over Australia and the world.

The SearchCommander™ program has proven to be an excellent tool in our business success. Come on a cruise - I'll tell you all about it!

"I now am getting 10 times as much business... It was much more affordable than I imagined. I'm only sorry I didn't do this 5 years ago! "

Mindy Dunham

<http://www.cpr-now.com>

"I was shocked when I made all my money back in the FIRST month. In fact, after the first month of holding my top positions, I experienced a whopping 30% increase above my best month in 4 years!"

Anthony Moris

<http://www.woodprojects.com>

"They understand my small business needs; I always refer them to others. Their search tracking account is great - you can clearly measure your results!"

Matthew Walther

<http://www.wew.com.au>

"We knew nothing about SEO and initially couldn't understand why we needed it...a proven success, totally cost effective and absolutely what our online marketing needed to succeed. Money well spent! Do it now. You won't look back."

Aaron Morgan

<http://www.hotelaugusta.com.au>

"The Manma website is often our only presence in overseas markets, without it we are invisible to our foreign customers. So optimization is vital to us. With the Hitslink feature I can check which Chinese clients have been referring to our website. I am more visible than ever before."

Darren Mansfield

<http://www.manma.com.au>

"A huge number of people now find us on the web. We are NOW being found consistently. SEO is imperative for your business to stand out!"

Greg & Sophie Warburton

<http://www.promisedlandcottages.com.au>

"The next day we had a return phone call with a fully prepared prospectus on how they would target our business and the position on the web that they guaranteed we would achieve and in what time. It blew us away to achieve a number 5 rating in 2 1/2 months. To top it off we were treated like people not another number."

Clare & Adrian Anderson

<http://www.andersonlefthandside.com.au>
