



TOBY CREATIVE
BRANDING &
MARKETING



SEO STARTER

Perfect for new website owners, and those on a tight marketing budget, who realise the importance of Search Engine Optimisation (SEO) and simply don't want to have a website that is never found in the SERPs (Search Engine Results Pages). The SEO Starter Pack ensures that some of the core important fundamental local SEO features are in place and your business website is connected with Google and Bing search engines.

Optimisation of your website's home page /

- Optimised <title> tag
- Optimised <description> tag
- Optimised <meta> tags in your HTML
- Optimised headings <h1>, <h2> on your page
- Recommendations and implementation of on-page copy
- Recommendations and optimisation of NAP (Name, Address & Phone)
- Optimised image <alt> tags
- Implementation of location <meta> geo tag

Setup of robots.txt

Setup of sitemap.xml

Setup of the following web master accounts:

- Google Search Console
- Google My Business / Google Maps
- Google+ account
- Google Analytics
- Bing Webmaster Tools
- Bing Places / Bing Maps

Optimisation of your Google Rich Snippets

Submission of your website to Google & Bing search engines

Submission of your website to ten selected local directory website

What better way for your business to start being found online and driving traffic to your website at a cost effective price.

Find out how today by calling (08) 9386 3444

\$850 ex GST

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