



193 Wakefield St, Adelaide, SA, 5000  
Tel: 08 8121 4125  
Web: [www.bluetrainenterprises.com.au](http://www.bluetrainenterprises.com.au)  
Email: [contact@bluetrainenterprises.com.au](mailto:contact@bluetrainenterprises.com.au)

## Website and Search Engine Optimisation

Does your website appear in the top ten results in Google for selected keyword combinations? If not, you might as well not have a website at all - statistics show that 75% of searchers never scroll past the first page of results. It is imperative that you are in the top ten - better still, the top three. We can help you achieve this.

---

Are you **frustrated by the lack of business** that your website brings in? Not currently appearing in the top ten results in Google - but your major competitor is?

It's **absolutely imperative** that your business secures a prominent place in the search engine results pages. Why? Statistics show that:

- **93%** of consumers' worldwide **use search engines** to locate web sites. (Forrester Research)
- **85%** of qualified **web traffic is driven through search engines**. (WWW User Survey)
- **75%** of search engine traffic **never scroll past the first page** of results. (WWW User Survey)

You could have the best looking website in the world - but it may **never be seen** by anyone...unless it is **optimised for the search engines**.

Blue Train can optimise your website so that it appears in the top ten results in Google and the other search engines. And we guarantee our work - if your website does not appear in the top ten results in Google for your chosen keyword combination after 12 months, we will refund your money.

### How do I get my website optimised?

Upon engagement, we will consult closely with you so that we understand your business, web strategy, target audience and existing website traffic.

We will then undertake an initial analysis of your website, produce a detailed recommendations report (including recommendations about design, useability, navigation, information architecture and content), and optimise your site as follows:

- **Keyword Analysis.** Keywords are combinations of words that are entered into search engines by users to find what they are looking for. It is important to identify the most appropriate keyword combinations and to optimise your website for those combinations, so that the search engines are able to match the thematic basis of your site with the search terms specified by internet users in Google and other search engines.
- **Website Optimisation.** The website textual copy and metadata will be optimised for the keywords selected. This process includes manual optimisation of on-site elements, HTML metatags and page copy.
- **Search Engine Submission.** Your website will be submitted to the major search engines and directories. The vast majority of web traffic emanates from one of the three major search engines - Google, Yahoo and Bing. It is imperative that your website appears in the top ten results on these search engines - because statistics show that only a very small percentage of users will proceed beyond the first page of search engine results.
- **Advice on Link Building.** Blue Train will provide you with advice about identifying and recruiting link partners. A big part of your search engine optimisation strategy needs to be inbound link building. The search engines see inbound links from quality websites as a tick of approval for your site. Getting a link from a good site is a vote of confidence that your website is equally good, and your search engine ranking will improve accordingly. Please note that we do not undertake link building on your behalf.

If the initial optimisation is successful, there should be a discernible improvement in your website's search engine rankings after 6 months.

At 6 months and 12 months after the initial optimisation, Blue Train will deliver a detailed optimisation report to you containing the following components:

- **Search Engine Rankings Report.** Where does your website rank in the search engines for a particular keyword combination? Are you in the top ten? This report will tell you how you are currently faring for the keywords selected during the initial optimisation and how you compare with your competitors.
- **Website Optimisation Report.** This report will identify any actions required to improve your rankings for the chosen keywords.

Blue Train will work with you to implement the recommendations outlined in the 6 month and 12 month reports.

**If your website does not appear in the top ten results in Google for your chosen keyword combination after 12 months, we will refund your money.**

Our **website and search engine optimisation service** includes the following:

- Initial consultation and frank advice about your website's design, useability, navigation, information architecture and content
- Written analysis and recommendations report
- Manual optimisation of on-site elements
- Search engine and directory submission
- 6 month consult and written optimisation report
- 12 month consult and written optimisation report
- Email support for the 12 month duration of the project
- Money back guarantee if we don't secure a top ten position for your desired keyword combination within 12 months

## How much will this cost?

Whilst some specific client requirements may impact upon the cost, the standard price for **website and search engine optimisation is \$2,995 ex GST (\$3,295 inc GST)**. The fee is payable upon delivery of the initial analysis and recommendations report.

Please contact us today if you would like further information about our website and search optimisation service.