

WESECO



Leave your mark!

CAUTION: READING MAY CAUSE INCREASE IN MARKET SHARE

Who we are

We Seo is a division of We Brand tactical marketing agency. We identified a need for a single point of creative marketing for traditional tactical marketing and internet marketing.

We Seo provide a synergy of market exposure both on-line and off-line, to propel a brand into the mind of the consumer.

Internet marketing encompassing SEO (search engine optimisation) is undergoing a fundamental shift in how brands are represented on-line. It is not enough to simply use an SEO company.

We Seo has national exposure with offices in Sydney, Melbourne and Brisbane.

We Seo is an Australian company that understands both the Australian market and international market.

Using a company that understands the marketing industry and can work with your existing PR Company, simply makes your business life easier. A seamless marketing image to your market, targeting a single goal, market share.

If your company demands results while protecting your brand, We Seo is just the marketing company you need.

Our mission

Our mission is to significantly increase your search engine market reach and brand exposure, equating to a greater market share. In addition providing a synergy between your on-line and off-line marketing image.

Leave your mark 



Make a splash in your market!

Visibility

Visibility in your market, it one of the biggest stresses we here from business owners.

Let's face it in today's competitive business environment being found above the competition can be difficult.

That is why you need to talk to We Seo, at least we make online market exposure stress free. Understanding markets and our clients objectives is what sets us apart from other SEO companies.

It is pointless to simply rank for keyword phrases, our objective is conversion. Traffic is good, converting traffic into customers is even better.

Is that not the objective of marketing, increased turnover, more customers with the highest rate of return as possible.

Leave your mark



Stand out in your market



Be unique

A good marketing company will always make you stand out in the market place.

Engaging your market is one of our core philosophy's, when you are perceived as the authority within your market, you are lifting you head above the crowd.

We Seo look into your market finding valuable content ideas to drive lasting targeted traffic.

We look for ways to differentiate you in the online market, turning your website into an authority source of information designed to engage your market.

Leave your mark





*Bloom
in your
market*

Growth

Market growth, brand exposure building business for the future. SEO is often associated with the term 'organic' because this is how SEO works it keeps getting better with age.

A professional marketing campaign plants seeds for future growth. Spawning new seeds for next years flowers the organic analogy is the perfect way to look at a SEO campaign.

Like any garden it needs maintaining, fertilizer and the occasional weeding to keep the flower bed prosperous.

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Search engine optimisation (SEO)

The ability to search has changed how we buy our goods and services. By not showing on the front page of Google and other leading search engine directories, your business is missing out on a great deal of market share.

From years of advertising bombarding we have become blind to most forms of advertising, and the majority of people turn the sound down on the television or fast forward the advertisements than actually watch them.

PPC advertising (pay per click) accounts for 22% of search traffic, SEO or organic listings account for 73% of all search traffic the left over 5% is made up from (SEM) search engine marketing tactics.

Organic listings are perceived as leading companies within their market.

We Seo can take your business to the front page of Google, Yahoo and NineMSN. More importantly, when you are the leading brand on-line we maintain your position.

Why you need SEO for your business

1. The Internet is the fastest growing sales medium – The Australian Internet advertising industry is currently growing at 100%, whilst traditional media is growing at 5-10% per year. The reason for the huge growth is that the way people make decisions has fundamentally changed; and search engines are now an integral part of the research and buying process. A high search engine ranking gives your business access to new customers and markets.
2. Reducing your cost of on-line customer acquisition – The cost of paid search marketing through programs such as Adwords is increasing all the time and will continue to increase in Australia over the coming years. Search engine optimisation complements your paid search marketing efforts and increases the amount of free traffic to your website which helps your business increase the % of search engine traffic your website receives, plus can help reduce your costs of paid search marketing.
3. More Targeted and Qualified Website Visitors – Organic search placement is highly targeted allowing a perceived impartial information source for the web searcher. Research shows that organic placement converts at a higher rate than paid placement, one factor is the psychology of the human being and our resistance to advertising

Can your business afford not to embrace the most powerful marketing medium available today?

