

Growth **without** **boundaries**



SEARCH ENGINE OPTIMISATION CLEANAWATER PERFORMANCE REPORT

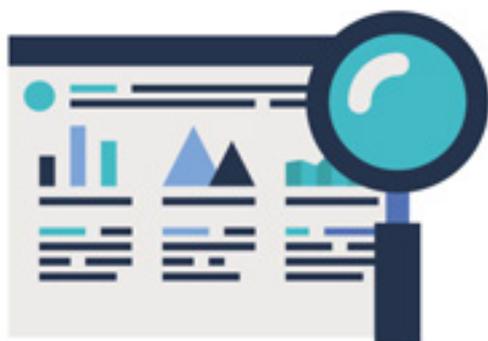
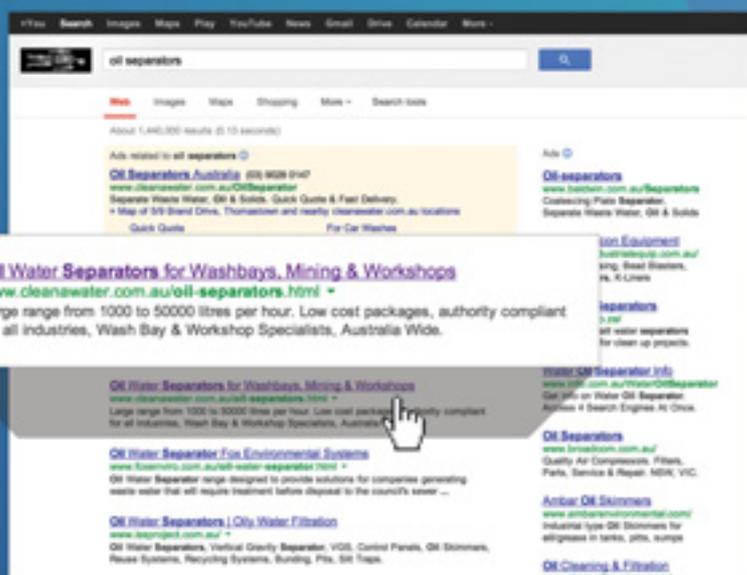
JUNE 2014

Demystifying SEO

At Digital360 We Take the Mystery Out of Search Engine Optimisation

For many businesses SEO is a dark secret that is shrouded in mystery.

However, in reality SEO is not so different to other technical fields. There are no 'magic wands', instead well constructed strategies implemented with precision will always deliver the best results.



Reporting That Pulls Back the Curtain On Your SEO Program

We believe that SEO should be transparent and accountable, so each month we generate this report to give you a powerful insight into your business's SEO program.



STRATEGY EXPLAINED

A breakdown of the strategy we implemented for the month, which website pages and keywords we targeted, and why.



RESULTS LAID BARE

A comprehensive breakdown of your results including conversions, visits, keyword positions and what links we obtained, both at an account and individual page level.



COMPETITOR ACTIVITY IDENTIFIED

A competitor analysis that identifies who of your competitors are active in SEO, what they are doing, and which keywords they are targeted.



TIME ALLOCATION BREAKDOWN

A breakdown of time allocation for different SEO tasks so that you have 100% transparency of where we put our time and energy into.



"The first question I ask is 'did we grow your business?', because while other metrics such as clicks, impressions, cost per click, phone calls etc. are all great indicators, ultimately our role is to increase a business's bottom line."

— Adam Laurie, Managing Director, Digital360

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SEO MONTHLY PERFORMANCE REPORT Cleanawater



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COMPETITOR ANALYSIS

Average Position of Keywords
Number of 1st Page Keywords

INDIVIDUAL PAGE ANALYSIS

cleanawater.com.au/
cleanawater.com.au/products/oil-water-separator/
cleanawater.com.au/products/first-flush-diversion/
cleanawater.com.au/products/wash-bay-solutions/
cleanawater.com.au/industry-applications/mining/
cleanawater.com.au/industry-applications/car-wash/

Executive Summary



Increase in Organic Conversions



Increase in traffic from SEO activity



Increase in Conversion Rate

Welcome to Digital360's new SEO Performance Report, a report that will give you a comprehensive insight into your organic campaign performance. In our executive summary we will provide you with a high level overview of last month's results.

Warm regards,

Dion Lovrecich

Marketing Manager
Digital360

Monthly Activity Report

Monthly Time Allocation: 30 Hours

| SEO Targets | | Number of Hours Allocated | | | | | |
|-------------|-----------------------------|---------------------------|-----|-----|-----|-----|-----|
| # | Site and Home Page Strategy | Jan | Feb | Mar | Apr | May | Jun |
| 1 | cleanawater.com.au | 0 | 0 | 0 | 0 | 0 | 14 |

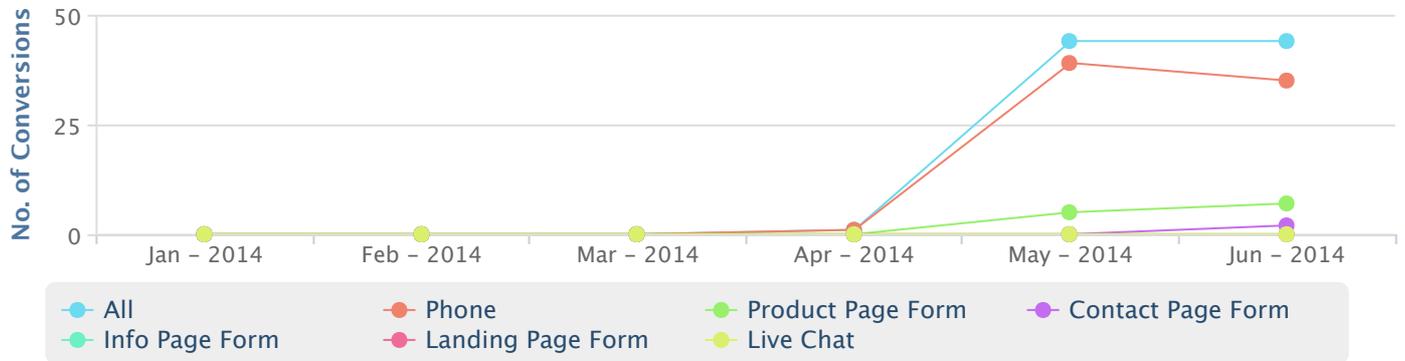
| # | Existing Pages | Jan | Feb | Mar | Apr | May | Jun |
|---|---------------------------------|-----|-----|-----|-----|-----|-----|
| 3 | products/first-flush-diversion/ | 0 | 0 | 0 | 0 | 0 | 2 |
| 4 | products/wash-bay-solutions/ | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | industry-applications/car-wash/ | 0 | 0 | 0 | 0 | 0 | 4 |
| 5 | industry-applications/mining/ | 0 | 0 | 0 | 0 | 0 | 1 |
| 2 | products/oil-water-separator/ | 0 | 0 | 0 | 0 | 0 | 6 |

| | | | | | | | |
|---------------------------|--|---|---|---|---|---|------|
| Overall % | | | | | | | 100% |
| Total Time (Hours) | | 0 | 0 | 0 | 0 | 0 | 30 |

| # | Future Planned New Pages | Jul |
|---|--------------------------------------|-----|
| 1 | products/stainless-steel/separators/ | 4 |
| 2 | products/industrial-oil-separators/ | 5 |

Overall Results

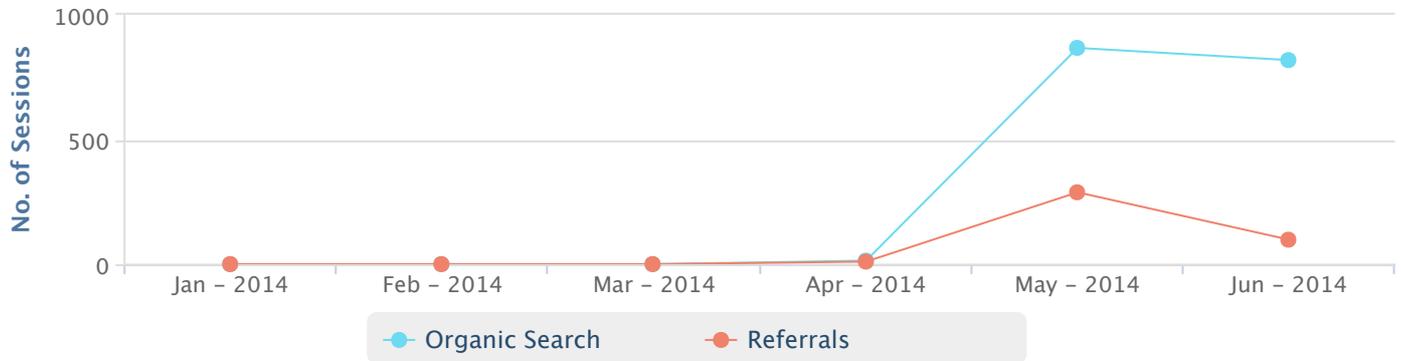
Conversions



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 1 | 44 | 44 |
| Phone | 0 | 0 | 0 | 1 | 39 | 35 |
| Product Page Form | 0 | 0 | 0 | 0 | 5 | 7 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 2 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

* A conversion is measured once a user completes one of the above actions on your site. The numbers are a sum of all conversions (i.e. not unique) completed during the month.

