

# Search Engine Optimisation

Information Pack

**adhesion**<sup>TM</sup>  
online marketing specialists



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# SEO IS A MUST-DO MARKETING IMPERATIVE

Google is the primary touch-point through which customers seeking information on products and services find and connect with businesses. Google is the no.1 online source of leads and sales enquiries for NZ businesses. If your website is not highly visible in Google, then you are missing out on business opportunities.

## Achieving higher Google rankings:

- ✓ Knowledge of Google's complex algorithm composed of 200+ elements
- ✓ Both off-website and on-webpage factors
- ✓ Rankings are "earned" over time with consistent effort
- ✓ Sustainable "white hat" SEO strategy is best
- ✓ Expert SEO knowledge of the ever-changing online environment is required

## Benefits of both SEO and AdWords

- ✓ SEO results take time, whereas Google Ads can yield more immediate results
- ✓ Learnings and data from Google Ads feed into SEO plan
- ✓ Maximising your visibility with both organic and paid listings will generate the largest share of traffic and opportunity for leads



*“If you are looking for someone to increase your online profile, I can confidently recommend Adhesion.”*

Suzanne Lasenby, Storage4you

## Contact Us To Get Started Today

0800 234 374    info@adhesion.co.nz    www.adhesion.co.nz

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# OUR SEO SERVICES

Adhesion has extensive experience with SEO. Google's algorithm is constantly changing and you can be assured that Adhesion's know-how is current and relevant. Adhesion provides sustainable SEO solutions, which will increase your organic web traffic. We operate within best practice guidelines as outlined in Google Search Console and several other SEO platforms.

SEO is a long-term game which requires ongoing effort to maintain and improve rankings and organic traffic volume. We offer a One-Off SEO Tuning service, as well as an Ongoing SEO Management program.

## **One-Off SEO Tuning service**

Our one-off service covers all key on-page factors that impact your Google rankings. We will tune the main pages of your website for relevant keywords and complete a 'website health audit' to identify other website elements that need attention (e.g. optimising website structure, copy, indexing etc).

### **One-Off SEO Tuning service includes:**

- ✓ Keyword research aligned to your website content
- ✓ Meta data copywriting, including page titles and meta descriptions to improve click rates in Google Search
- ✓ HTML formatting including on-page headlines
- ✓ Website 'health check' audit of main pages
- ✓ Website structure, including internal and external links, URLs and headers
- ✓ Sitemap submission to Google and indexing audit

Please note that, for all SEO services, we will require you to provide login access to your website's Content Management System (CMS).

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## Ongoing SEO Management program

Our comprehensive Ongoing SEO Management program includes everything outlined in the One-Off SEO Tuning service, plus ongoing refinement and attention to Google My Business listings, online directories and citations, content marketing opportunities and more.

★ Highly recommended

### Ongoing SEO Management program includes:

- ✓ Everything detailed in the One-Off SEO Tuning service checklist (above)
- ✓ Website content strategy consulting
- ✓ Optimising your Google My Business listing(s) to improve presence on Google Search and Google Maps
- ✓ Listing in Apple Maps to improve presence for smartphone users
- ✓ Directory listings and citations to improve your linking profile
- ✓ Monitoring by a team of Certified Google Premier Partners
- ✓ Optimising content for the web, including image resizing to improve website loading times
- ✓ SEO ranking and performance report

Please note that, for most SEO services, we will require you to provide login access to your website's Content Management System (CMS).

*“ We’ve worked with Adhesion for several years now, they are great & have a top rate knowledge of on-line marketing. Very happy with their service. ”*

Miranda Plummer, Be My Guest Waiheke

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# PRICING

Our pricing for SEO services are based on how many pages your website has.

## One-Off SEO Tuning Service

Up to 5 webpages: **\$549**  
Up to 15 webpages: **\$699**  
Up to 25 webpages: **\$999**  
Up to 50 webpages: **\$1499**

## Ongoing SEO Management Program

≤15 webpages: **\$489/month**  
≤25 webpages: **\$599/month**  
≤50 webpages: **\$699/month**

★ Most popular

## SEO Solutions for Larger Websites

If your website has over 50 pages, please contact us so we can discuss the best SEO plan for you.

**POA**

“ I’ve been working with Adhesion for the past 4 years. They started by managing our google advertising campaigns, then went on to assist me with our Facebook advertising and have also developed our latest web site. They have always been a delight to work with, very client focused and providing great support and advice. I continue to use them and would recommend their services to any business. ”

Felix Borenstein, Owen River Lodge

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