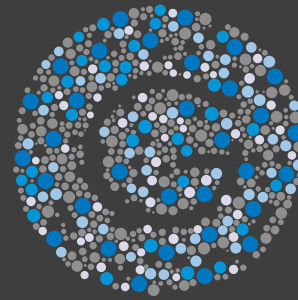


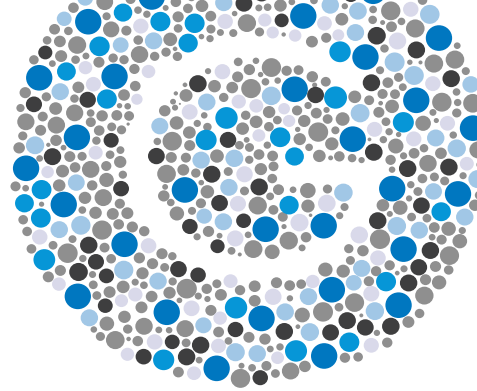
FM<sup>TM</sup> = 14 + 53  
branding . web . print . online marketing  
years as a company  
international design awards



## Granular SEO

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Be seen.  
Be on top.  
Get Granular  
*Taking Search Engine Optimisation further.*



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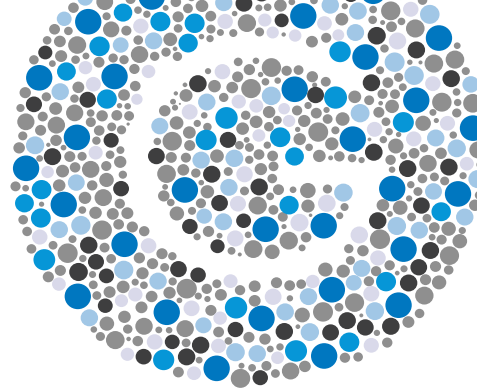
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## What is Search Engine Optimization or SEO?

Internet marketing is one of the most cost effective means of promoting your business. Customers who are searching the internet are already interested in your services - all you need to do is convince them of your worth. However you need to be seen in order to be considered.

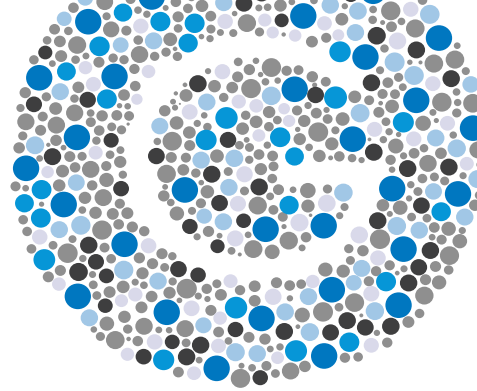
Many websites look good on the surface but actually present themselves poorly to the search engines. They have been created by web designers who have little understanding of the technical aspects of web construction. Often these sites sit dormant for years.

An attractive website and its **SEO** is an investment in your company. **SEO** makes your web site more visible and increases the volume

and quality of traffic it receives from search engines.

**SEO** analyses how search engines work and what users search for. **SEO** increases the visibility of your website by exposing search engines to the maximum number of keywords used in a search. This visibility is created in the general content (text that appears on the page) and in the less visible tagging and coding.

The earlier (*or higher*) a site appears in the search engine page, the more visitors it will naturally receive, and the more customers you will attract.



## Why do I need a well functioning web site and SEO?

More than 50% of the websites online are not indexed by the major search engines and therefore never appear in the search engine results. A web site may look good but function badly. This is because they have been poorly developed at their initial design stage (*often as image-heavy or Flash built sites*) with poor titles, no meta tags and insufficient text for search terms. Many also have basic technical and functionality problems.