Sessions

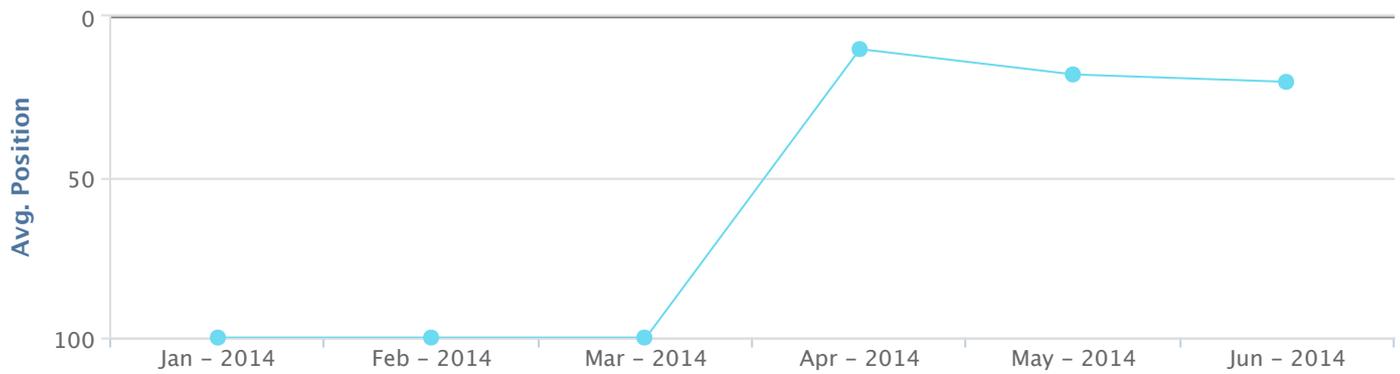


| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 14 | 867 | 818 |
| Referral Sessions | 0 | 0 | 0 | 10 | 288 | 98 |

* A session (formerly known as a 'visit' in google analytics) can include multiple page views, events and interactions on a website. A single session expires after either 30 minutes of inactivity has occurred, the time passes midnight or a user enters via the website, leaves and then comes back via a different path.

Average Position of Tracked Keywords

Google Search



| Position in Search | Jan | Feb | Mar | Apr | May | Jun |
|--------------------|----------|----------|----------|-----------|-----------|-----------|
| 1st Position | 0 | 0 | 0 | 5 | 3 | 5 |
| Position 2-10 | 0 | 0 | 0 | 54 | 4 | 39 |
| Position 11-20 | 0 | 0 | 0 | 23 | 1 | 10 |
| Position 21-30 | 0 | 0 | 0 | 6 | 2 | 6 |
| Position 31-100 | 0 | 0 | 0 | 4 | 2 | 16 |
| Total | 0 | 0 | 0 | 92 | 12 | 76 |

* There are literally hundreds, if not thousands of relevant keywords for each individual page. While it is not feasible to track every keyword, we identify and track the average position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on. The information in this table represents the combined total of all keywords tracked in your account.

External Link Authority

Top 50 Links



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|--------------------------------|-----|-----|-----|------|------|------|
| Number of Links | 0 | 0 | 0 | 82 | 83 | 78 |
| Average Domain Authority (DA)* | 0 | 0 | 0 | 52 | 46.9 | 48.4 |
| Average Page Authority (PA)* | 0 | 0 | 0 | 15.6 | 13.4 | 13.1 |

* This report's calculations represent the average of your website's top 50 links based on Page Authority (PA) and Domain Authority (DA). DA and PA are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a websites ability to rank in search engines.

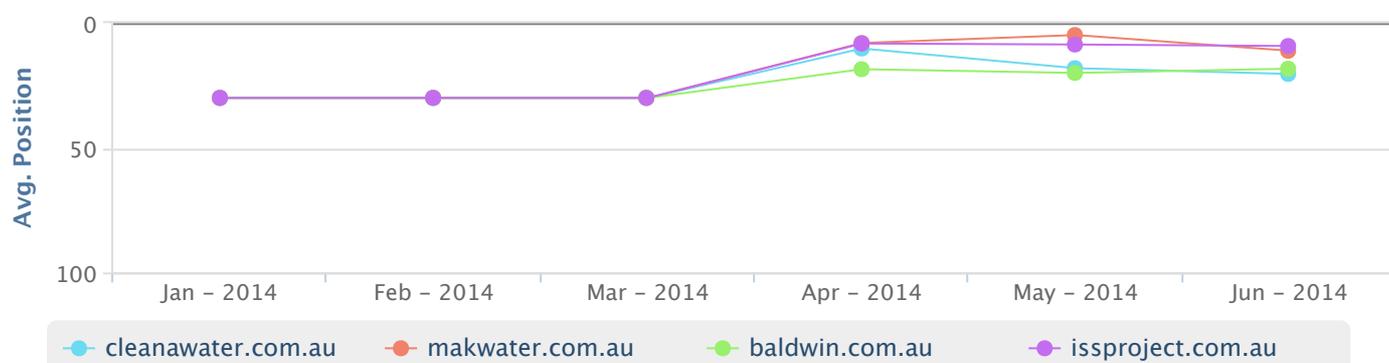
Competitor Analysis

Targetted Competitors

| # | Business Name | URL |
|---|---------------|-------------------|
| 1 | makwater | makwater.com.au |
| 2 | baldwin | baldwin.com.au |
| 3 | issproject | issproject.com.au |

Average Position of Tracked Keywords

Google Search

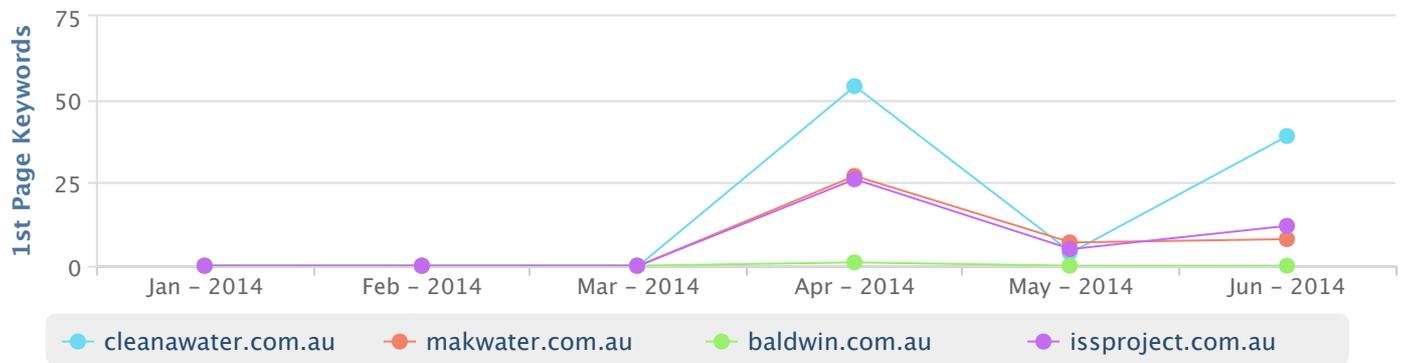


| Company | Jan | Feb | Mar | Apr | May | Jun |
|--------------------|-----|-----|-----|------|------|------|
| cleanawater.com.au | 0 | 0 | 0 | 10.2 | 18.1 | 20.4 |
| makwater.com.au | 0 | 0 | 0 | 8 | 4.8 | 11.1 |
| baldwin.com.au | 0 | 0 | 0 | 18.5 | 20 | 18.3 |
| issproject.com.au | 0 | 0 | 0 | 8.2 | 8.6 | 9.2 |

* The keywords that are tracked for competitors are the same keywords that are included in your overall results.

Number of 1st Page Keywords (Top 10)

Google Search



| Company | Jan | Feb | Mar | Apr | May | Jun |
|--------------------|-----|-----|-----|-----|-----|-----|
| cleanawater.com.au | 0 | 0 | 0 | 54 | 4 | 39 |
| makwater.com.au | 0 | 0 | 0 | 27 | 7 | 8 |
| baldwin.com.au | 0 | 0 | 0 | 1 | 0 | 0 |
| issproject.com.au | 0 | 0 | 0 | 26 | 5 | 12 |

Comments

With our competitor analysis we can track and measure changes in your competitors keyword rankings

Individual Page Analysis

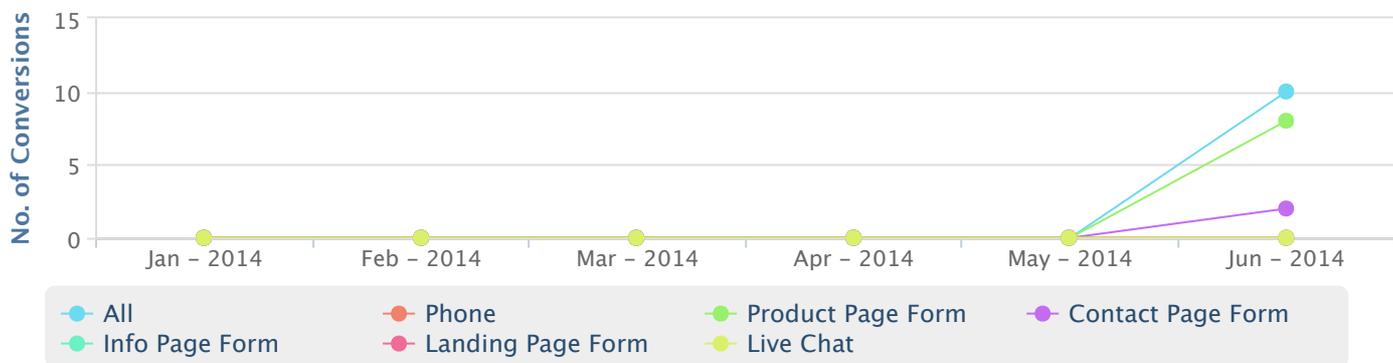
Total Time Allocation: 840 Minutes

47% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 240 | 28.6% |
| Meta Description | 30 | 3.6% |
| Page Content | | |
| <H> Tags | 45 | 5.4% |
| Short Copy | 180 | 21.4% |
| Long Copy | 240 | 28.6% |
| Page Structure | | |
| Internal Link Structure | 30 | 3.6% |
| File Names & Alt Tags | 30 | 3.6% |
| Microdata | | |
| Other | | |
| Keyword Research | | |
| Keyword Research | 30 | 3.6% |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | | |
| Google Local | 15 | 1.8% |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | | |
| Link Aquisition | | |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | | |
| RSS Feed Content | | |
| Mini Site Content | | |
| Other | | |
| Total | 840 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 0 | 10 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 0 | 8 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 2 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

