



Marketing your Website: Sages 1 2 & 3 Client Information Pack 2010





What our Marketers will do for you!

- **YaZoogle will dramatically improved your Website listing on Google, Yahoo, MSN, Bing, Lycos.**

Our SEO (Search Engine Optimisation) Services Includes:

- Extensive Competitor Research.
- Research of 4 Key phrases, market place and competition.
- Optimisation of 4 Key phrases on website.
- Web Page Content and H1 customised on website.
- Monthly website re-submission to all Major Search Engines.
- Web Sitemap html and Google sitemap xml created and added to website
- Google robot txt codes added to website
- ****24/7 online Comprehensive Stats Access - find out how many users are accessing your website and what pages they are looking at and what search times found your website and on which search engines - on a hourly bases**
- **Our SES (search engine Submission) Services Includes:**
- YaZoogle will carefully and professional submit your website to the major search engines correctly

**** Must be hosted on our hosting designated servers to access these stats.**

What we will do - /Cont



1. **Add** a new web page: **sitemap.html** to website and uploaded to server
3. **Create and Submit** a **sitemap.Xml** to Google Servers
4. **Add Google-site-verification code** to website index.html and uploaded to server
- 5 **Add Yahoo site-verification code** to website index.html and uploaded to server
6. **Added Meta keywords and descriptions** to website index.html and uploaded to server
7. **Create Google robots.txt** file and uploaded to server
8. **Add** website address to **Perth Business Directory** for cross link verification -
9. **Add** website address to **YaZoogle** for cross link verification
10. ***Setup Client Stats Page** – Access to 24/7 comprehensive web stats with admin access – (must be hosting through YaZoogle to set this up)

Expertise and Proven Success



- **Our track record:**

over 95% of YaZoogle SEO customers achieve a top: **1- 30** ranking in Google – Yahoo – MSN – Lycos – Bing (pages from Australia) after their websites have had our SEO expertise applied to it

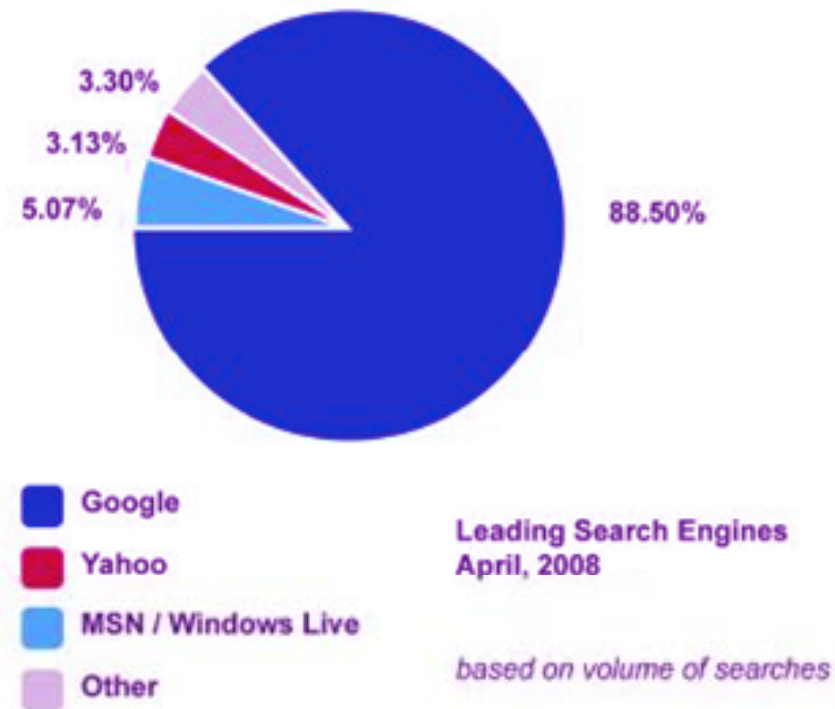
- **Our track record:**

over 75% of YaZoogle SEO customers achieve a top: **1- 10** ranking in Google – Yahoo – MSN – Lycos – Bing (pages from Australia)

SEO Market Share



Search Engine Market Share



Marketing Fees – Stage 1 - SES



- **SES – Search Engine Submission**
Submit website to all major Search engines

Aud \$150.00

Before you proceed: Please read YaZoogle marketing Terms and Conditions on page 11&12 of this document.

Marketing Fees – Stage 2 - SEO



SEO: Search Engine Optimisation

Package: Basic SEO Package - 'SEO 750'

Set up fee : \$750.00

Fees thereafter: \$750.00 maintenance fees per year

Terms:

Before you proceed: Please read YaZoogle marketing Terms and Conditions on page 11&12 of this document.

These also can be found on our website www.yazoogle.com.au

**Please note that you will also be charged for Marketing Stage 1 SES, if you have not already set this up through YaZoogle as this needs to be done before we proceed with Marketing Stage 2 SEO.

