SEO

Search Engine Optimisation Programs

At Reload, we have the Search Engine Optimisation (SEO) program that's right for your business. Whether you're a small business just starting out online or a large company wanting to drive increased traffic and sales, Reload Media's experience in getting high search engine rankings and delivering the complete SEO service makes us the first choice for your organisation's SEO needs!

reload media

reloadmedia.com.au

Program 1 - Reload SEO Local

The Reload SEO Local program is designed for small businesses who wish to target their own set of localised keywords. This program is designed to boost your business' local web presence quickly and cost-effectively for people searching for your service in the local area.

'First Page' Rankings Guarantee
• **2 'Top 10' Rankings Guaranteed –** *Reload guarantees to get you two 'Top 10' ranks across Google, Yahoo and Bing* 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 local keywords used to search your industry.*
• **Keyword Optimisation Recommendations –** *Based on our research, we will compile a list of the 10 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 your position in the major search engines for those 10 keywords.*

Ongoing Search Engine Optimisation:
• **Ongoing Optimisation for 10 Local Keywords –** *We will optimise and report on ten local keyword phrases.*
• **Home Page Optimisation** – *We will optimise your home page for maximum search engine performance.*
• **Other Pages Optimisation** – *We will optimise up to 2 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 detailing your rankings so you can see your overall progress.*

Fees: $250 per month (plus GST)

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Program 2 - Reload SEO Silver

The Reload 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
• **10 'Top 10' Rankings Guaranteed –** *Reload guarantees to get you ten 'Top 10' ranks across Google, Yahoo and Bing* 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 approved, our staff will generate a report that details your position 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 detailing your rankings so you can see your overall progress.*

Fees: $490 per month (plus GST)

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Program 3 - Reload SEO Gold

This program is designed for small to large businesses and government organisations that wish to elevate their web rankings in the search engines to another level. With extensive optimisation and detailed analytical reporting by the expert Reload Media SEO team, this is a great program to grow your organisation's online search results.

'First Page' Rankings Guarantee
• **40 'Top 10' Rankings Guaranteed –** *Reload guarantees to get you forty 'Top 10' ranks across Google, Yahoo and Bing* 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 25 keywords used to search your industry.*
• **Keyword Optimisation Recommendations –** *Based on our research, we will compile a list of the 75 keywords we recommend be optimised during the program.*
• **Initial Rankings Report –** *Once the keywords are approved, our staff will generate a report that details your position in the major search engines for those 75 keywords.*
• **Competitor Analysis** – *We will provide a rankings report on five of your competitors to compare your site's current standing to your competitors.*

Ongoing Search Engine Optimisation:
• **Ongoing Optimisation for 75 Targeted Keywords –** *We will optimise and report on seventy-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 20 other "back" website pages for maximum search engine performance.*
• **Referrals Analysis** – *We will produce a report showing the number of referrals you have to your site and provide suggestions to maximise referral count.*
• **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 detailing your rankings so you can see your overall progress.*

Fees: $890 per month (plus GST)

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Program 4 - Reload SEO Premier Gold

Reload's premier range of SEO programs is designed for businesses which have a unique need to only target a few keywords, but need that targeting to be of the highest intensity. The Reload SEO Premier Gold program provides exactly that, with high intensity SEO practices applied over five keywords.

'Top 5' Rankings Guarantee

- **2 'Top 5' Rankings Guaranteed –** *Reload guarantees to get you two 'Top 5' ranks across Google, Yahoo and Bing* 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 25 keywords used to search your industry.*
- **Keyword Optimisation Recommendations –** *Based on our research, we will compile a list of the 5 keywords we recommend be optimised during the program.*
- **Initial Rankings Report –** *Once the keywords are approved, our staff will generate a report that details your position in the major search engines for those 5 keywords.*
- **Competitor Analysis** – *We will provide a rankings report on five of your competitors to compare your site's current standing to your competitors.*

Ongoing Search Engine Optimisation:

- **Intensive and Ongoing Optimisation for 5 Keywords –** *We will optimise and report on 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 20 other "back" website pages for maximum search engine performance.*
- **Referrals Analysis** – *We will produce a report showing the number of referrals you have to your site and provide referral suggestions to maximise referral count.*
- **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 detailing your rankings so you can see your overall progress.*

Fees: $890 per month (plus GST)

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Program 5 - Reload SEO Platinum

The Reload Media 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 placing sites 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 intent on making serious inroads into the online market.