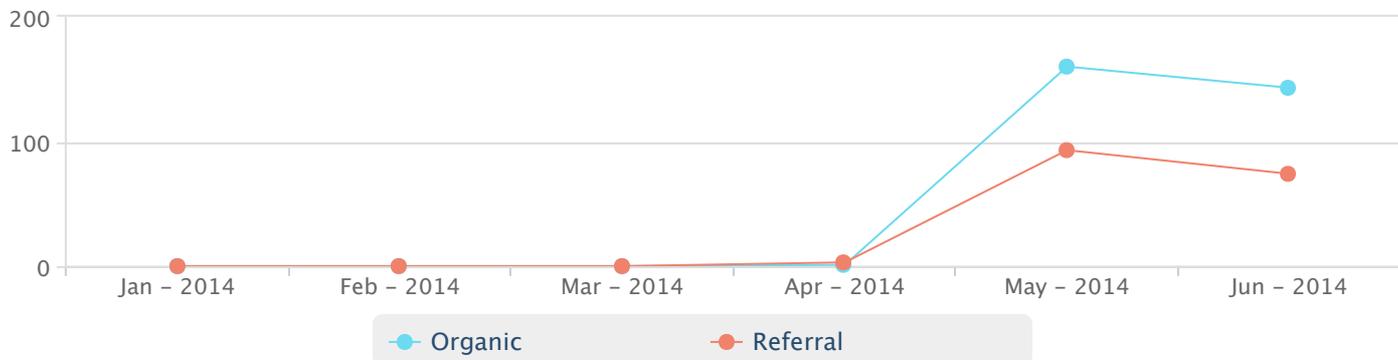
* A conversion is measured once a user completes one the above actions on your site. The numbers included are a sum of all conversions for this individual page (i.e. not unique) completed during the month.

June SEO Page Strategy

Comments

For each individual page in your SEO campaign we will outline what this month's strategy was, the reasoning behind it and what we were aiming to achieve.

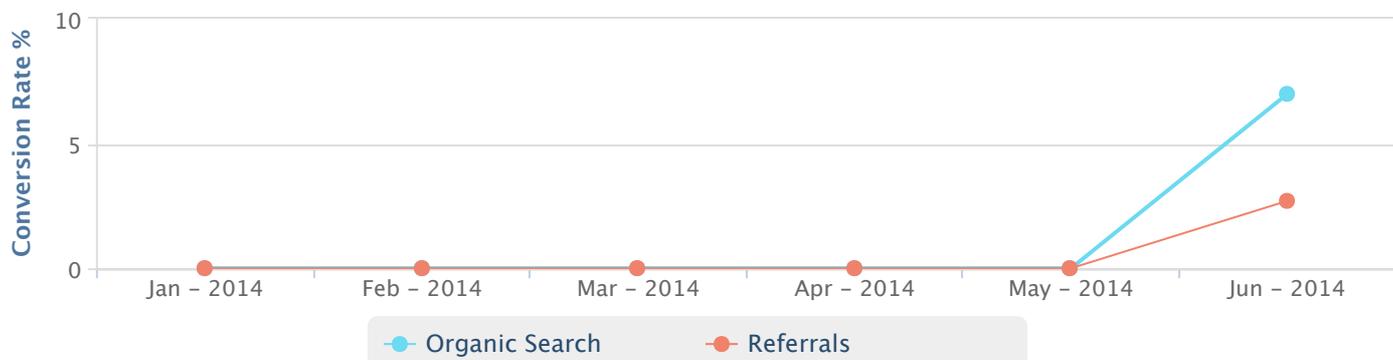
Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 1 | 160 | 143 |
| Referral Sessions | 0 | 0 | 0 | 3 | 93 | 74 |

On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|-----|-------|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 0% | 6.99% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 2.7% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|------|------|------|
| Number of Links | 0 | 0 | 0 | 82 | 83 | 78 |
| Average Domain Authority* | 0 | 0 | 0 | 52 | 46.9 | 48.4 |
| Average Page Authority* | 0 | 0 | 0 | 15.6 | 13.4 | 13.1 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external inks worldwide.

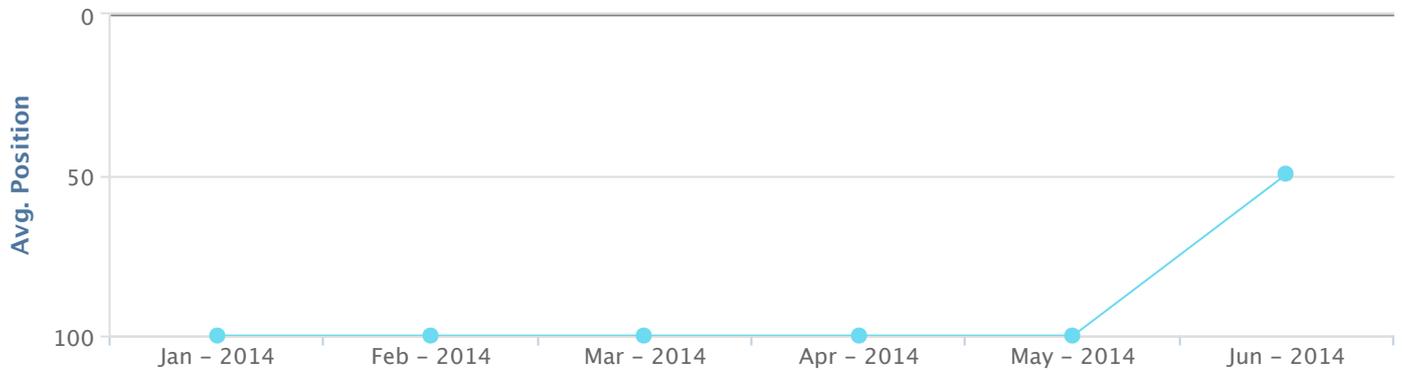
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|------------------------------|---------------------|-----------------------|
| No Links Acquired This Month | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a websites ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|----------|----------|-----------|
| 1st Position | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 2-10 | 0 | 0 | 0 | 0 | 0 | 2 |
| Position 11-20 | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 21-30 | 0 | 0 | 0 | 0 | 0 | 2 |
| Position 31-100 | 0 | 0 | 0 | 0 | 0 | 7 |
| Total | 0 | 0 | 0 | 0 | 0 | 11 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|--------------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | water treatment | ✓ | 45% | 0 | 0 | 0 | 0 | 0 | 0 | 59 |
| 2 | water treatment solutions | | | 0 | 0 | 0 | 0 | 0 | 0 | 71 |
| 3 | waste water treatment systems | | | 0 | 0 | 0 | 0 | 0 | 0 | 84 |
| 4 | recycle water system | | | 0 | 0 | 0 | 0 | 0 | 0 | 60 |
| 5 | wastewater treatment melbourne | | | 0 | 0 | 0 | 0 | 0 | 0 | 24 |
| 6 | waste water treatment | | | 0 | 0 | 0 | 0 | 0 | 0 | 80 |
| 7 | waste water australia | | | 0 | 0 | 0 | 0 | 0 | 0 | 25 |
| 8 | oil separator system | | | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 9 | oil water separator price | | | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| 10 | wastewater treatment | | | 0 | 0 | 0 | 0 | 0 | 0 | 85 |
| 11 | water treatment australia | | | 0 | 0 | 0 | 0 | 0 | 0 | 50 |
| 12 | | | | | | | | | | |
| 13 | | | | | | | | | | |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

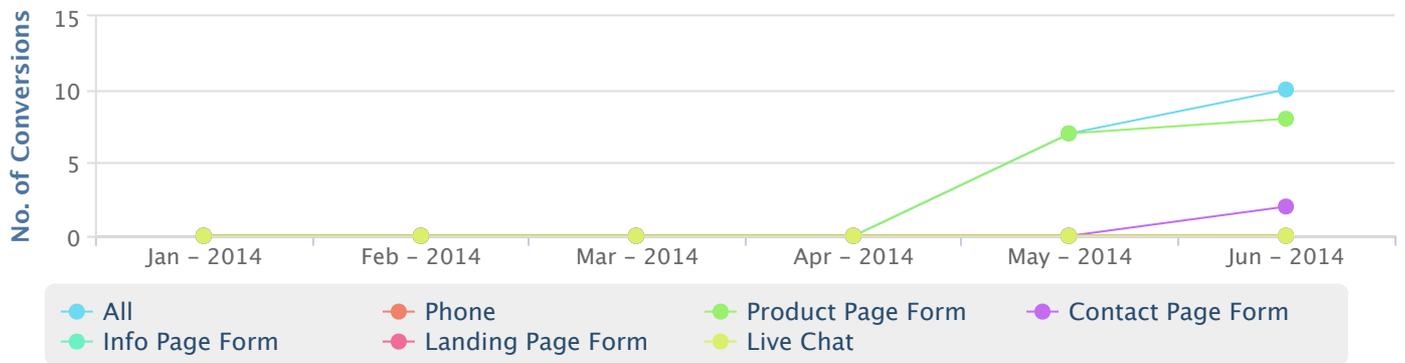
Total Time Allocation: 360 Minutes

20% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 30 | 8.3% |
| Meta Description | 30 | 8.3% |
| Page Content | | |
| <H> Tags | 15 | 4.2% |
| Short Copy | 15 | 4.2% |
| Long Copy | 45 | 12.5% |
| Page Structure | | |
| Internal Link Structure | | |
| File Names & Alt Tags | | |
| Microdata | 60 | 16.7% |
| Other | | |
| Keyword Research | | |
| Keyword Research | | |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | | |
| Google Local | | |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | | |
| Link Aquisition | 165 | 45.8% |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | 60 | 16.7% |
| RSS Feed Content | | |
| Mini Site Content | | |
| Other | | |
| Total | 360 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 7 | 10 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 7 | 8 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 2 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