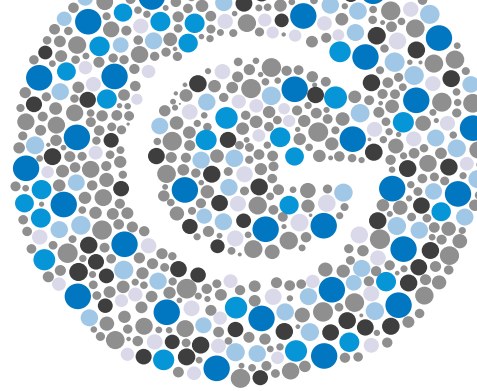
With 90% of all Internet users using a search engine to find information, your web site must not only be functional but also well positioned.

There is now great competition for web site ranking in “organic” search results, the search results produced by a search engine. Research has shown that 80% of users click on the

‘natural’ or ‘organic’ search engine listings, rather than the Pay Per Click advertising. Users also tend to trust the content of these “organic” results more than paid ads.

Ranking in a search engine is an essential part of your online marketing strategy. Studies have shown that most search engine users do not click past the first three pages of search results. Most users do not even click past the first page so getting onto this page is the ultimate aim.

Through judicious use of search terms, **SEO** can also attract more visitors who are already interested in your type or product or service. These types of visitors are more likely to convert to being a real customer.



## What is Granular SEO?

Granular Search Engine Optimisation is an extension of standard **SEO**. It was developed in 2003 by Fusedmedia's **SEO** specialists.

**Granular SEO** produces better results than standard **SEO**. It uses standard **SEO** as a starting point, but goes further by modifying elements not normally considered.

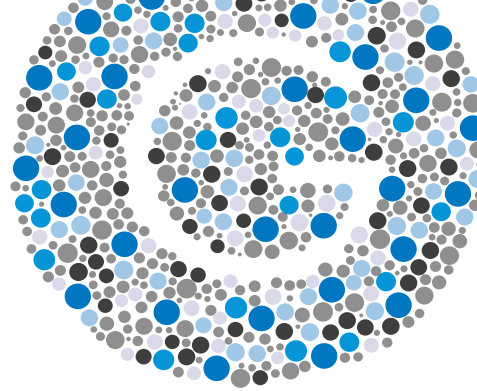
**Granular SEO** removes barriers to the indexing activities of search engines. The procedure also edits the content and associated coding of a web site that further increases the number of search terms (*keywords*). It is a microanalysis of web site structure and nomenclature where the underlying categories of code are assigned names that are recognised by search engines.

Due to its development costs, **Granular SEO** was previously only affordable to larger clients, however now development costs have been covered, Fusedmedia is able to offer this product at a price that is attractive to smaller clients.

**Granular SEO** is essential for companies and services who currently have an online presence and want to get a better return on their website's development costs.

FM

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## Common Questions?

Will this move my website up the search results?

Will this process result in more qualified visitors to my website?

Will this process require some effort on my part?

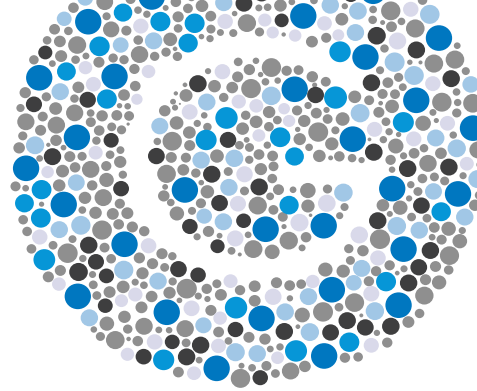
Will the content on my website need to be adjusted to get better qualified links?

Is this an ongoing process as Google and "the web" changes everyday?

Should I look forward to results in the long term?

## Our Answers.

**YES.**



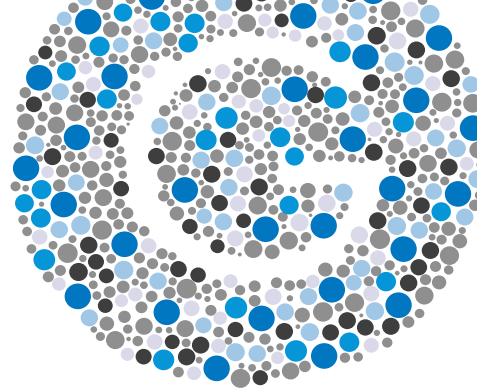
## Site Evaluation.

