

DISCOVER  
YOUR  
POTENTIAL



# ADVANCED SEO



BE DISCOVERED  
ON THE INTERNET!



For your website to succeed you need to generate traffic to your website. The best way to do this is to have your website ranking on the first page in Google and other major search engines.

Discover Me are experts in building websites maximised for exposure and position in Search Engines.

Give your business the edge with the Discover Me SEO treatment.

## GOOGLE WEBMASTER GUIDELINES

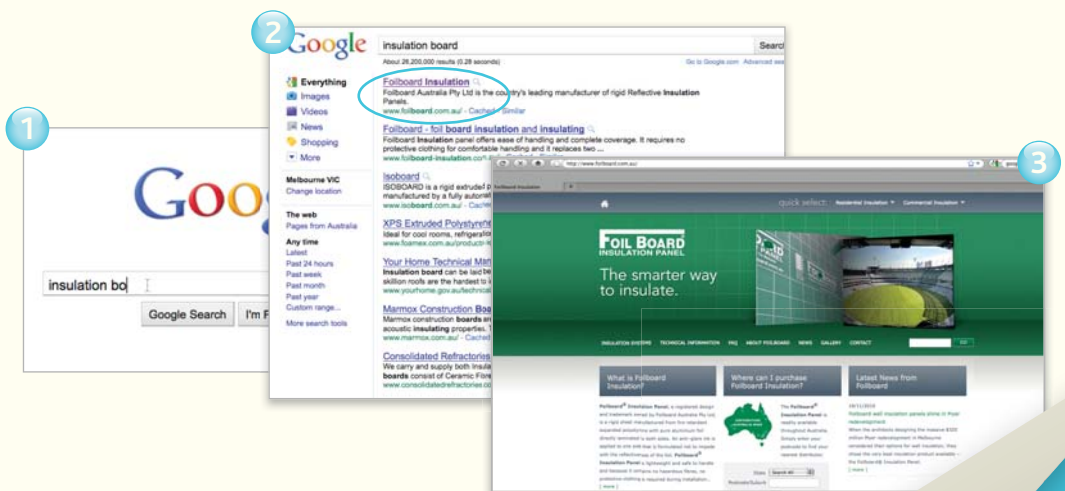


Discover Me strictly follow Google's webmaster best practise SEO guidelines. By following these guidelines we give your website the best optimum SEO implementation. Google guidelines address

4 MAIN CATEGORIES :

- Website Design
- Website content
- On-page Technical aspects
- Quality

Discover Me can help you achieve a great ranking with advanced SEO treatment in major search engines.



# 4

ESSENTIALS  
OF SUCCESSFUL  
WEBSITE  
DEVELOPMENT

- 1 GREAT DESIGN
- 2 LEADING-EDGE TECHNOLOGY
- 3 ADVANCED SEO
- 4 EXCEPTIONAL SERVICE & SUPPORT

# HOW WE BUILD SEO INTO YOUR WEBSITE

Discover Me build best practise SEO components into your website while it is being built.

Your CMS (Content Management System) website will include a DIY SEO management tool as standard which will allow you unprecedented control over your websites SEO. With a **standard CMS implementation** the default settings are used and can then be modified as required to suit your requirements.

With an **advanced CMS SEO implementation** we will first identify your optimal Keywords by undertaking a thorough Keyword Analysis and produce a Keyword Strategy document. From this document we will target the identified keywords and pages by populating the components with Keyword Rich entries.

See the table below for how we address all the key SEO components.

Check out the great rankings on these sites that have been given the advanced SEO treatment.



[www.monashivf.com](http://www.monashivf.com)

Keyword: IVF > Google Rank: 1

Keyword: IVF Melbourne > Google Rank: 2

Keyword: IVF Brisbane > Google Rank: 7



[www.foilboard.com.au](http://www.foilboard.com.au)

Keyword: insulation board > Google Rank: 1

Keyword: insulation panel > Google Rank: 6

Keyword: wall insulation > Google Rank: 10



[www.physios-online.com](http://www.physios-online.com)

Keyword: physio online > Google Rank: 1

Keyword: online physiotherapy >

Google Rank: 6

SEO ITEMS	STANDARD SEO	ADVANCED SEO
Submit to Google (add url)	✔	✔
Clear page hierarchy	✔	✔
Website quality audit prior to launch	✔	✔
Speed optimisation	✔	✔
Header tags	✔*	✔**
Alt tags / image optimisation	✔*	✔**
Page titles	✔*	✔**
Static URLs	✔*	✔**
Meta descriptions	✔*	✔**
Keywords	✔*	✔**
Robots txt file	✔*	✔***
Priority page settings	✔*	✔***
Update frequency page settings	✔*	✔***
Extensionless URLs	✔	✔
301 redirects	✔	✔
Sitemap creation and submission	✔	✔
Bolding keywords	✘	✔
identify keywords / analysis report	✘	✔
internal linking optimisation	✘	✔
Priority target page identification	✘	✔
Web CEO optimiser checklist / report	✘	✔
Search Engine submission	✘	✔
Directory submission	✘	✔
implementation of audit recs	✘	✔
Site content review	✘	✔
6 month post development SEO audit	✘	✔

✔\* DIY Pegboard tool - default settings

✔\*\* DIY Pegboard tool - keyword rich: populated according to Keyword Strategy

✔\*\*\* DIY Pegboard tool - set according to Keyword Strategy