

BETTER SEARCH
BETTER PERFORMANCE

RESULTS-DRIVEN SEO



Google Partner



ninetyblack
THE DESIGN • WEB • MARKETING COMPANY

GETTING STARTED



Our SEO service is designed to drive your business forward, no matter the size of your business or website.

With a results-first approach, we work with you to determine your goals and use them as our measurement of success. Our monthly time budget is then focused on achieving specific targets.

1

We start with an in-depth analysis of your website to get a complete picture of where you are now and where you want to go.

2

We'll form a strategy that can be rolled out in manageable stages and determine the best retainer package for your business and website size and goals.

Our packages are not limited by what gets done, just how much time we can spend. Depending on your unique strategy and needs, every month we will determine what the crucial tasks are for that month and action them. We could be working on any of the following improvements and strategies.

→ LINK BUILDING

Did you know that the quality of links coming into your website is just as important as the quality of your own website? Your search rankings can be hurt by poor authority domains linking to you and helped by trusted, high authority sites. Our strategies will help you attract more of the second type, while blocking out the first.

→ LOCAL SEO

Don't forget about your locals! With our localized SEO expertise, we'll ensure that your business shines brightly in local search results. By optimizing your website, location schema markup, business listings, and content for location-specific keywords, we'll attract potential customers searching for the best experiences in your area.

→ CONTENT STRATEGY & WRITING

Don't have the time or confidence to write your own blog posts or web pages? Our copywriters are fully trained in crafting content that readers and search engines alike will love. We'll make sure to include the right keywords in well-written, engaging, and on-brand content for all kinds of digital placements.

"We're so happy with the SEO improvements that ninetyblack did for our website! They were able to increase our new users by 80% in the six months after the work was done, and our conversion rate increased from 0% to 1.6%. The website loads much faster, and we're now regularly the number one organic result on Google for "wardrobes taupo". We're so grateful for their help in growing our business's online visibility."

Jeff Page
Wardrobes by Design

→ TECHNICAL SEO

Don't get bogged down with the techie stuff - our SEO experts know how to speed up your site, structure pages, data and content properly, keep internal and external links or software working, and make sure everything is nice and secure.

→ MOBILE SEO

With the majority of shopping and brand research now done on mobile devices, we will ensure your site stays mobile-friendly and responsive. Not only is this critical for good user experience, but it's also a significant ranking factor for search engines like Google.

→ ECOMMERCE SEO

Ecommerce stores come with their own host of SEO challenges. We will ensure your online store has a simple to navigate, scalable structure, dealing with the complexities of dynamic inventory, mobile shopping experiences, keywords in product descriptions, user experience, sales funnels and conversion rate optimisation.

→ KEYWORD RESEARCH

You might have a good idea already what your customers are searching for, but we'll bet there are keywords you might not have considered. We'll undertake extensive keyword research, identifying all the phrases your potential customers might use and the best high traffic, low competition terms. This will help you rank higher for the relevant search terms that really work for your business.

→ UX/CONVERSION RATE OPTIMISATION

We understand that attracting visitors to your website is only half the battle. The ultimate goal is to convert those visitors into paying customers. Our conversion rate optimization strategies will fine-tune your website's design, layout, and calls-to-action to maximise conversions. We'll analyse user behaviour, run tests, and implement proven tactics to ensure that every click counts.

→ INTERNATIONAL SEO

Dreaming big? We've got you covered! Whether you're a New Zealand tourism business or a large ecommerce store, expanding your reach to international visitors is a sure-fire way to supercharge your business growth. Our international SEO strategies will position your business in front of the global audience, drawing in travellers from far and wide, and turning them into loyal customers.

HOW DO YOU KNOW IT'S WORKING?



As part of your package, we'll also send you a monthly report of all the important stats so you can see how everything is tracking against your goals. One thing to note with SEO is while it is a powerful way of increasing your online presence, it can take time for efforts to pay off. It will likely take at least a couple of months to start showing results, so don't panic if you don't notice much change in your first month report. However, this is a partnership - if you want us to work on any particular area, just let us know.

OUR PACKAGES

↗ REVEAL

Comprehensive SEO Audit & Improvement Implementation

We use industry leading tools from the likes of Google and Semrush to identify any issues lurking on your site, content opportunities you might be missing out on, and competitive research to understand your market presence.

STANDARD SITE: \$400.00*

COMPLEX SITE: \$1,200.00*

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↗ GROW

Fortify your website fundamentals and plan for affordable long-term growth

Why choose this package:

Climb back up the search engine rankings if you've slipped a bit. Maintain and grow your online presence and visibility at an affordable price.

Who's it good for:

Smaller businesses with simpler websites, owner-operators who don't have time or knowledge to manage their website themselves.

\$400.00* PER MONTH

↗ ACCELERATE

Amplify what you're doing to boost your digital presence

Why choose this package:

Take growth to the next level. With more time available than the Grow package, we can take on simple product management and additional content writing capabilities.

Who's it good for:

Medium size businesses, websites with a blog or extensive service offering, small ecommerce websites, businesses who've outgrown the Grow package.

\$700.00* PER MONTH

↗ DOMINATE

Be the market leader for your industry online

Why choose this package:

Ready to own your market position and dominate your digital landscape?

This package is for you. Our most comprehensive package gives you advanced analysis and high-octane strategy to skyrocket your website to the top – and keep it there.

Who's it good for:

Larger businesses, complex ecommerce websites, sites with a lot of regularly updated pages, membership areas, bookings or event platforms.

\$1000.00* PER MONTH

*Rates quoted exclude GST.