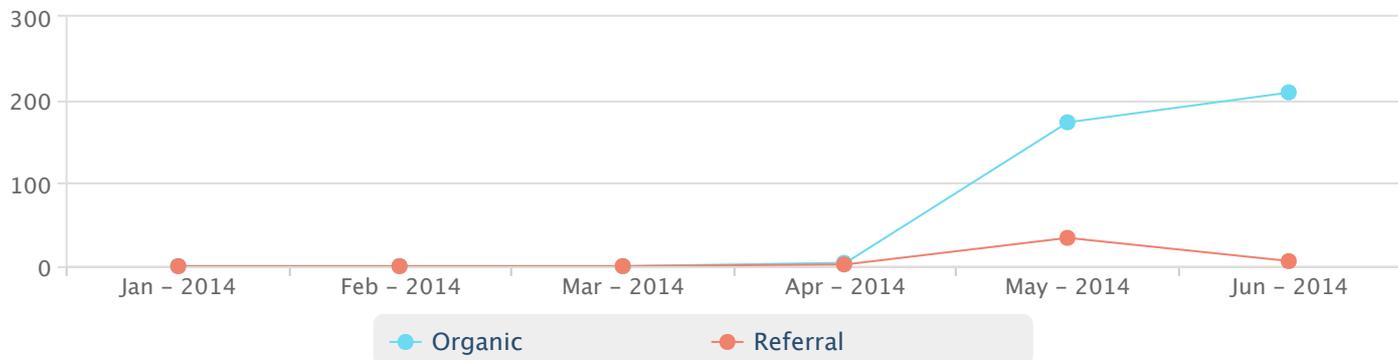
* A conversion is measured once a user completes one the above actions on your site. The numbers included are a sum of all conversions for this individual page (i.e. not unique) completed during the month.

June SEO Page Strategy

Comments

For each individual page in your SEO campaign we will outline what this month's strategy was, the reasoning behind it and what we were aiming to achieve.

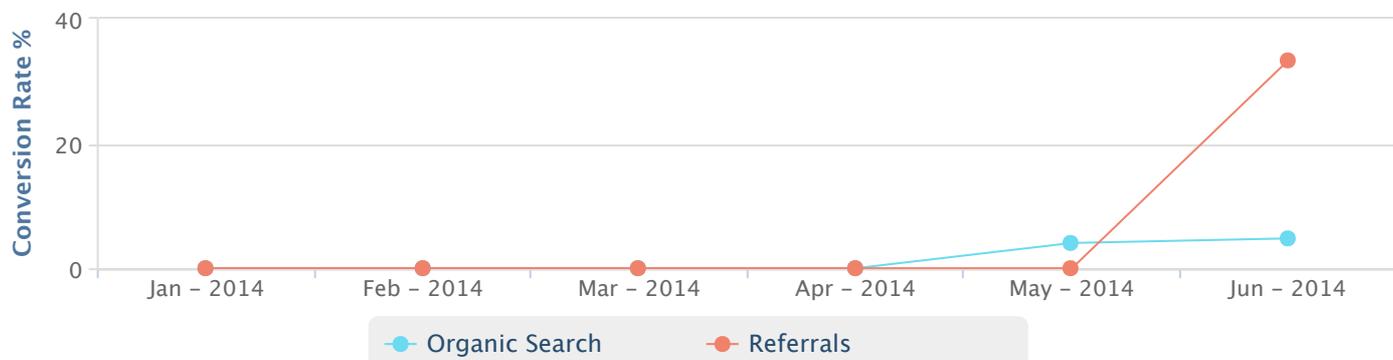
Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 4 | 173 | 209 |
| Referral Sessions | 0 | 0 | 0 | 2 | 34 | 6 |

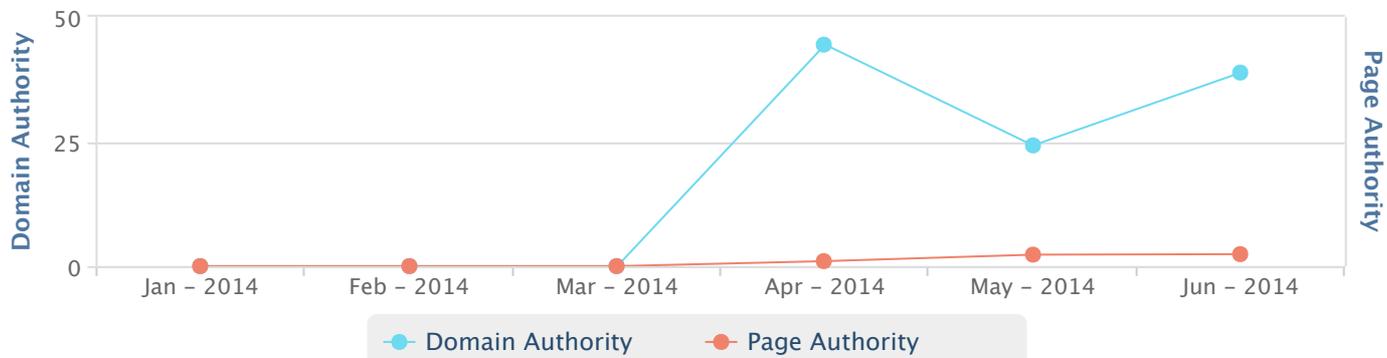
On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|-------|--------|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 4.05% | 4.78% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 33.33% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|------|------|------|
| Number of Links | 0 | 0 | 0 | 12 | 15 | 12 |
| Average Domain Authority* | 0 | 0 | 0 | 44.4 | 24.2 | 38.8 |
| Average Page Authority* | 0 | 0 | 0 | 1 | 2.3 | 2.4 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external links worldwide.

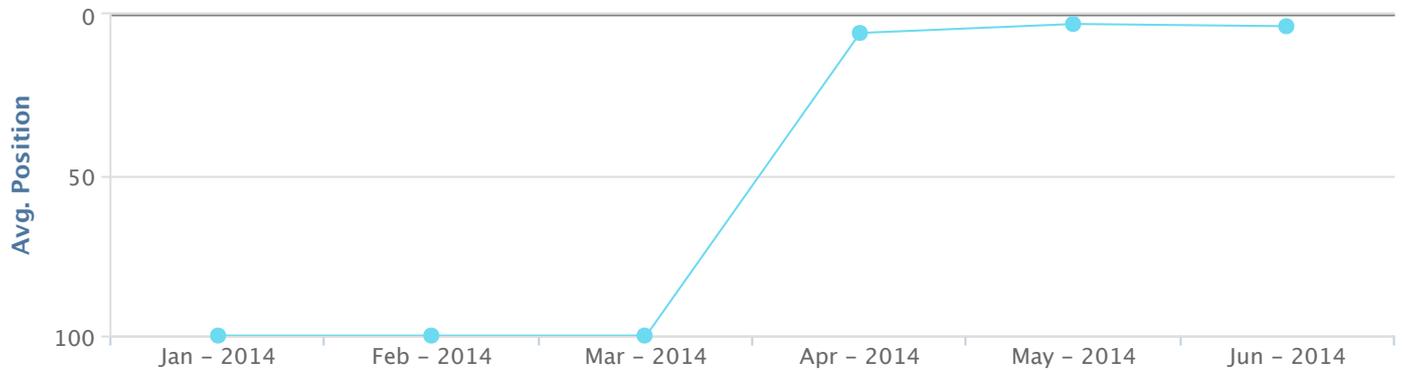
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|-------------------|---------------------|-----------------------|
| bbc.co.uk | 88.03 | 100 |
| digital360.com.au | 37.93 | 26.96 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a website's ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|-----------|----------|-----------|
| 1st Position | 0 | 0 | 0 | 1 | 2 | 0 |
| Position 2-10 | 0 | 0 | 0 | 26 | 4 | 13 |
| Position 11-20 | 0 | 0 | 0 | 3 | 0 | 0 |
| Position 21-30 | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 31-100 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 0 | 0 | 0 | 30 | 6 | 13 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|-------------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | oil separators | ✓ | 33% | 0 | 0 | 0 | 0 | 17 | 1 | 2 |
| 2 | oil separator | ✓ | 30% | 0 | 0 | 0 | 0 | 8 | 2 | 2 |
| 3 | mining oil separators | | | 0 | 0 | 0 | 0 | 2 | 6 | 6 |
| 4 | wash bay oil water separator | | | 0 | 0 | 0 | 0 | 7 | 4 | 2 |
| 5 | oil water separator system | | | 0 | 0 | 0 | 0 | 7 | 0 | 3 |
| 6 | oil water separators | | | 0 | 0 | 0 | 0 | 6 | 0 | 2 |
| 7 | oil water separator australia | | | 0 | 0 | 0 | 0 | 2 | 0 | 4 |
| 8 | water oil separator | | | 0 | 0 | 0 | 0 | 4 | 0 | 3 |
| 9 | workshop oil separators | | | 0 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | oily water separator | | | 0 | 0 | 0 | 0 | 3 | 0 | 4 |
| 11 | water separator | | | 0 | 0 | 0 | 0 | 3 | 0 | 6 |
| 12 | mining oil separator | | | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| 13 | vgs oil separator | | | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

