

Grow your business with

# Digital Marketing Solutions

- ✓ Get more leads
- ✓ Rank higher on Google
- ✓ Your own marketing specialist
- ✓ Be found by potential customers



## Invest in the success of your business

- **81% of consumers on the Internet find products and services by using search engines.**  
(Forrester Data: Search Engine Marketing Forecast, 2016 To 2021 (Global))
- **97% of consumers used the internet to find a local business in 2017.**  
(BrightLocal, Local Consumer Review Survey 2017)
- **51% of smartphone users have discovered a new company or product when conducting a search on their smartphone.** (Google, 2015)

With 6 million searches per day on Google Australia alone, focusing on search engine rankings increases your ability to be found by more customers online.

**Small investment for a large impact. Grow your business today.**

## How will online marketing help me?

Choosing DesignQ as your preferred digital marketing specialist ensures your business strategy will be equipped with the latest search engine and online marketing practices to help grow your business and drive more leads, more sales and more customers. Google, along with other search engines, constantly change the way they rank websites, so we use the latest techniques to maximise your success.

We work with elite brands every day so we understand competitive markets, and can offer basic traffic-generating packages and high-end customised digital marketing solutions.

We can also build you a brand new website or update and optimise an existing one to ensure your digital marketing campaign delivers the best results for your business.





## How we do it

At DesignQ, we take a comprehensive, consultative approach to your digital marketing. We work with you on a personal level to ensure our campaigns are tailored specifically to your business. By working together, we will increase your online presence, leading to business success.

We deliver measurable results that will increase your website traffic and online revenue. We share our research and expertise with you along the way. Using the latest tools and technology, we'll show you which parts of your website attract the most engagement. We also keep you informed of your progress allowing you to track your success along the way.



### 5 Step Process to Success

1

Goal Setting

2

Benchmarks

3

Enhancement  
Plans

4

Implementation  
and Timelines

5

Success Tracking

## How we optimise your website

### Business Discovery Call and Goal Setting

Finding a solution for your business requires understanding it first. At DesignQ, we place real value on working with you to assess the current landscape of your business, identifying your goals and success factors.

### Benchmark Report and Analysis

Forming a comprehensive review of your competitors is key to understanding how your business measures up. By identifying targeted key phrases, potential target markets and setting benchmarks based on your new or existing website, we will enable you to turn website visitors into leads.

### Enhancement Plan and Recommendations

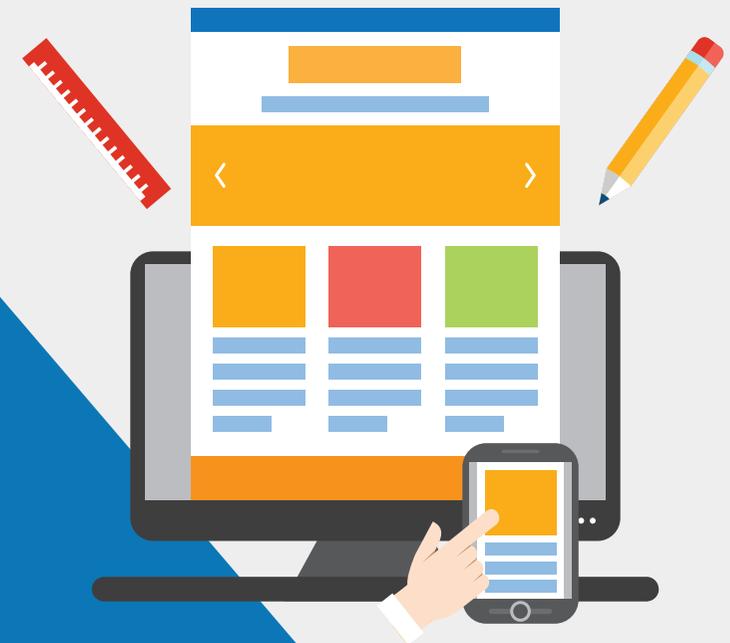
Based on the first two steps, we will prepare your roadmap to online success with recommendations including but not limited to: content optimisation, coding corrections, robots.txt optimisation, blog setup, internal linking, creating sitemaps, heading meta descriptions, landing pages, and directory / website submissions.