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The SEO campaign

The stages of the campaign

- 1. Keyword research** - First we research the market and compile a list of keywords, these keywords consist of primary keywords, secondary keywords and long tail keywords.
- 2. Review of search engine friendliness** - How easy the site can be crawled by the search engine spiders, also how accessible the pages are in terms of site structure. Usability from a users perspective and search engine friendliness are examined.
- 3. Site structure** - Design, Usability, Site Structure, Search engine friendliness, this goes hand in hand with search engine friendliness.
- 4. Competitive analysis** - What competitors are currently targeting the same keyword terms, and how are they targeting their market. Are the competitors there by luck or are they engaged in SEO as well.
- 5. Content creation suggestions** - What kind of content would be valuable to add to the site or a blog, to attract additional traffic and convert existing users, are there potentials for linkbait.
- 6. Metadata** - Title, Meta description tag optimisation - Submitting of suggested title & meta description tags for approval. Once approved they are then implemented.
- 7. Content manipulation** - Suggested changes are submitted for approval, once approved these are implemented.
- 8. Industry specific directories & general business directories** - Sourcing of industry specific directories & general business search directories including Dmoz and submitting the clients site.
- 9. Google maps and local business centre** - Creating business listing in Google maps local business centre.

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SEO campaign continued

10. Analytical setup - We set the client up with Google analytical tool, this data is also included with our own monthly reporting.

11. Implementation of linking campaign - First 25 or 50 links of the linking campaign is started, these links are themed to the clients targeted keyword phrases.

12. Setting up of blog - Each client receives a blog with an approved standard wordpress theme. We encourage the client to seek a design to complement their company website, a complete custom design can be requested for a small charge.

Every three months we study the analytical data collected to establish reach into the market. This analysing of data allows for the continual adjusting of title tags, and meta descriptions to find the most appropriate combination.

We like to use a separate blog for two reasons; one, it keeps the integrity of a professional website intact and two, using a separate blog has SEO advantages not available on an integrated blog.

Universal search is becoming extremely important to the overall SEO campaign, we address this with optimised local business listings, white paper and news article submission and the production of video for our clients. Video is quoted separately.

Our SEO solution is in-depth and highly professional. We believe strongly we are one of the only SEO companies providing this level of solution, without using a limited number of overseas companies.

You may find a cheaper solution than what We Seo offer. It is not how much we cost it is how much we are able to make our clients, in market share & brand exposure. We are an investment in our clients business future.

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A sample result

What we can see here are multiple ways to reach Precision Physio.

In position one and two is the companies website, three and four is an industry specific directory.

We then proceed to a universal search resource in this case Google local business listing, again Precision is in position one and four. In the sixth position is a listing from Yahoo 7 local business listing. On the right hand side in position two is the companies PPC listing.

The screenshot shows a Google search for "physio st marys". The search bar is at the top, and the results are displayed below. The first result is "Physiotherapy Clinics Sydney, Amdeil Park, Surry Hills, Concord ...", which is the company's website. The second result is "Precision Physio > Profile > Precision History", also the company's website. The third result is "Precision Physio - the St Marys clinic - St Marys ...", another website listing. The fourth result is "Physiotherapy Canberra - NaturalTherapyPages.com.au", an industry directory. The fifth result is "Local business results for physio near St Marys NSW", which includes a map and a list of nearby physiotherapy clinics. The sixth result is "SEO case study", another website listing. The seventh result is "Precision Physio, St Marys NSW - Yahoo!7 Local", a Yahoo!7 local listing. On the right side, there are sponsored links for "Physiotherapist St Marys", "physio st marys", and "Randwick Physiotherapy".

Leave your mark



Go for gold

Become No1#

We Seo can take you on the winning journey to No1 in your industry, do not put online market exposure off any longer.

Call We Seo toll free on 1300 78 50 60 or contact us via email on mybrand@weseo.com.au

We will have you dominating your market professionally and with results that last the distance.

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1300 78 50 60

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