Fusedmedia's **SEO** experts will evaluate your web site and produce an initial report on vital information such as its popularity, style, content, functionality, ease of operation, intuitiveness, as well as its current **SEO** exposure and friendliness.

These reports will also reveal any bugs, non-performing areas, problems with coding and interactivity, and downloading, for all web browsers.

They will reveal your current position in search engines, compared to others in your industry.

If your industry is flooded with high ranking web sites, then Fusedmedia will advise you how to best use your resources. *(It may be that money is better spent elsewhere.)*



## Reporting.

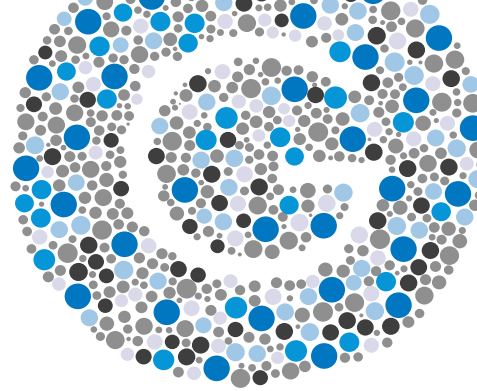
Once **SEO** work is underway, Fusedmedia provides monthly **SEO** reports for ongoing **SEO** clients. These reports show:

- Web site ranking i.e. where you are positioned on the various search engines.
- Overall web site traffic i.e. the number of hits (*page views and unique visitors*) your web site is receiving by hour, day, week, month, quarter and year.
- What are your most popular pages, most popular visitation patterns, and what is the most time spent on given pages.
- How your visitors are reaching your site i.e. what are the most popular search terms being used, how many times they are used, and how many come from other pages.

- What geographical area and time zone the searches come from- to identify local and genuine interest.

Fusedmedia's Reports keep you continually informed how your website (*and its keywords*) are performing compared to your old site and your competitors'. You will be able to see the exact interest in your web site and adjust your marketing accordingly.

You will also be able to judge the return you are getting from your investment in **Granular SEO**.



## Timeline.

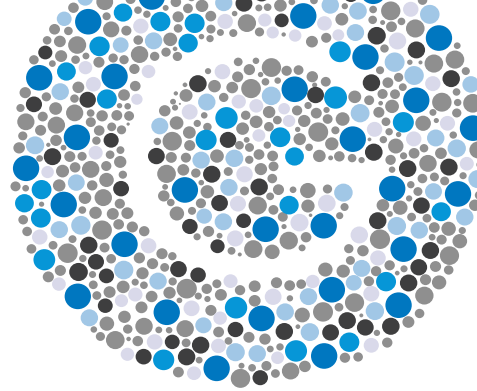
**Granular SEO** (like standard SEO) takes at least 3 months to achieve the required results. In some cases it may take longer. This is due to the way that search engines work.

Search engines need to become familiar with your new web site and its search terms, and to index the site (*search it, note the changes and update their database*).

The reports mentioned above allow us to review the changing functionality and ranking of your website and, if necessary, make changes to the strategy. You will continue to receive reports while you are on a monthly **SEO** plan. Search engines are also organic. They continually update their technology.

Fusedmedia's **SEO** experts continually watch for changes in search engine technology. They can see how your website reacts to these changes and make the necessary adjustments to your web pages or your campaign, so you do not lose rankings.

It's only through vigilant motoring and updating your web site that you will maximise your **SEO** investment.



## Search Engine Marketing (SEM)

**SEM** promotes websites and increases their visibility in search engine pages by using different types of paid links or advertisements.

