

SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimisation (SEO) is how your business can improve its organic website ranking and grow online reach. Having a high organic website ranking on search engines like Google makes it far easier for customers to find your business online.

Many business owners feel powerless when it comes to improving their organic ranking, but having a well thought out and executed SEO plan is essential to being competitive online and winning more customers. Here are some of the benefits of SEO:

AWARENESS

Visibility in search engines for your targeted keywords puts your business in front of potential customers in much the same way as if you were to advertise, driving brand awareness.

BRANDING

Increased visibility around search terms related to your business can have a positive branding benefit. Your brand can become associated with and trusted by searchers.

CREDIBILITY & TRUST

Having your site show up in organic results can influence your perceived credibility with an audience looking for your services. Many users skip ads and trust organic results more highly.

WEBSITE TRAFFIC

Increasing website traffic provides you with more opportunities to drive awareness of your business and educate a prospect as to why they should buy from you.

COST PER CLICK

Traffic from organic search is free... sort of. Developing that visibility will take time and effort (money), but there is not a direct charge for each impression or click.

RETURN ON INVESTMENT (ROI)

Organic search engine traffic can provide an improved ROI over traditional forms of paid media and certainly improve upon the cost of Pay Per Click (PPC).

COST

SEO will generally be more cost-effective than many other marketing tactics you can use to drive relevant traffic to your website.

SUSTAINABILITY

Unlike Paid Per Click marketing, organic traffic does not dry up the moment you stop paying.

STRATEGIC ADVANTAGE

Once you have established yourself in the organic results, your competitors can't simply buy their way in (assuming you have done things the right way).

CONTACT US

At GDR Group, SEO is more than just your Google ranking. It's about increasing leads and sales through targeted, high-intent traffic. We always aim to demystify and explain your SEO campaign, providing answers to your questions and demonstrating results.

To find out more, speak to one of our experienced local area marketing experts today:

1800 657 797

inquiries@gdrgroup.com.au
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SEO PACKAGES

SEO Audit

Domain comparison against 3 to 4 competitors

Local visibility review – rankings and other Google local services

Link profile audit including a Toxicity risk assessment

Full audit with in-depth report and clear recommendations / next steps

Follow up support / Q&A's

SEO Doctor

Access to one of our Director level SEO experts

Minimum 1hr booking slots available

Perfect for businesses with an in-house digital resource who need on-demand expertise

Content (sample) review and editorial planning services

Kick Starter

Includes in-depth SEO Audit

Competitor analysis

Keyword research (search intent)

Visibility in terms of rankings and other Google local services

Ongoing link profile audit – Toxicity risk assessment with Disavow works as required

Content (sample) review and editorial planning services

Follow up support and actions implementation

Monthly SEO report