



webGrow™  
target, attract, convert...



Imagine what your website would do if it were positioned **directly in front of customers** that are already searching for the products and services **you** offer... ”



## what is webGrow?

webGrow is an ongoing website growth plan that helps your website target, attract and convert visitors into sales or sales enquiries.

By outsourcing the growth of your website to a professional team of online marketers that know how to make your website work for you, you can:

- ✓ Rest assured your website will deliver the most amount of sales or sales enquiries possible.
- ✓ Focus on running and growing your business and...
- ✓ Get a better insight into what your customers actually want.

## who is webGrow for?

webGrow is for any sized business who has a webSeed or webTree website that is designed to promote a product or service, or sell a product or service online.

## how does it all work?

Your webSeed or webTree website has been designed to allow your website to track exactly which search terms that people used to find you were the ones that turned into an actual transaction or a sales lead.

### STEP 1:

Working with you, we'll identify the search terms you think customers that are looking to buy your product or service are searching.

### STEP 2:

We look at the actual search data and match your suggestions closest with what people are actually searching for and determine short list of terms to start tracking and testing for best conversions.

### STEP 3:

We'll setup and manage a test Pay-Per-Click campaign which will be monitored and adjusted to find out which search terms convert best. Your website call-to-actions and content may be adjusted to help determine the most effective search terms.

### STEP 4:

Once we have a strong indication of the most effective search terms, we'll setup an ongoing Pay-Per-Click campaign, Search Engine Optimisation Strategy and begin implementing, maintaining and improving the effectiveness of both.

Depending on the webGrow Plan you select, we'll complete the ongoing tasks noted within.

**The number one measure of effectiveness will be actual conversions.**



## webGrow Lite

webGrow Lite is our most affordable webGrow plan allowing small businesses to take advantage of webGrow at a steady pace. It will show you exactly what works, generate new leads and sales and help your website grow organically in search engines.

### **PAY-PER-CLICK:**

1. Setup of Google Adwords account Unique Email
2. Integrate Conversion Tracking
3. Keyword Research List of customer's ideal
4. Setup of up to 5 separate campaigns Daily Budget, Target Location
5. Setup of up to 15 exact match adgroups in total
8. Monthly Reporting

### **SEARCH ENGINE OPTIMISATION:**

1. 25 Directory submissions
2. 5 Social Bookmarking Submissions
3. 10 Blog Submissions
4. 2 unique, 400 word articles written
5. 10 One Way back links with mix PR
6. Monthly Reporting

### **CONVERSION OPTIMISATION:**

We'll spend up to 4 hours/month monitoring conversions from Pay-Per-Click and Organic Searches, adjusting and optimising your website's call-to-actions and content to improve conversions.

## cost

webGrow Lite is charged monthly at only \$500+GST per month via direct debit or credit card payments through FFA PaySMART, our authorised payment provider.

Pay-Per-Click costs are charged to you directly from Google Adwords. You can tell us how much or little you'd like to spend on the Pay-Per-Click and this can be stopped or started at any time.

## term

To allow sufficient time to get an effective result, all webGrow Plans are a minimum 3 month term.

## results

Every industry/product/service and customer is different while we can't guarantee an exact number of leads or sales, before starting a webGrow plan we offer a **free analysis to give you a rough idea of what to expect in terms of a cost-per-lead or sale.**

## webGrow SME

webGrow SME is our mid range webGrow plan which delivers more in a shorter time frame. It will show you exactly what works, generate more leads and sales and help your website grow organically in search engines at a faster rate.

### **PAY-PER-CLICK:**

1. Setup of Google Adwords account
2. Integrate Conversion Tracking
3. Keyword Research
4. Setup of up to 10 separate campaigns
5. Setup of up to 50 exact match adgroups in total
8. Monthly Reporting

### **SEARCH ENGINE OPTIMISATION:**

1. 50 Directory submissions
2. 5 Social Bookmarking Submissions
3. 5 Article Submissions (1 article x 10 article directories) for 2 articles
4. 5 Press Release Submissions (1 press release x 10 press release websites)
5. 10 Blog Submissions
6. 2 unique, 400 word articles written
7. 10 One Way back links with mix PR
8. Meta tag changes
9. Monthly Reporting

### **CONVERSION OPTIMISATION:**

We'll spend up to 8 hours/month monitoring conversions from Pay-Per-Click and Organic Searches, adjusting and optimising your website's call-to-actions and content to improve conversions.

## cost

webGrow Lite is charged monthly at only \$900+GST per month via direct debit or credit card payments through FFA PaySMART, our authorised payment provider.

Pay-Per-Click costs are charged to you directly from Google Adwords. You can tell us how much or little you'd like to spend on the Pay-Per-Click and this can be stopped or started at any time.

## term

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## webGrow Corporate

webGrow Corporate is our premium webGrow plan designed to get as many new leads and sales and high search engine rankings as fast as possible.

### STRATEGY:

1. Initial Strategy Meeting
2. Competition Analysis
3. Competition & Strategy Report

### PAY-PER-CLICK:

1. Setup of Google Adwords account
2. Integrate Conversion Tracking
3. Keyword Research
4. Setup of up to 10 separate campaigns
5. Setup of up to 100 exact match adgroups in total
8. Monthly Reporting

### SEARCH ENGINE OPTIMISATION:

1. 100 Directory submissions
2. 10 Social Bookmarking Submissions
3. 10 Article Submissions (1 article x 10 article directories) for 2 articles
4. 10 Press Release Submissions (1 press release x 10 press release websites)
5. 20 Blog Submissions
6. 3 unique, 400 word articles written
7. 10 One Way back links with mix PR
8. Meta tag changes
9. Monthly Reporting

### CONVERSION OPTIMISATION:

We'll spend up to 16 hours/month monitoring conversions from Pay-Per-Click and Organic Searches, adjusting and optimising your website's call-to-actions and content to improve conversions.

## cost

webGrow Lite is charged monthly at only \$2600+GST per month via direct debit or credit card payments through FFA PaySMART, our authorised payment provider.


Pay-Per-Click costs are charged to you directly from Google Adwords. You can tell us how much or little you'd like to spend on the Pay-Per-Click and this can be stopped or started at any time.

## term

To allow sufficient time to get an effective result, all webGrow Plans are a minimum 3 month term.

## results

Every industry/product/service and customer is different while we can't guarantee an exact number of leads or sales, before starting a webGrow plan we offer a **free analysis to give you a rough idea of what to expect in terms of a cost-per-lead or sale.**



If you're interested in making  
webGrow 'work for you', contact us for  
your **FREE analysis** on (02) 4704 8505.

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**A Website That Works For You**

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