### Implementation Report and Timelines

After we have agreed on a plan of action, we will go about making those changes to your website and share our tactics with you. You will be able to see exactly what we plan to do and why in an easy-to-read document.

### Progress and Insights Report

We will track your success by showing you the progress of your website on Google. You will see updates on your website's traffic, the percentage of your keywords that are ranking high on search engines, and insights into the various online directories your website appears in.



## Digital Marketing Packages

Add-ons:

▪ Blog ▪ Landing Page ▪ Google MyBusiness Multi-location

### MOST POPULAR

#### LOCAL BUSINESS PACKAGE

For small business looking to get noticed in their local area

- Account manager
- Basic website audit
- Basic competitor analysis (Max 2)
- Website optimisation
- Internal link development
- Search-specific key phrases
- Professional content editing
- Setup Google My Business (1 location)
- Local citations
- Monthly Google MyBusiness report

**\$495/month<sup>1</sup> + \$330 Setup**

<sup>1</sup> Minimum term 6 months, total minimum cost is \$3,300.

#### SEARCH BOOSTER PACKAGE

Help beat your competition with a higher Google ranking

- Expert account manager
- Whitehat SEO techniques
- Advanced website audit
- Competitor analysis (Max 2)
- Website optimisation
- Yoast SEO integration
- Image + Call to Action buttons
- Internal link development & maintenance
- Search-specific key phrases
- Professional content editing
- Setup Google My Business (1 location)
- Setup Google Analytics & Webmaster Tools
- Local citations
- Setup Blog
- Publish up to 1 article per month
- Monthly Google reports

**\$858/month<sup>2</sup> + \$440 Setup**

<sup>2</sup> Minimum term 6 months, total minimum cost is \$5,588.

#### LEAD GENERATION PACKAGE

Perfect for businesses targeting markets with a broader range of segments

- Expert account manager
- Whitehat SEO techniques
- Advanced website audit + visitor stats
- Competitor analysis (Max 3)
- Advanced website optimise
- Yoast SEO integration
- Image + Call to Action buttons
- Internal link development & maintenance
- Search-specific key phrases
- Professional content editing
- Setup Google My Business (1 location)
- Setup Google Analytics & Webmaster Tools
- Local citations
- Setup Blog
- Publish up to 2 articles per month
- Homepage heatmap tracking
- Conversion tracking
- Monthly Google reports

**\$1144/month<sup>3</sup> + \$550 Setup**

<sup>3</sup> Minimum term 6 months, total minimum cost is \$7,414.

#### ULTIMATE SEO PACKAGE

The best solution for competitive markets and eCommerce websites

- Dedicated expert account manager
- Whitehat SEO techniques
- Advanced website audit + visitor stats
- Advanced competitor analysis (Max 4)
- Advanced website optimisation
- Yoast SEO integration
- Image + Call to Action buttons
- Internal link development & maintenance
- Search-specific key phrases
- Professional content editing
- Setup Google My Business (Up to 3 locations)
- Setup Google Analytics & Webmaster Tools
- Local citations
- Setup Blog
- Create 1 landing page
- Publish up to 4 articles per month
- Site-wide heatmap tracking
- Conversion tracking
- Monthly Google reports

**\$1980/month<sup>4</sup> + \$660 Setup**

<sup>4</sup> Minimum term 6 months, total minimum cost is \$12,540.

All prices are in Australian Dollars (AUD) and include GST. Terms and conditions apply, please contact us for further details. Digital marketing strategies typically require 3 to 6 months to show results.

# Why Choose DesignQ?

- ✓ Award Winning Agency
- ✓ Fully Qualified Local Staff
- ✓ Operating For Over 13 years
- ✓ Australian Owned and Operated



At DesignQ, we've been transforming businesses of all sizes through our solution-based approach.

Our wide range of products and services have been designed to help you grow your business. We offer a variety of services from graphic design, printing, mobile app development and 3D modelling through to video, photography, domain name registration, website hosting, web design, digital marketing and full eCommerce solutions.

The result - a full service web and design agency that offers clients a complete print, digital and multimedia solution in a central location.

When you join DesignQ, you're putting your trust in a team of professionals that are committed to exceeding your expectations and delivering results.

**Call 1300 48 68 48**

or email [marketing@designQ.com.au](mailto:marketing@designQ.com.au)

**Grow your business today.**