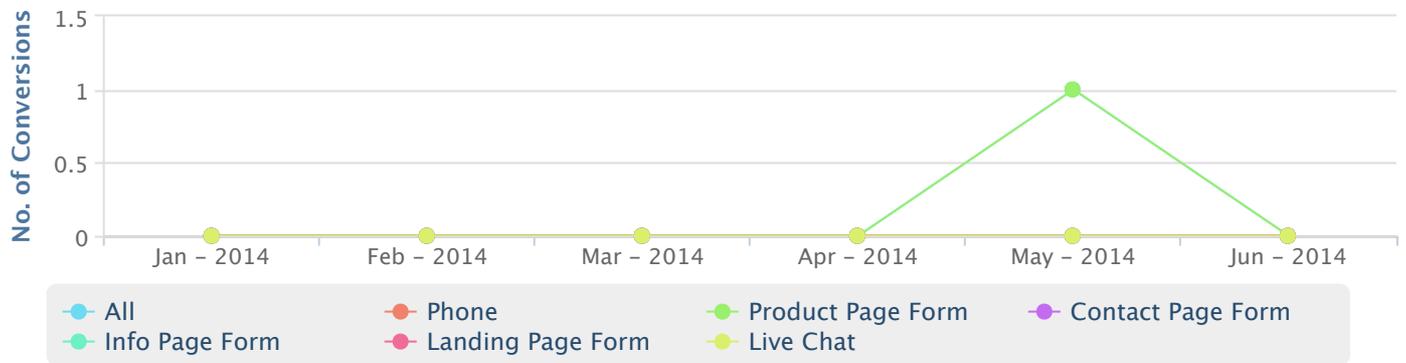
Total Time Allocation: 120 Minutes

7% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 30 | 25% |
| Meta Description | 60 | 50% |
| Page Content | | |
| <H> Tags | 20 | 16.7% |
| Short Copy | | |
| Long Copy | | |
| Page Structure | | |
| Internal Link Structure | | |
| File Names & Alt Tags | | |
| Microdata | | |
| Other | | |
| Keyword Research | | |
| Keyword Research | | |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | | |
| Google Local | | |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | | |
| Link Aquisition | | |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | | |
| RSS Feed Content | | |
| Mini Site Content | | |
| Other | 10 | 8.3% |
| Total | 120 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 1 | 0 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 1 | 0 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

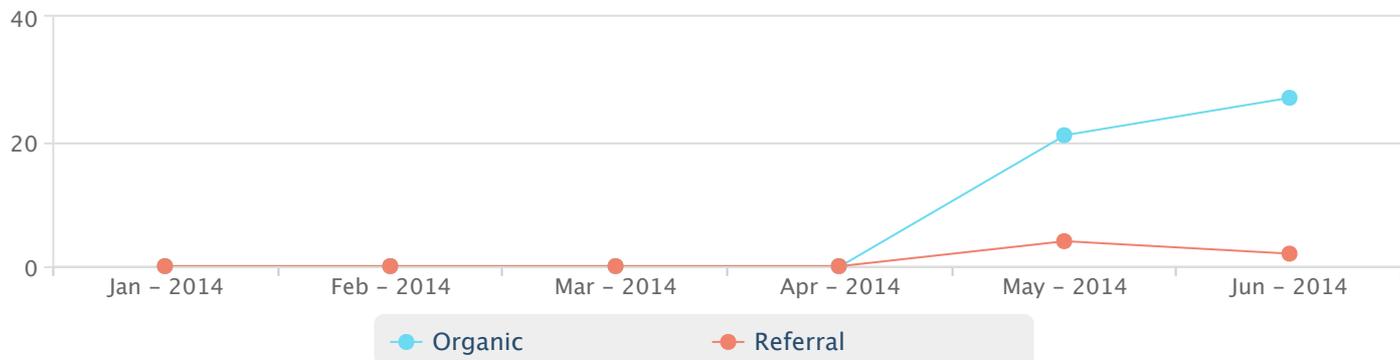
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June SEO Page Strategy

Comments

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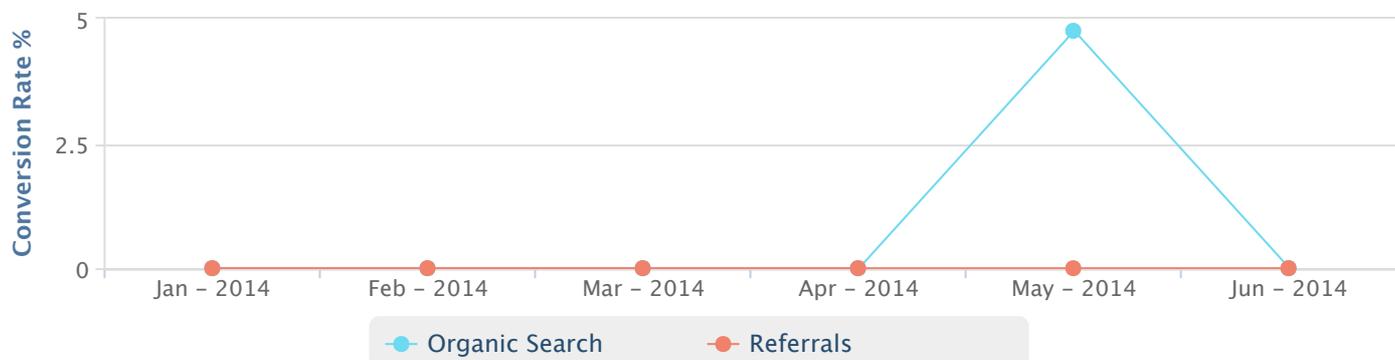
Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 0 | 21 | 27 |
| Referral Sessions | 0 | 0 | 0 | 0 | 4 | 2 |

On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|-------|-----|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 4.76% | 0% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 0% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|-----|-----|-----|
| Number of Links | 0 | 0 | 0 | 0 | 0 | 0 |
| Average Domain Authority* | 0 | 0 | 0 | 0 | 0 | 0 |
| Average Page Authority* | 0 | 0 | 0 | 0 | 0 | 0 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external inks worldwide.

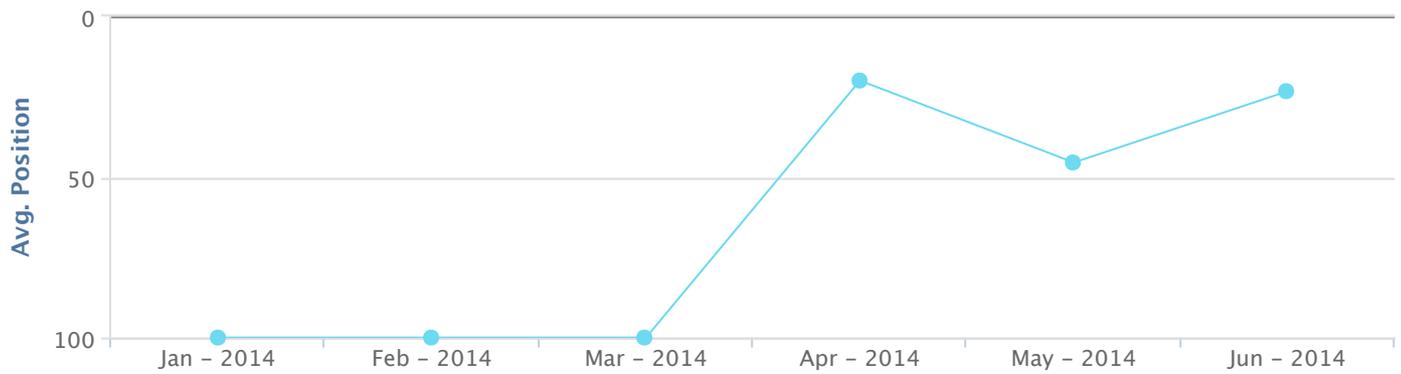
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|-------------------|---------------------|-----------------------|
| www.mining.com.au | 27.98 | 16.79 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a websites ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|-----------|----------|-----------|
| 1st Position | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 2-10 | 0 | 0 | 0 | 1 | 0 | 1 |
| Position 11-20 | 0 | 0 | 0 | 6 | 0 | 8 |
| Position 21-30 | 0 | 0 | 0 | 3 | 2 | 3 |
| Position 31-100 | 0 | 0 | 0 | 1 | 2 | 3 |
| Total | 0 | 0 | 0 | 11 | 4 | 15 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|--------------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | first flush diversion | ✓ | 28% | 0 | 0 | 0 | 0 | 34 | 21 | 10 |
| 2 | first flush diverter | ✓ | 28% | 0 | 0 | 0 | 0 | 14 | 0 | 23 |
| 3 | first flush rainwater diverter | | | 0 | 0 | 0 | 0 | 21 | 0 | 24 |
| 4 | first flush diverter system | | | 0 | 0 | 0 | 0 | 18 | 0 | 15 |
| 5 | firstflush | | | 0 | 0 | 0 | 0 | 10 | 0 | 54 |
| 6 | in ground first flush diverter | | | 0 | 0 | 0 | 0 | 22 | 0 | 15 |
| 7 | first flush water diverter | | | 0 | 0 | 0 | 0 | 15 | 0 | 41 |
| 8 | first flush water diverters | | | 0 | 0 | 0 | 0 | 17 | 0 | 32 |
| 9 | first flush | | | 0 | 0 | 0 | 0 | 19 | 0 | 18 |
| 10 | stormwater diversion valve | | | 0 | 0 | 0 | 0 | 0 | 0 | 16 |
| 11 | first flush diverters | | | 0 | 0 | 0 | 0 | 0 | 0 | 29 |
| 12 | stormwater diversion systems | | | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| 13 | first flush systems | | | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| 14 | first flush diverter design | | | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| 15 | first flush system | | | 0 | 0 | 0 | 0 | 0 | 0 | 19 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

