



**stimulate**<sup>TM</sup>  
search engine optimisation



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Stimulate Search Engine Optimisation establishes your company website with the most effective architecture and content to maximise your search engine ranking.

## How Stimulate Search Engine Optimisation works for your business

### Website analysis and research

Identifies your current search engine positioning in relation to your competitors, and defines technology requirements for optimisation. We provide a comprehensive analysis of barriers to overcome within your existing site structure and/or content.

### Tactical Plan

Working collaboratively with you, we devise target keywords and phrase lists and define a specific strategy of online marketing tactics to reach objectives.

### Improve your ranking

Your website is optimised for a higher ranking on important keywords and phrases related to your industry, your products, services and location. Includes optimisation of code behind-the-scenes on relevant pages of your existing site and may include the creation of additional content-specific pages. The Loft Group recommends monthly code optimisation and link building to boost your organic search ranking.

### Monitor and Report

We analyse site log statistics and produce detailed SEO reporting to document current positions of target phrases on the major search engines.

### Refine and Improve

Relentless pursuit to exceed expectations involves ongoing monitoring and SEO intelligence to maintain optimisation effectiveness.

### Advertising Strategies

Involves a combination of free website submissions and paid search engine listings, to ensure your website reaches your target audience, and generates advertising which delivers keyword based visitors from sponsored listings, eg Google, Yahoo.



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