

Traffic Accelerator

Australia's leading SEO program

The Traffic Accelerator is Australia's leading Search Engine Optimisation service, offering a 6 month structured program designed to firstly optimise your website for keywords important to your business, followed by a campaign of 'ethical' link building with quality partner sites.

Search Engine Optimisation vastly improves a websites search engine ranking on the three most visited search engines Google, Yahoo and MSN. At just \$900.00 per 6 month period, the Traffic Accelerator offers exceptionally good value with proven results.

- Website assessment and optimisation
- link building
- ongoing refinement of campaign
- reporting

ETHICAL LINK BUILDING

Ethical methods of SEO involve following the search engines' guidelines as to what is and what isn't acceptable in the optimisation of a website. Ethical Link Building adheres to search engine guidelines by establishing a community of quality websites. These websites offer similar services and content, providing further resources for the visitor as well as helping to position the website in the correct context for the search engine. Any methods used to promote a website that are considered by the search engines as 'unethical', run the risk of getting the site in question blacklisted. PlanetDomain strictly adheres to the accepted search engine guidelines to promote client websites.

How the service works

KEYWORDS SELECTION

When you order the Traffic Accelerator Program we will ask you to provide keyword phrases that you would like search engines to associate with your business.

Consumers often search for a local supplier so we ask that you consider geographic terms as well, if applicable.

Search terms can be very competitive. A good measure is to look at how many search results are returned and the quality of opposition. Specific terms related to your business will generally be more successful than generic words, eg "Australian landscape art" will respond much faster than "art".

We focus your optimisation on phrases that can realistically raise your site in search results.

ASSESSMENT & OPTIMISATION

Two to three days after we've received your keywords we will be in touch to complete a detailed analysis of your keyword strategy. It is important that we base our development of your search engine optimisation on realistic objectives, so we can more quickly drive a return on your investment. Once your keyword strategy is agreed, we will be sending a report containing recommended changes that can be made to both your website structure and keyword density.

THE OPTIMIZATION PROCESS

iLocate Digita will focus on phrases for which we can achieve the most immediate results, ensuring a return on investment as soon as possible. As these phrases rank first in search results, we will then recommend further changes to your website so that it becomes optimised for more popular phrases.

Often these changes are simple and do not affect the appearance of your site. They concentrate on word usage, links, labeling, navigation and have straightforward implementation.

If you can't make these changes yourself, we can complete them for you (additional charges apply, based on the complexity of the work, quotable at the time of assessment).

Once the initial changes are made to your website, and the search engines revisit your website, customers will see an immediate improvement in your search engine traffic.

PROVEN RESULTS THROUGH LINK ACQUISITION

A search engine regards a link to your website as a recommendation; in other words, a webmaster has linked to and recommended your website.

If that website is relevant to your keyword strategy, then it is an endorsement from an industry-knowledgeable partner. PlanetDomain has found that sharing links with industry relevant and quality websites is an effective way to increase your search engine positions.

We contact webmasters, invite them to share promotion of your websites, follow up arrangements, check eligibility for position bolstering and report regularly on progress.

The objective is to establish a community of referring websites for your industry and related fields to gain the respect of the search engines and rank your site accordingly. The size of the links community and the time required to build these links, is dependant on your overall goals. For further information on this topic see link acquisition.

CONTINUOUS REFINEMENT

We will continue to monitor your website ranking and make recommendations to improve your rankings.

We'll also continue to expand your link popularity, by ensuring you are listed on relevant directories and industry related websites. As automated link submission software is damaging to your search engine positioning, a PlanetDomain optimisation specialist is assigned to find high quality places to promote your site and acquire links throughout the remaining five months.

With the Traffic Accelerator Program your search engine placement will simply keep increasing its position!

ONGOING CONSULTANCY

You will receive a monthly call from your Search Engine Consultants to discuss the progress of your website optimisation. Benefits

- Ongoing recommendations on the optimisation of your website copy
- Voluminous promotion of your website on semantically relevant websites
- Acquisition of expert links
- No automated acquisition of links
- Your choice to partner with websites we recommend
- PlanetDomainConfidence in knowing optimises more websites than any other organization in Australia
- Outstanding results that our clients are currently experiencing using the Traffic Accelerator Program To order, simply [click here](#) and register