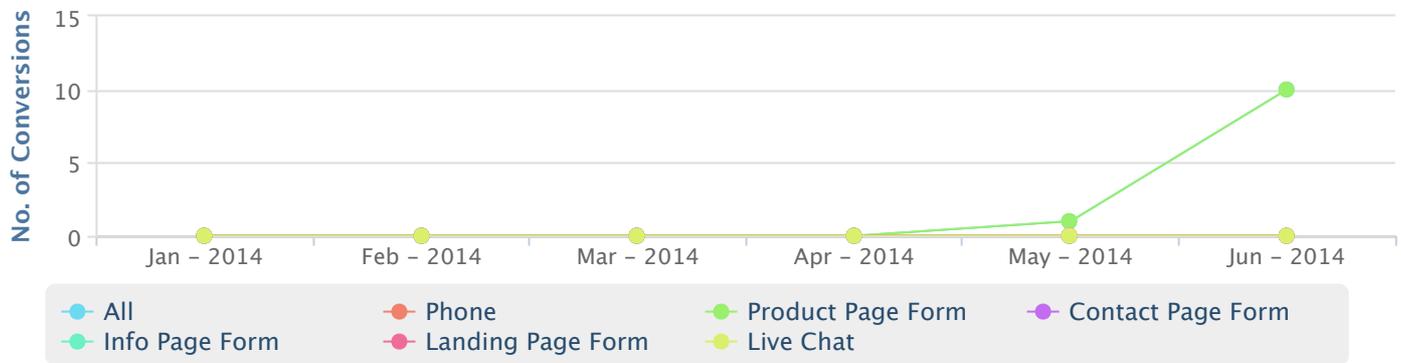
Total Time Allocation: 180 Minutes

10% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 15 | 8.3% |
| Meta Description | 30 | 16.7% |
| Page Content | | |
| <H> Tags | | |
| Short Copy | | |
| Long Copy | | |
| Page Structure | | |
| Internal Link Structure | | |
| File Names & Alt Tags | 30 | 16.7% |
| Microdata | 30 | 16.7% |
| Other | | |
| Keyword Research | | |
| Keyword Research | | |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | | |
| Google Local | | |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | 75 | 41.7% |
| Link Aquisition | | |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | 30 | 16.7% |
| RSS Feed Content | | |
| Mini Site Content | | |
| Other | | |
| Total | 180 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 1 | 10 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 1 | 10 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

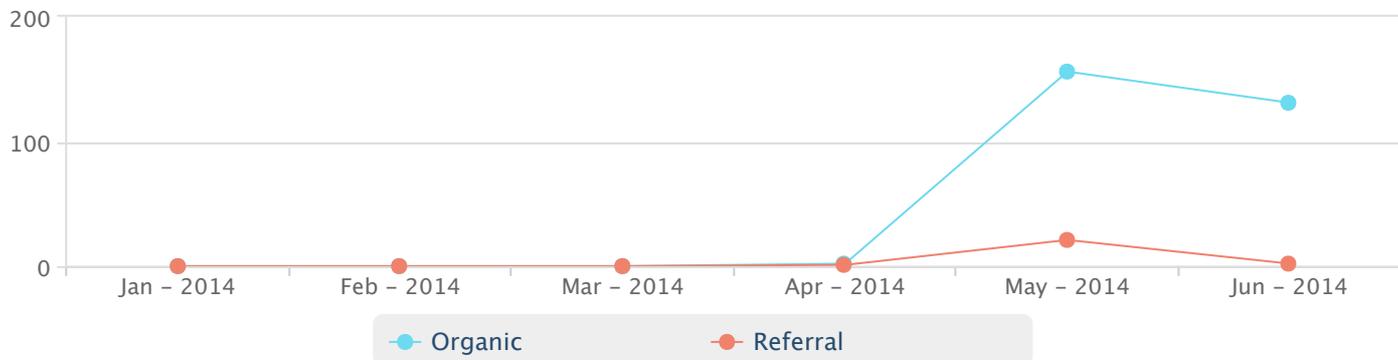
* A conversion is measured once a user completes one the above actions on your site. The numbers included are a sum of all conversions for this individual page (i.e. not unique) completed during the month.

June SEO Page Strategy

Comments

For each individual page in your SEO campaign we will outline what this month's strategy was, the reasoning behind it and what we were aiming to achieve.

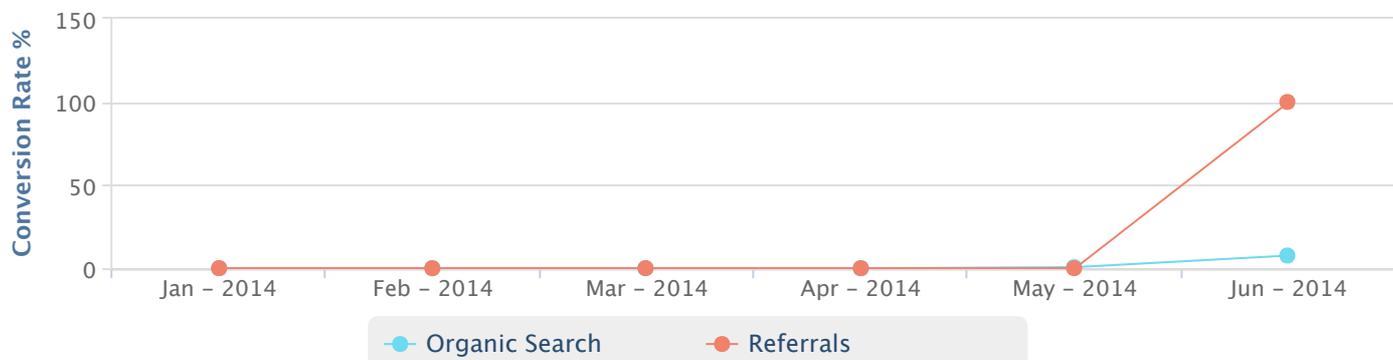
Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 2 | 156 | 131 |
| Referral Sessions | 0 | 0 | 0 | 1 | 21 | 2 |

On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|-------|-------|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 0.64% | 7.63% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 100% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|-----|-----|-----|
| Number of Links | 0 | 0 | 0 | 0 | 0 | 0 |
| Average Domain Authority* | 0 | 0 | 0 | 0 | 0 | 0 |
| Average Page Authority* | 0 | 0 | 0 | 0 | 0 | 0 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external links worldwide.

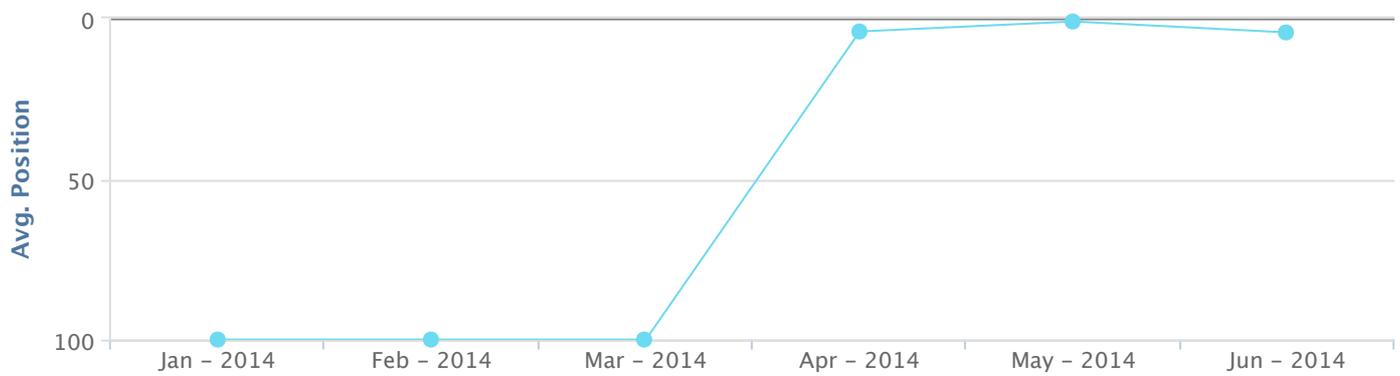
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|------------------------------|---------------------|-----------------------|
| No Links Acquired This Month | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a website's ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|-----------|----------|-----------|
| 1st Position | 0 | 0 | 0 | 4 | 1 | 1 |
| Position 2-10 | 0 | 0 | 0 | 15 | 0 | 15 |
| Position 11-20 | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 21-30 | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 31-100 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 0 | 0 | 0 | 19 | 1 | 16 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|-------------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | wash bay | ✓ | 22% | 0 | 0 | 0 | 0 | 6 | 1 | 1 |
| 2 | wash bay systems | ✓ | 15% | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| 3 | wash bays for heavy equipment | | | 0 | 0 | 0 | 0 | 7 | 0 | 6 |
| 4 | wash bay solutions | | | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| 5 | wash down bay design | | | 0 | 0 | 0 | 0 | 3 | 0 | 2 |
| 6 | washbay | | | 0 | 0 | 0 | 0 | 6 | 0 | 3 |
| 7 | wash bays | | | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| 8 | portable wash bays | | | 0 | 0 | 0 | 0 | 3 | 0 | 7 |
| 9 | wash down bay | | | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 10 | portable wash bay | | | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| 11 | portable wash down bays | | | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| 12 | wash bay equipment | | | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| 13 | portable car wash bay | | | 0 | 0 | 0 | 0 | 0 | 0 | 8 |
| 14 | wash down bays | | | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| 15 | wash bay design | | | 0 | 0 | 0 | 0 | 0 | 0 | 2 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

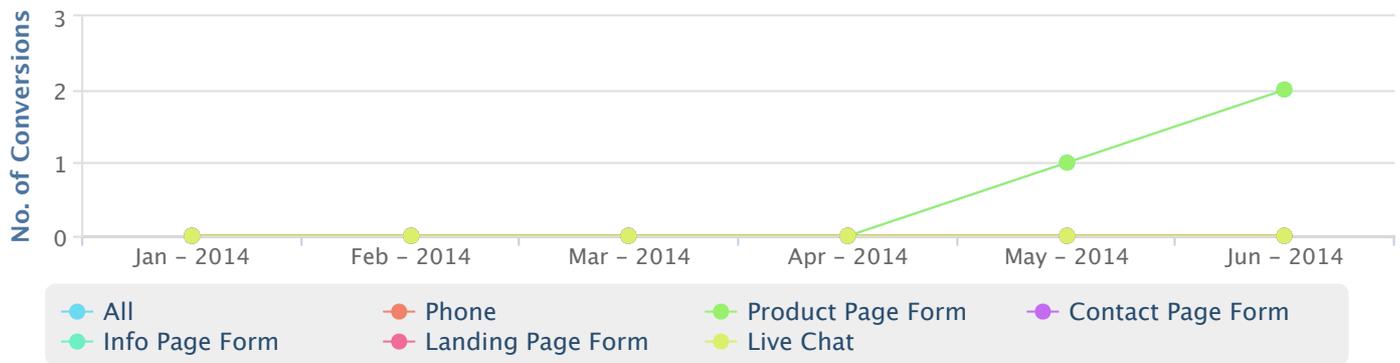
Total Time Allocation: 60 Minutes

3% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 15 | 25% |
| Meta Description | | |
| Page Content | | |
| <H> Tags | 15 | 25% |
| Short Copy | | |
| Long Copy | 15 | 25% |
| Page Structure | | |
| Internal Link Structure | 15 | 25% |
| File Names & Alt Tags | | |
| Microdata | | |
| Other | | |
| Keyword Research | | |
| Keyword Research | | |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | | |
| Google Local | | |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | | |
| Link Aquisition | | |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | | |
| RSS Feed Content | | |
| Mini Site Content | | |
| Other | | |
| Total | 60 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 1 | 2 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 1 | 2 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

* A conversion is measured once a user completes one the above actions on your site. The numbers included are a sum of all conversions for this individual page (i.e. not unique) completed during the month.