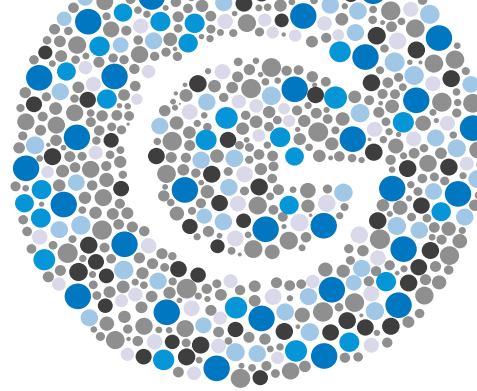
Paid Placements are “Sponsored Links” on web pages. They are usually at the top or right hand side of the page. The web site at the top is the one willing to pay the most.

Contextual Advertising uses automated systems that return different advertisements depending what is clicked on. They are often pop-up ads closely related to the user's interest.

With Pay per Click, advertisers pay their host web site only when their fixed ad is clicked on. They pay a fixed price per click but often bid on keyword phrases relevant to

their target market. Again, users are already interested in the advertiser.

While **SEO** should be used by all clients, **SEM** is only a consideration for some e.g. if a client needs to be on the search engine's front page within a few days and cost is less of a consideration. **SEM** should only be used in conjunction with a separate long term strategy.



## Fusedmedia Skill Set.

Fusedmedia has been in business 15 years producing websites, print media, email campaigns, corporate IDs and **SEO**.

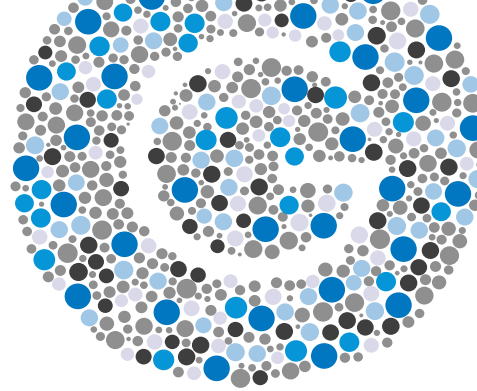
This is a very long time in our industry. Fusedmedia has had an on line presence since the internet first became an essential marketing tool.

It has won over 50 national and international design awards e.g. **Design Graphic Magazine, Adobe, The FWA, AGDA**, and many more, in fact just as many as the more high profile (and expensive) agencies. Fusedmedia has developed websites for a large range of clients;

from the small sole trader to large corporations. It knows how to tailor **SEO** to any size company and budget.

For more information about our work and our clients, please see our website.

[www.fusedmedia.com.au](http://www.fusedmedia.com.au)



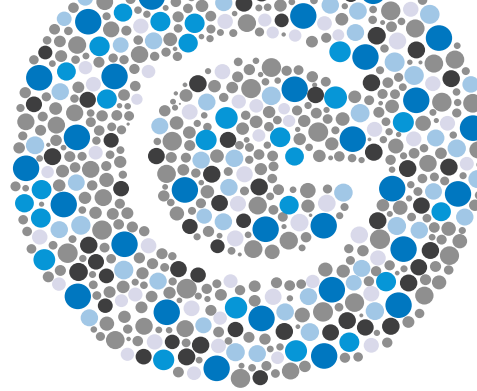
## Fusedmedia Mission.

Initially based on the surname of the founding director, Jared Fusedale, the name of Fusedmedia was coined to show how effective company promotion needs to embrace all facets of media and bring them together in an integrated approach.

This approach has held true since Fusedmedia's inception in 1995. All our successful clients understand the need for this comprehensive approach to promotion. This in turn has allowed us create highly effective campaigns in both content and design, which has contributed to us becoming an award-winning company.

While some clients prefer to be advised and presented with campaigns, others prefer a closer relationship where we work with them, developing strategies and campaigns together, as well as designing the actual campaigns.

Either way, Fusedmedia is a results driven company. Our reward is your success.



## Contact us.

For any further information or to ask for a quote, please use the details on the right to contact one of our **SEO** experts.

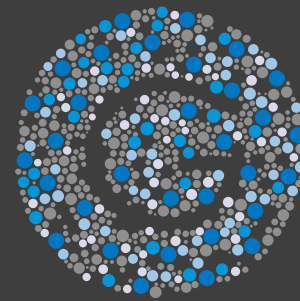
We look forward to hearing from you.

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