Marketing Fees – Stage 3 – Vinyl Car Window Sign



- Why not let your car Rear Window become your very own Roaming Website Advertisement Billboard, marketing your website wherever you are ?
- YaZoogole can provide you with a professional long lasting Vinyl Sign designed and cut using the latest sign creating technology with a simple ‘ peel and stick it on ‘ system for your car back window.
- Available Letter Colours: White, Black, Red, Yellow or Blue letters. (we suggest white letters are the best to see from a distance)
- Instructions: We will supply you with details instructions to DIY.
- Lines: Up to 30 letters per line The first line will be your domain name the 2nd line your business tag line – (what you do) and maybe a 3rd line of your Mobile Number. You can choose your own combinations.
- Size: 110cm wide

Line Fees: Each 30 letter line \$25.00

Postage: \$5.00 anywhere in Australia

Additional letters if required: \$1 each

Please read Terms and Conditions on our website www.yazoogole.com.au

Contact YaZoogle



YaZoogle

Postal Address:

PO Box 193 – Wundowie – WA 6560

Tel: 08 9573 6684

Fax: 08 6314 4638

Mobile: 0404 447 374

Web Design - Website Development - Graphic Design - Business Logos -
Graphic Bots **Contact:** Joanne Smith

joanne@yazoogle.com.au

Website Marketing - Top 30 - SEO - Domain Registrations - Hosting Plans

Contact: Donna Maher

donna@yazoogle.com.au

Terms and Conditions Pg 1



- **By Accepting these Marketing Terms and Conditions YaZoogle agrees to provide the Services set-out in below. We also reserve the right to amend these Terms and any prices signified in these Terms from time to time.**
- **1.0 WEBSITE MARKETING - Engage SEO & SES Services with YaZoogle**
- **1.1 Responsibility: You agree that YaZoogle is solely responsible for Ranking your website using their website marketing and SEO expertise.**
- **1.2 Top 30 Ranking: We aim to get your website into the TOP 1 -30 of Major Search Engines using specific search key words such as Google - Yahoo - MSN - Lycos within a 6 month time-frame.**
- **1.3 SEO Recommendations: You agree that search engines are independent companies who select and rank sites using their own criteria. To obtain a high ranking you must follow Yazoogle SEO Recommendations for optimising your website.**
- **1.5 Website Traffic and Sales: We cannot be held liable for any loss of sales from poor website traffic.**
- **1.6 No Client self-marketing: You must agree that you will NOT submit your website to any Search Engines or web directories yourself. If YaZoogle finds that you have done so then:**
 - **a) The Top 30 SEO ranking will be held null and void**
 - **b) We will not be held responsible for your website address that will/may appear on undesirable websites as a result of this self-marketing.**
 - **c) We will not be held responsible for any loss of business sales or legal actions taken against your website or us for such links appearing.**
 - **d) We have the right to Terminate our Marketing Agreement with no refunds.**
- **2.0 Fees:**
- **2.0 Marketing SEO Set-up fee - this is a one off fee to be Quoted which you agree to pay YaZoogle this fee before SEO starts.**
- **2.1. Marketing SEO Maintenance Fee - you agree to pay YaZoogle thereafter, a monthly maintenance fee (based on a agreed Quote) for maintaining your SEO rankings to be paid 1 year in advance.**
- **3.0 PAYMENT REQUIREMENTS:**
- **3.1 Payments. All payments must be made immediately after Invoices are received by you (E-mail, fax, or posting tax invoices) If payment is not received then Yazoogle has the right to temporarily remove the your website from the WEB until such payment is made.**
- **3.2 Non-payment- YaZoogle will have the right to remove all you website SEO Source Codes and you agree that YaZoogle will not be held liable in any way for the loss of website ranking as a result of these code removal.**
- **3.3 REFUND: If your Website does not reach 1 - 30 in the major search engines after a 6 month time frame we will refund you 50% of the fees paid to YaZoogle.**

Terms and Conditions pg2



- **3.0 INDEMNITY:**
- **3.1. You acknowledge that YaZoogle has no control over: the availability, content and accuracy of information and material on the Internet; or material or content viewed, downloaded or stored by any person using your Web site.**
- **3.2. You agree to indemnify and not to hold YaZoogle from and against all actions, suits, claims, demands, losses, damages and liabilities whatsoever in any way arising out of the availability and content of information and material on your web site**
- **3.3 Third Party Action: Any alleged Third Party action that is brought against Yazoogole in relation to any/all content pertaining to your website loaded onto your hosting of choice including, website Domain name - website logo - website images - website written content supplied to us for use on your website - you agree to be held accountable to all our legal fees incurred by YaZoogle in defence of these actions/torts brought against us by a third party if they deem the content of the website is unfit.**
- **3.4. You acknowledge not to hold YaZoogle from and against all actions, suits, claims, demands, losses, damages and liabilities liability in any way over any Source codes being removed for non-payment of Invoices issued to you - such as Yearly Maintenance Fees (Quoted)**
- **4.0 AGREEMENT**
- **4.1 If you do not agree to these terms and conditions YaZoogle will have to cease their services with you.**
- **4.2 Changes are allowed in this contract only if YaZoogle puts forth in writing.**
- **5.0 TERMINATION OF AGREEMENT**
- **5.1 TERMINATION BY YAZOOGLE: If your Marketing Contract is ever Terminated by YaZoogle, You AGREE that the website SEO source codes shall remain the intellectual property of YaZoogle and they shall be removed from my website on the date of Termination.**
- **5.2 TERMINATION BY CLIENT: You agree that even after your website is ranking in the Top 30 of all major Search Engines i.e. Google, Yahoo, lycos. MSN Bing and this Marketing Contract with YaZoogle is then Terminated by you (the client), You AGREE to pay a Yazoogole a Broken Contract Payout Fee of Aud \$1000.00. You also AGREE that the website SEO source codes shall remain the intellectual property of YaZoogle and they shall be removed from my website on the date of Termination.**
- **5.3 Termination for Illegal website content :YaZoogle Marketing Services will be terminated at any time if the website contains any illegal material such as pornographic content, and or racially abusive content without any refund.**
- **Joanne Smith**
- **Web Admin - www.yazoogole.com.au**
- **NB* By reading these SEO Terms and Conditions /Service Agreement , these are now binding. You have been made aware of these for any future and pending work by YaZoogle**