June SEO Page Strategy

Comments

For each individual page in your SEO campaign we will outline what this month's strategy was, the reasoning behind it and what we were aiming to achieve.

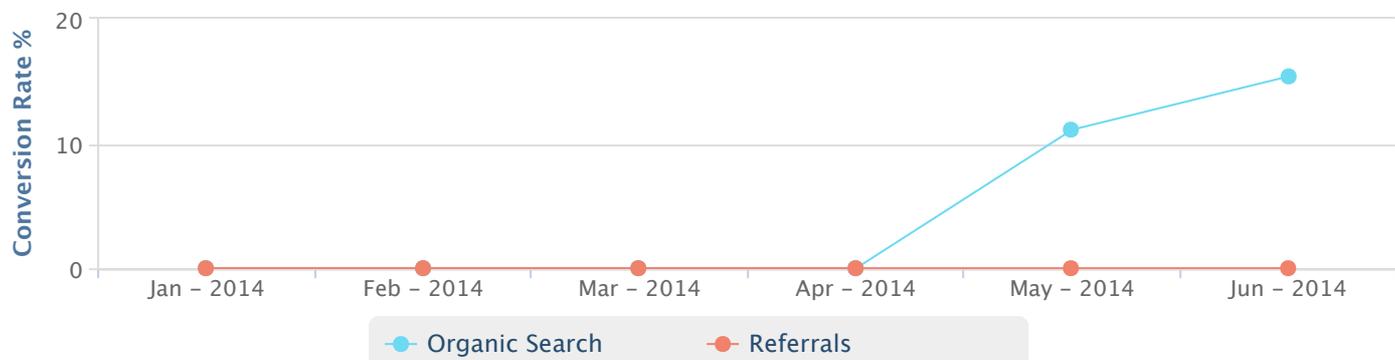
Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 0 | 9 | 13 |
| Referral Sessions | 0 | 0 | 0 | 0 | 3 | 0 |

On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|--------|--------|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 11.11% | 15.38% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 0% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|------|------|------|
| Number of Links | 0 | 0 | 0 | 1 | 1 | 2 |
| Average Domain Authority* | 0 | 0 | 0 | 66.5 | 68.3 | 67.5 |
| Average Page Authority* | 0 | 0 | 0 | 25.4 | 26.4 | 26.2 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external inks worldwide.

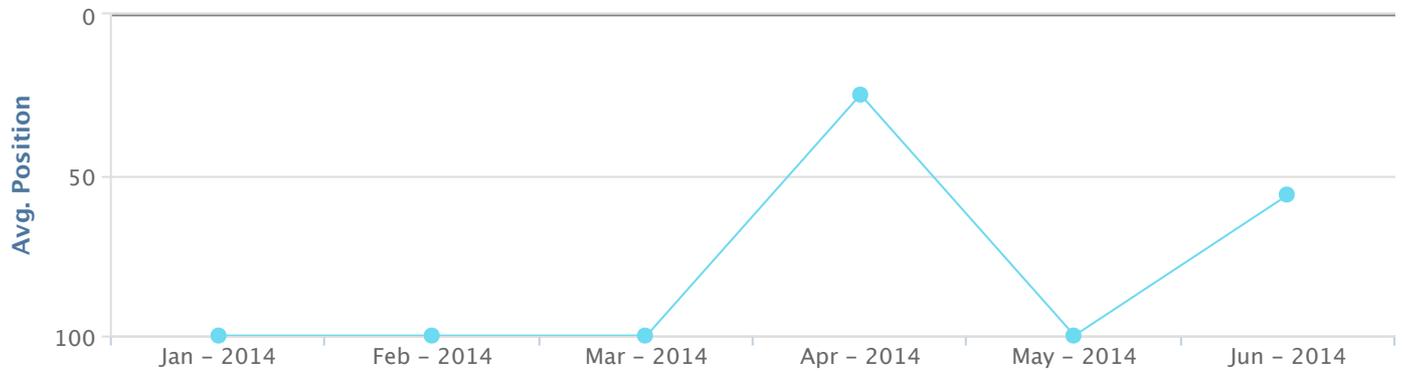
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|------------------------------|---------------------|-----------------------|
| No Links Acquired This Month | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a websites ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|----------|----------|----------|
| 1st Position | 0 | 0 | 0 | 0 | 0 | 0 |
| Position 2-10 | 0 | 0 | 0 | 0 | 0 | 1 |
| Position 11-20 | 0 | 0 | 0 | 0 | 0 | 1 |
| Position 21-30 | 0 | 0 | 0 | 1 | 0 | 0 |
| Position 31-100 | 0 | 0 | 0 | 0 | 0 | 5 |
| Total | 0 | 0 | 0 | 1 | 0 | 7 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|-------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | mining wash bay | ✓ | 11% | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| 2 | watermining | | | 0 | 0 | 0 | 0 | 0 | 0 | 70 |
| 3 | mining design | | | 0 | 0 | 0 | 0 | 0 | 0 | 76 |
| 4 | mining water treatment | | | 0 | 0 | 0 | 0 | 0 | 0 | 74 |
| 5 | mining water | | | 0 | 0 | 0 | 0 | 0 | 0 | 55 |
| 6 | mine water treatment | | | 0 | 0 | 0 | 0 | 0 | 0 | 93 |
| 7 | chemical wash down bays | | | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| 8 | | | | | | | | | | |
| 9 | | | | | | | | | | |
| 10 | | | | | | | | | | |
| 11 | | | | | | | | | | |
| 12 | | | | | | | | | | |
| 13 | | | | | | | | | | |
| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

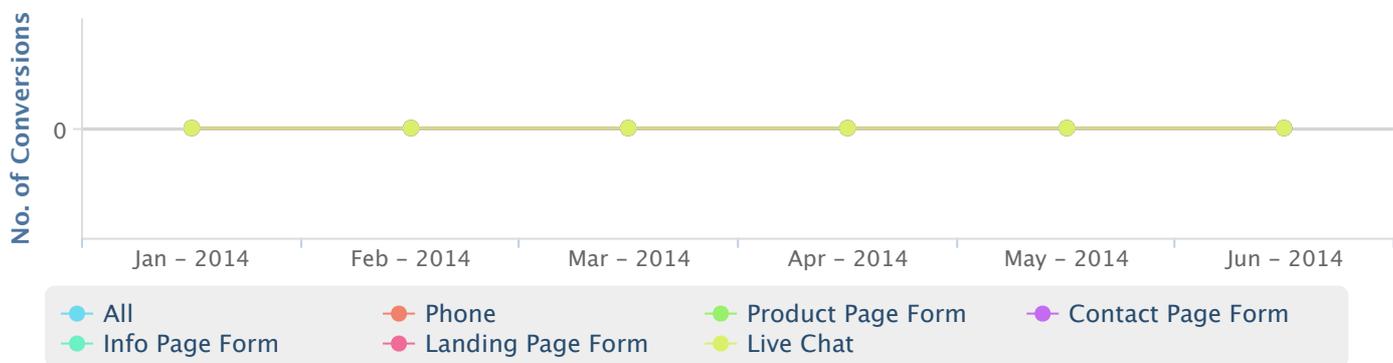
Total Time Allocation: 240 Minutes

13% of Total Monthly Account Hours

| On Page | Time Spent (Minutes) | % of Page Time |
|----------------------------------|----------------------|----------------|
| Google Search Information | | |
| Page Title | 15 | 6.3% |
| Meta Description | 15 | 6.3% |
| Page Content | | |
| <H> Tags | | |
| Short Copy | 15 | 6.3% |
| Long Copy | 15 | 6.3% |
| Page Structure | | |
| Internal Link Structure | 30 | 12.5% |
| File Names & Alt Tags | | |
| Microdata | 30 | 12.5% |
| Other | 15 | 6.3% |
| Keyword Research | | |
| Keyword Research | | |
| Off Page | Time Spent (Minutes) | % of Page Time |
| Directories | | |
| Yellow Pages/True Local etc | 45 | 18.8% |
| Google Local | | |
| Social | | |
| Google+ Reviews | | |
| Link Building | | |
| Link Prospecting | 45 | 18.8% |
| Link Aquisition | | |
| Content Creation (Link Building) | | |
| Infographic | | |
| Article | | |
| Article Readability Testing | 30 | 12.5% |
| RSS Feed Content | 15 | 6.3% |
| Mini Site Content | | |
| Other | | |
| Total | 240 | 100% |