'First Page' Rankings Guarantee
• **120 'Top 10' Rankings Guaranteed –** *Reload guarantees to get you one hundred and twenty 'Top 10' ranks across Google, Yahoo and Bing* 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 approved, our staff will generate a report that details your position 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 listing you in those appropriate directories.*

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- **Search Engine Submission –** *We will submit your site to the major search engines as well as any industry-specific engines using our leading techniques*
- **Reload Referrals Profile Page –** *We will create a profile page for your business on the Reload Media Referrals Website, instantly creating referrals for your website.*
- **Google™ Sitelinks Advice** – *We will make recommendations 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 detailing 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: $1,690 per month (plus GST)

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Program 6 - Reload SEO Premier Platinum

The Reload Media SEO Premier Platinum program is our most targeted and intensive SEO package. By utilising premium SEO techniques across only the ten most important keywords to your business, you are putting your business in the best position possible to achieve your online objectives.

'Top 5' Rankings Guarantee
• **5 'Top 5' Rankings Guaranteed –** *Reload guarantees to get you five 'Top 5' ranks across Google, Yahoo and Bing* 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 10 keywords we recommend be optimised during the program.*
• **Initial Rankings Report –** *Once the keywords are approved, our staff will generate a report that details your position in the major search engines for those 10 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:
• **Intensive and Ongoing Optimisation for 10 Targeted Keywords –** *We will optimise and report on ten 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 listing you 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 leading techniques*

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- **Reload Referrals Profile Page –** *We will create a profile page for your business on the Reload Media Referrals Website, instantly creating referrals for your website.*
- **Google™ Sitelinks Advice** – *We will make recommendations 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 detailing 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: $1,690 per month (plus GST)

Please note: We will endeavour to keep your website in the very best ranking position. However, Reload Media cannot guarantee the exact position of any search engine result at any time. Results will vary between different search engines and the algorithms of search engines may change unexpectedly from time to time. This is out of the control of Reload Media or its employees and contractors.

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Program Matrix and Summary - Detailed View

Feature	Local	Silver	Premier Gold	Gold	Premier Platinum	Platinum
Optimisation and Reporting *(# of keywords)*	10	25	5	75	10	150
Guaranteed Rankings* *(# of keywords)*	2	10	2	40	5	120
Search Engine Submission *(Y/N)*	✓	✓	✓	✓	✓	✓
Industry Keyword Analysis *(# of keywords)*	10	10	25	25	50	50
Competitor Rankings *(# of competitors)*	x	x	5	5	10	10
Competitor Analysis *(# of competitors)*	x	x	x	x	10	10
Web Crawler Optimisation *(Y/N)*	x	x	x	x	✓	✓
Home Page Optimisation *(Y/N)*	✓	✓	✓	✓	✓	✓
Other Pages Optimisation *(# of pages)*	2	5	20	20	Sitewide	Sitewide
Referrals Analysis *(Y/N)*	x	x	✓	✓	✓	✓
Industry Directory Management *(Y/N)*	x	x	x	x	✓	✓
Reload Referrals Profile Page *(Y/N)*	x	x	x	x	✓	✓
Google® Webmaster Tools *(Y/N)*	x	x	x	x	✓	✓
Google® SiteLinks Advice *(Y/N)*	x	x	x	x	✓	✓
Web Traffic Analytics *(Y/N)*	x	x	x	x	✓	✓
Rankings Reports *(Frequency)*	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Final Rankings Report *(Y/N)*	✓	✓	✓	✓	✓	✓
Timeframe *(contract term)*	12 months	12 months	12 months	12 months	12 months	12 months
Fees - plus GST	**$250**	**$490**	**$890**	**$890**	**$1,690**	**$1,690**

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Reload SEO 'Top 10' Guarantee!

As part of all our SEO programs, we guarantee you a certain number of 'Top 10' positions throughout the course of the program.

If we don't make the promised number we will continue to work on your site for free until we do!

How Many Guaranteed Places Do You Get?

Program	Local	Silver	Gold	Platinum
Keywords Optimised	10	25	75	150
'Top 10' Positions Guaranteed	2	10	40	120

Plus, as part of our Premier range of SEO packages, we also guarantee 'Top 5' rankings!

Program	Premier Gold	Premier Platinum
Keywords Optimised	5	10
'Top 5' Positions Guaranteed	2	5

Why wait any longer? To get started and begin boosting your business' website ranks please fill out the sign-off form on the next page and we'll begin the process of getting your business its guaranteed 'Top 10' ranks.

