

Website Traffic Booster

Service Outline

This Service Outline will give you a concise description of what this service is and what it will provide your small business website.

This is an ongoing month-by-month service, not a one-off thing – times change, people change and markets change. Keeping up to date and relevant to your online public is a key component to the success of your website and your business.

Who This Service Is For

This service is for small businesses with a website who want more traffic coming to it.

Whether you have a new website that needs SEO work put in place, or you have an existing website that needs more work done to boost traffic and search rankings.

Objective

To noticeably increase the traffic to your website with relevant visitors.

Or to put it another way; To get more targeted traffic (people interested in what you have to offer) to visit your site and find what they are looking for.

Of course, this is to fit in with your broader business and marketing objectives, which will be taken into consideration.

Methods

The points below are the main areas of focus but are not everything that could be done to help your site and your business. Often, consultations may broaden to business and marketing topics to ensure you are getting desirable results for your business. There's no point getting more traffic if you're not happy with the business results.

SEO (Search Engine Optimization) is broadly “making it easier for search engines (eg, Google) to find, index and sort your website to provide relevant results to internet user searches”. More specifically, to be displayed as a highly relevant (IE, high ranking) website to the user's search criteria. It encompasses all these methods below, but is not the only way to get more traffic (see Off-site Factors).

Keyword Research

Finding what words and terms Internet users are searching for on Google. This is a survey to find what people are looking for and is used to improve the end results from the rest of the process. We can also give you feedback regarding what the market is looking for with their search terms (IE, online market research).

On-site Factors

SEO on your website based on keyword research and your marketing objectives. This can involve updating your website content, modifying the meta-data (data in your website about the content) and other tweaks to help get more traffic.

Off-site Factors

Traffic to your site is not just about what's on your site. It's also about other sources (such as Google) knowing that your site and business exists and where to find it, as well as other sites linking to your site.

We will register your site (and site-map) with Google and, if relevant, register your business with Google Places so your business shows up on Google Maps and in local search results.

We will also do some work to get links to your site from other sites, including other business listing sites. This is done to increase traffic from those sites as well as improve Google search rankings.

The above methods are done regularly on an on-going basis. Various methods and tactics may work better than others and time is needed to focus more on what gets results. Results will show up in the traffic statistics as covered below.

Measurement

We will setup and maintain a Google Analytics account for your website. This will track visitors – where they come from, which pages they look at, how long for, etc. **This will be the key tool to measure the results.**

You will also receive a monthly report of the results. More immediate reports and statistics will be provided and discussed with you from time to time as the need arises.

How This Service Will Help Your Business – Possible Scenarios:

Scenario 1: One week we notice a sharp decline in a key stat and find out something was changed on the website. We may contact you with the stats and help rectify it.

Scenario 2: One month our keyword research notices a major increase for a particular product or service relevant to your business and website. We may contact you with the research and the traffic stats and suggest you add another page to your site and perhaps other promotional actions to take advantage of the opportunity.

Note: This Traffic Booster service is not a full business marketing consultancy service. Such actions are something extra to the view of further boosting your overall website traffic.

Scenario 3: The statistics indicate that more traffic has been coming from a particular source (eg, links from a forum). We may suggest you focus some more efforts in this area by writing in the forum to people with problems related to your services. We may have started writing in these forums before the stats showed results, but your expertise applied to a forum could boost traffic even further (if you want to that is).

Service Fees

There are two options in contracting us for this service. A flat monthly fee, or a lower monthly fee plus a bonus for positive results (as shown in the statistics).

Both options have a minimum starting term of 3 months. This is because more work is done in the first month, while results may show up a little later. We do however aim to get the results that make you want to keep us on for the long term.

Flat Monthly Rate:

Monthly fee: \$495 (inc GST)

This may be best if you have several other traffic generation tactics in operation and it won't be clear enough if our work is responsible for any increase in traffic. Or, if you'd simply like a set fee for a predictable budget.

Base Rate Plus Bonuses:

Monthly Base fee: \$385 (inc GST)

Monthly Bonus: \$220 (inc GST) for any month in which the total monthly traffic statistic went up. That is, if the total amount of traffic (visitors) to the website for one month was higher than the total traffic of the previous month, the bonus fee will be added to the next invoice.

If you have any additional or special requirements, please contact us.