Conversions

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|----------------------|-----|-----|-----|-----|-----|-----|
| All Goal Completions | 0 | 0 | 0 | 0 | 0 | 0 |
| Phone | 0 | 0 | 0 | 0 | 0 | 0 |
| Product Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Contact Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Info Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Landing Page Form | 0 | 0 | 0 | 0 | 0 | 0 |
| Live Chat | 0 | 0 | 0 | 0 | 0 | 0 |

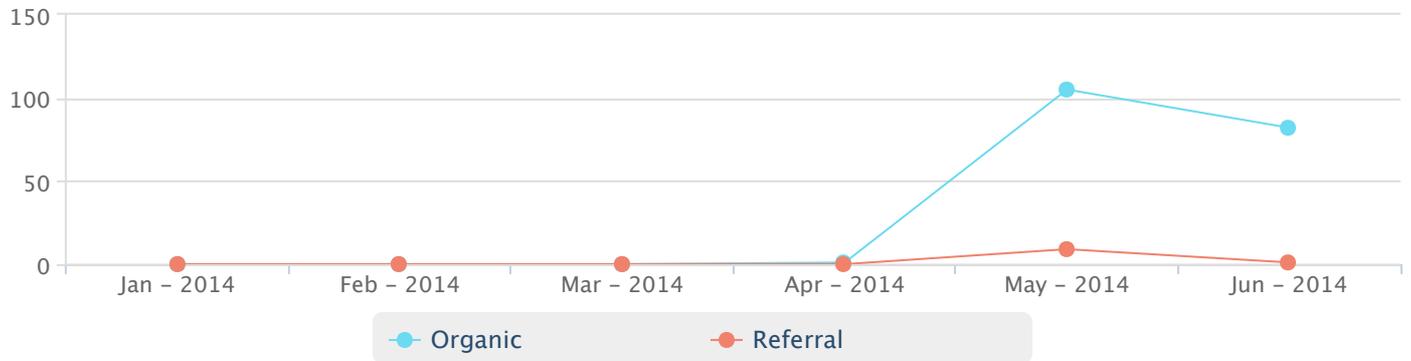
* A conversion is measured once a user completes one the above actions on your site. The numbers included are a sum of all conversions for this individual page (i.e. not unique) completed during the month.

June SEO Page Strategy

Comments

For each individual page in your SEO campaign we will outline what this month's strategy was, the reasoning behind it and what we were aiming to achieve.

Organic Page Sessions



| Session Type | Jan | Feb | Mar | Apr | May | Jun |
|-------------------|-----|-----|-----|-----|-----|-----|
| Organic Sessions | 0 | 0 | 0 | 1 | 105 | 82 |
| Referral Sessions | 0 | 0 | 0 | 0 | 9 | 1 |

On-Page Conversion Rate %

Organic Search & Referrals



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------------------|-----|-----|-----|-----|-----|-----|
| Organic Search Conversion % | 0% | 0% | 0% | 0% | 0% | 0% |
| Referrals % | 0% | 0% | 0% | 0% | 0% | 0% |

External Link Authority



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|---------------------------|-----|-----|-----|------|------|------|
| Number of Links | 0 | 0 | 0 | 1 | 1 | 1 |
| Average Domain Authority* | 0 | 0 | 0 | 31.8 | 31.5 | 32.2 |
| Average Page Authority* | 0 | 0 | 0 | 16.6 | 13.7 | 16.6 |

Backlink data is sourced from the ahrefs index, which is one of the world's biggest indexes and has checked and collated information on over 700 billion external inks worldwide.

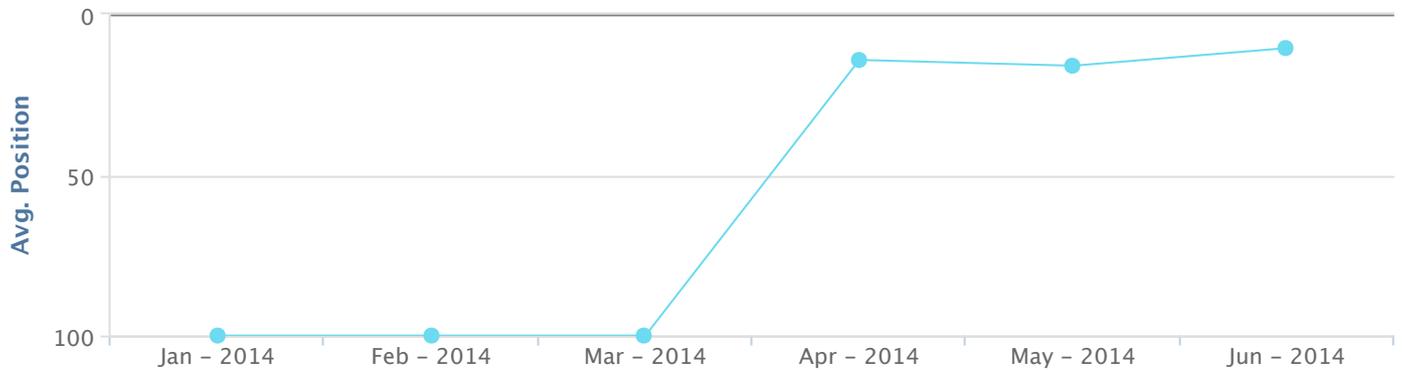
New Links Acquired

| Link Acquisition | Page Authority (PA) | Domain Authority (DA) |
|------------------------------|---------------------|-----------------------|
| No Links Acquired This Month | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Domain Authority (DA) and Page Authority (PA) are a link metric formula that is calculated by Moz (an internationally recognised SEO software provider) that is an important metric in determining a websites ability to rank in search engines.

Average Position of Tracked Keywords

Google Search



| Conversion Type | Jan | Feb | Mar | Apr | May | Jun |
|-----------------|----------|----------|----------|-----------|----------|-----------|
| 1st Position | 0 | 0 | 0 | 0 | 0 | 4 |
| Position 2-10 | 0 | 0 | 0 | 12 | 0 | 7 |
| Position 11-20 | 0 | 0 | 0 | 14 | 1 | 1 |
| Position 21-30 | 0 | 0 | 0 | 2 | 0 | 1 |
| Position 31-100 | 0 | 0 | 0 | 3 | 0 | 1 |
| Total | 0 | 0 | 0 | 31 | 1 | 14 |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.

Top Keyword Trends

| # | Tracked Keywords | SEO Targets | Page #1 Competition | Last 6 Month Trend | Jan | Feb | Mar | Apr | May | Jun |
|----|---------------------------------------|-------------|---------------------|--------------------|-----|-----|-----|-----|-----|-----|
| 1 | car wash equipment | ✓ | 17% | 0 | 0 | 0 | 0 | 3 | 16 | 30 |
| 2 | car wash oil separator | ✓ | 14% | 0 | 0 | 0 | 0 | 7 | 0 | 2 |
| 3 | car wash design | | | 0 | 0 | 0 | 0 | 31 | 0 | 8 |
| 4 | car wash bays | | | 0 | 0 | 0 | 0 | 19 | 0 | 3 |
| 5 | oil water separator for car wash | | | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 6 | car wash wastewater treatment systems | | | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 7 | oil separator for car wash | | | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | wash water | | | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| 9 | car wash oil water separator | | | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 10 | car wash water treatment | | | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 11 | car wash bay design | | | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 12 | car washing bay design | | | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 13 | car wash equipment suppliers | | | 0 | 0 | 0 | 0 | 0 | 0 | 68 |
| 14 | carwash water | | | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| 15 | | | | | | | | | | |

There are literally hundreds, if not thousand of relevant keywords for each individual page. While it is not feasible to track every keyword we identify and track the average keyword position of up to 15 relevant and targeted keywords for each page we conduct SEO strategy on.



AT DIGITAL360 WE ONLY PRODUCE

White Hat Long Term Solutions



SEO Strategies & Solutions That Deliver Long Term Value

SEO Techniques can be classified into two broad categories, White Hat and Black Hat. At Digital360, we only use White Hat SEO techniques, designed to improve rankings through that methods that conform with search engine's guidelines.

The techniques we employ are designed to produce long term positive ranking results, focus on a human audience and ultimately lead to a better search experience for the user.

"Our advice for webmasters is to focus on creating high quality sites that create a good user experience and employ White Hat SEO methods instead of engaging in aggressive webspam tactics."

— Matt Cutts, Google



WHAT IS BLACK HAT SEO?

Black Hat SEO attempts to improve rankings by ways that are not approved by the search engines, and involve elements of deception.

It can sometimes produce short term benefits, however as search engines have evolved (i.e Google's Panda and Penguin updates) these techniques are less effective and can often cause larger long term issues (re ranking penalties).

GOOGLE ON HOW THEY TARGET BLACK HAT TECHNIQUES

We've always targeted webspam in our rankings, and this algorithm represents another improvement in our efforts to reduce webspam and promote high quality content. Our advice for webmasters is to focus on creating high quality sites that create a good user experience and employ white hat SEO methods, instead of engaging in aggressive webspam tactics.

— Google Webmaster Central Blog, 2012, prior to a Google Panda update

At Digital360 we maximise results with data driven decisions

At Digital360, we let the data speak for itself. Through the detailed analysis of your campaign's historical data, we are able to build predictive models that enable us to significantly improve your businesses ROI.

Our core beliefs



Transparency

We believe in providing 100% transparency on all of our programs. This means that no matter what program we run on your behalf (Google Adwords, Google Analytics, etc.) you can see exactly what we see. After all, we believe in the solutions that we provide, so what is the point in hiding them?



Flexibility

One of the huge benefits of digital is the flexibility it provides. We don't believe in minimum contract periods and amounts. We think that a business should be able to increase, decrease, or pause a program in an instant; after all we want businesses to work with us because we are delivering results, not because they are contractually bound.



Freedom

Your digital assets are a critical element of your business's success, so everything that we do is about giving control back to you. This includes setting up programs (Google Adwords, etc.) in your name and linking it back to us (meaning that you ultimately control it).

One Agency **One Solution.**

