



when it has to be spectacular,
use **FIREWORKS**

Website Optimisation



How Can I Get More People To My Website?

A great way to increase the traffic to your website is to use **search engine optimisation** to display your business on the left side of Google. Businesses that feature on the left hand side of Google regularly experience a significant increase in sales and enquiries. This is because currently 87% of Australians use Google as their first “port of call” for any business searching.

The screenshot shows a Google search for "party hire". The search bar is at the top with the Google logo and a "Search" button. Below the search bar, the results are divided into two sections:

- Left Hand Side (Organic Results):** This section contains several search results for "party hire" services. Each result includes a title, a brief description, and a URL. Examples include "Brisbane Party Hire", "Sydney Wide Party Hire", "Party Equipment Hire and Marquee Hire Melbourne Australia", "Cocktail King", "Mr Party Hire", and "Betta Party Hire".
- Right Hand Side (Paid Ads):** This section contains several paid advertisements for party hire services. Each ad includes a title, a brief description, and a URL. Examples include "Allwell Hire", "Party Animal Jukebox Hire", "Party Hire", "Jukebox & karaoke Hire", "Sumo Suits at your Party", and "Party Lighting Hire. Sale".

Left Hand Side of Google - the “organic” results

Paid Ads



What Is Search Engine Optimisation?

Search Engine Optimisation (SEO) is the management of your website on an ongoing basis to ensure that your website ranks as highly as possible in Google for specific keywords and phrases. Unlike the sponsored advertising on Google, which can be set up and displayed instantly, **there are no quick results** with SEO. With SEO your website's ranking is gradually increased over many months. Therefore you need to have a patient, **long term view** of goals and success. Rushing the SEO process by trying to get results too quickly, may result in your website being blacklisted or not included in the Google search at all! Therefore we take great care to complete the SEO process in a natural manner over time. SEO services include the following things on a weekly basis :

- Optimising keywords and phrases in the META TAGS (the title and hidden tags that help to inform search engines about the website)
- Optimising content on the website to better suit the keywords and phrases. This includes visible text on screen as well as title and alternative text behind images.
- Adding fresh information to pages of your website on an ongoing basis.
- Adjusting the structural layout of the website to better inform search engines about the website
- Submitting your website to major search engines and setup sitemaps.
- Creating links on other websites and online directories
- Establishing portal pages to your website

Doing this on a regular basis will ensure that your website's rank in Google gradually increases over time. Ongoing SEO will **significantly boost the number of visitors to your website** and as a result, you will notice the increase in enquiries that your website generates for you.



What Are The Costs?

We have various plans to suit your advertising budget:

| | |
|--|---------------------|
| Optimised for 10 phrases of your choice | \$35 +gst per week |
| Optimised for 15 phrases of your choice | \$50 +gst per week |
| Optimised for 20 phrases of your choice | \$65 +gst per week |
| Optimised for 30 phrases of your choice | \$80 +gst per week |
| Optimised for 40 phrases of your choice | \$95 +gst per week |
| Optimised for 50 phrases of your choice | \$110 +gst per week |
| Optimised for 60 phrases of your choice | \$120 +gst per week |

A phrase could be something like “Party Hire Brisbane” or “Wedding Dresses Sydney”. You will need to consider your target market and what phrases they are likely to search for when trying to find your service or product.

Fireworks have access to Google statistics and can help advise you on which keywords would be the most appropriate for your business.



How Does It Work?

Firstly, we compile a list of words and phrases that sum up your website. For example, if you had a party hire company in Brisbane, you would want your website to be found in search engines for keywords like:

- Party Hire Brisbane
- Party Supplies
- Party Equipment
- Party Accessories
- Party Flooring
- Party Hire Company
- Brisbane Party Hire
- Party Marquees

Phrases like these would summarise your service. Once we have a list of keywords to work from, we can perform our SEO service on an ongoing basis so that the website ranks as highly as possible for these words and phrases.



Can You Guarantee Results?

Unfortunately it is impossible for any company to guarantee SEO results for the “organic” section on the left hand side of Google. Google is an automated system with millions of stakeholders competing for results. This has made Google similar in nature to the stock market – an uncontrollable system with no guarantees, only educated decisions. It is therefore not possible for any company to guarantee results. Not even Google can guarantee what results you will get!

Because SEO is a long term process which increases your website’s ranking gradually over many months, you need to have a long term view of goals and success. Rushing the SEO process by trying to get results too quickly, may result in your website being blacklisted or not included in the Google search at all! Therefore we take great care to complete the SEO process in a natural manner over time.

You are also sent a report at the end of each month outlining how you ranked for all of the keywords. ** Please read the terms and conditions of this service on the following page.*



How Do We Get Started?

Call **Fireworks** on 07 3205 8070 or 1300 880 648 to compile a list of keywords and begin this service today. Fireworks requires that the Acceptance on page 9 of this document be signed and returned before commencing any work.



Tell Me A Bit About Fireworks...

Fireworks Websites is based in Brisbane Australia and has been in operation since 2003. Our office is located at Suite 7, 36 Leonard Crescent, Brendale. We have completed a wide portfolio of work for clients across many different industries. You can view our clients and recent work at our website: www.fireworkswebsites.com.au

Many website firms will concentrate their efforts on the design of your website rather than the marketing of your website which is equally important. **Fireworks** provide professional website design and online marketing services based around your needs. This means that not only will your website look great, but people can actually find your website too!

We are committed to contributing to the success and growth of your business. Our professional staff actively seek opportunities for your business and specialize in coordinating media to ensure a consistent corporate image and integrated media throughout your company.

Please call us any time to discuss your goals and objectives.



We look forward
to making it Spectacular!

* SEO Terms & Conditions

- Once a list of keywords has been compiled by **Fireworks** and the client, **Fireworks** will begin optimization to achieve a first page listing on Google for all keywords. Billing commences at this time.
- Because of the work involved to get you listed on the first page of Google, the client must commit to a minimum period of 6 months of billing with our SEO plan. After this 6 month contract period has ended, SEO will continue on a month-to-month basis until written notification is received by **Fireworks** from the client that they wish to cease the service.
- The client will receive a monthly report on how their website is progressing through the rankings. This report is sent out towards the end of each month.
- Billing occurs monthly or quarterly depending on the client's preference. The monthly cost is calculated by multiplying the weekly cost by 52 (the number of weeks in a year) and then dividing by 12 (the number of months in a year).
- The client can choose to change the keywords in their list at any point in time. It takes time to increase the website's ranking for each new keyword, therefore **Fireworks** do not recommend changing keywords frequently.
- The client agrees to allow **Fireworks**' SEO team to add fresh information to existing and new pages on their website on an ongoing basis for the purpose of improving it's ranking on Google.