*** Subject to Terms and Conditions**

- Offer applies to all new Reload Media SEO service contracts over 12 months.
- Does not apply to any domains that are blacklisted or become blacklisted during the program.
- Does not apply if the client makes any changes themselves to copy, content, alt tags, images, keywords, meta tags or menus on the website without prior agreement from Reload Media. This is to ensure that all changes are done so in accordance with proper SEO techniques.
- A 'Top 10' position is counted when a keyword phrase appears in the first page of results for either Google.com.au (web), Google.com.au (Pages from Aus), Yahoo.com.au (web), Yahoo.com.au (Pages from Aus), Bing.com.au (web), Bing.com.au (Pages from Aus). The same keyword phrase appearing in the multiple search engines above counts as multiple 'Top 10' listings.
- A 'Top 5' position is counted when a keyword phrase appears in the first five organic listings of results (excluding maps listings) for either Google.com.au (web), Google.com.au (Pages from Aus), Yahoo.com.au (web), Yahoo.com.au (Pages from Aus), Bing.com.au (web), Bing.com.au (Pages from Aus). The same keyword phrase appearing in the multiple search engines above counts as multiple 'Top 5' listings.
- The 'Top 10' or 'Top 5' positions tally is cumulative and the guaranteed number of positions does not need to occur at the same time.
- The guarantee only applies to clients who accept our keyword optimisation recommendations at the beginning of the program or have their keyword optimisation list approved by Reload.

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SEO Order Form

Organisation/Company Name: ……

ABN: …… **URL:** ……

Contact Person: …… **Email:** ……

Address: …… **Suburb:** …… **Postcode:** ……

Phone: …… **Fax:** ……

Authorisation: I, on behalf of (the "Client" for this project), hereby authorise Reload Media Pty Ltd to commence work on the following SEO program: **LOCAL** **SILVER** **GOLD** **PREMIER GOLD** **PLATINUM** **PREMIER PLATINUM** *(please circle chosen program)* and agree to the Terms & Conditions outlined below.

Please provide the access details for your website. We require either one (or both if possible):

Website FTP (Access) Details	**Content Management System (CMS) URL**
Host name: ……	**http://**……
Username: ……	**Username:**……
Password: ……	**Password:**……

Print Name: ……

Signature: …… **Date:** ……../ …… /……

Terms & Conditions:

- Signing and returning this order form represents an agreement between the Client and Reload Media Pty Ltd, and indicates that you accept the price quoted and wish Reload Media Pty Ltd to commence work as outlined in this document.
- The above quoted prices are based on a 12 month contract and prices listed above exclude GST unless stated otherwise.
- The client agrees to provide Reload Media Pty Ltd with full FTP and/or CMS access to undertake SEO-related activities.
- No cancellation of services will be accepted by Reload Media Pty Ltd once any work has commenced.
- A tax invoice showing GST (if applicable) will be sent to you for all contracted services. Invoicing is undertaken in 3 month instalments, paid in advance. Please note that SEO services will commence once the first invoice is paid in full by the client.
- All payments are due within 7 days from invoice date. Payments not received by the due date will attract a cumulative interest charge of 5% for each week that payment remains outstanding. Progressive invoices will be issued for projects that exceed 30 days duration. These invoices will be issued at the end of each month for any work completed to that date and are payable 7 days from the invoice date.
- Reload Media Pty Ltd reserves the right to invoice for work completed or not completed if the project is delayed (due to feedback, content or images not being provided to Reload Media Pty Ltd by the Client) for a period of more than 4 weeks.
- Once the Client approves the keyword list, no changes can be made to the list during the program.
- Limitation of liability - For IT or web related projects, Reload Media Pty Ltd cannot be held responsible for any 3rd party technical, hosting server or related infrastructure problems including but not limited to credit card fraud, server downtime, acts of god or theft. Under no circumstances shall Reload Media Pty Ltd's total liability for damages, losses, and causes of action exceed the amount to be paid by the client under this agreement.
- Reload Media Pty Ltd cannot be held responsible for the success of this marketing or promotional activity.
- As part of the SEO process, Reload Media will place a link to our website on each of the client's web pages.
- Please note: We will endeavour to keep your website in the very best ranking position; however, Reload Media cannot guarantee the exact position of any search engine result at any time. Results will vary from the different search engines and the algorithms of search engines may change unexpectedly from time to time. This is out of the control of Reload Media or its employees and contractors.

Please fax this order form to (07) 3371 1099

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