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2020 Impact is a provider of strategic graphic design, web design and marketing services. Our ethos is patience, persistence and perspiration make an unbeatable combination for success.

Our mission is to provide professional design and marketing services with high quality outcomes and positive results for clients. We believe your success will be synonymous with ours and ensure joint future prosperity.

LOCATIONS

65 Anning Avenue
Golden Beach, Q 4551
6 Cloghan Street
The Gap, Q 4061

Mar, 2009 - www.2020impact.com.au

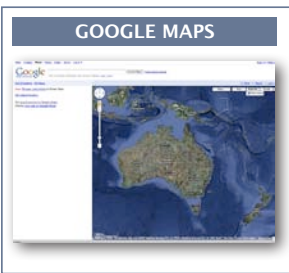


GOOGLE MAPS

Listing with Google Maps is free and essential for all businesses that have a website.

You get your location displayed in Satellite, Map and Combination views for customer ease.

Most importantly you add valuable weight to your organic (free) Internet listing when embedded into your website.



GOOGLE MAPS

EMAIL PROMOTIONS

Many companies use email promotions or newsletters to generate regular communications with customers & stay top-of-mind.

They are also a great way to generate traffic on your website as people often click through after reading the newsletter.

It's hard to beat the cost efficiency of regular email promotions.



VIRTUAL TOURS

WEBSITE OPTIMISATION / SEARCH ENGINE OPTIMISATION

Search engines like Google, Yahoo and MSN all operate within the guidelines set by the Internet industry body W3C (World Wide Web Consortium) of standards, www.w3.org. W3C's mission is: *To lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web.*

Website optimisation or search engine optimisation is basically ensuring your website is built to a standard that was established by W3C in order to operate efficiently with search engines.

As W3C put it, in order for the Web to reach its full potential, the most fundamental Web technologies must be compatible with one another and allow any hardware and software used to access the Web to work together. W3C refers to this goal as "Web interoperability" and have published over 110 web standards.

WEBSITE STANDARDS

Some fundamental basic standards for websites:

- HTML is the core world wide web language
- HTML page architecture platform
- HTML sitemaps of content and links
- XML sitemaps of content and links
- Relevant text-on-page content
- Meta text titles and descriptions (source code)
- Meta text keywords (source code)
- Bold content headings (H1, H2, H3, H4)
- Alt description tags attached to graphics
- Hyperlinks internal and external
- Search engine site submission
- Search engine site and link verification

WEBSITE TIPS

Some of the tips we recommend for websites:

- Do competitor research and analysis
- Have the basic standards correct first
- Ensure relevant text content and volume
- Ensure relevant links (internal and external)
- Ensure content includes popular search terms
- Ensure relevant meta details (source code)
- Ensure HTML and XML sitemaps
- Ensure alt 'graphic' tags are optimised
- Ensure at least 10 relevant outbound links
- Ensure at least 10 relevant inbound links
- Submit and verify site with search engines
- Include marketing packages or specials

SEARCH ENGINE MARKETING – OPTIMISER 1

You have invested in a website and you want to ensure visitors and Search Engines know about it.

SEO Service

Competitor analysis, review & update Meta details: title, description & keywords
Build HTML sitemap for your website (ensure easy visiting)
Verify your site with Google search engine
Build XML sitemap and submit to Google (ensures all links are indexed)
Help improve your organic (free) search engine listing and page rank
Silver package: 5 hr budget **\$ 600.00* + GST SAVE \$150.00**

*Additional submissions to other search engines, i.e. Yahoo or MSN etc. \$120.00 + GST each

SEARCH ENGINE MARKETING – OPTIMISER 2

You have invested in a website and you want to drive potential traffic and customers onto it.

SEO + SEM Service

Competitor analysis, review & update Meta details: title, description & keywords
Set-up Google Adwords campaign based on 20 keywords
Set-up Google Analytics and embed code into your website
Set-up 10 inbound directory links to your site
Supply weekly report on Google impressions and website links (4 reports)

Silver package: 5 hr budget **\$ 600.00* + GST SAVE \$150.00**

*Excludes Adwords monthly advertising costs \$50-\$100, keyword updates & additional reports

INTRODUCTORY SPECIALS

20% OFF first job rates

- Websites..... \$600.00*
- Site Optimisation \$600.00*
- Virtual Tours..... \$390.00*
- Email Newsletters..... \$180.00*
- Logos..... \$195.00*
- Top-plate Graphics.... \$195.00*
- DL Brochures..... \$700.00*
- Photography..... \$195.00*

* All prices + GST

Full details www.2020impact.com.au

INTERNET TIPS

- To develop marketing success you need to start with an online marketing plan that outlines your online activity.
- List your business with as many free Internet directories as possible, as least 10-20 free basic listings.
- Sponsor at least 1-2 major Internet directories with a premium listing.
- Sponsor at least 1-2 industry specific Internet directories with a premium listing.
- List with Government and Industry specific directories for increased search engine weighting.

WEBSITE MARKETING

- To build traffic on websites you need to understand the basics of search engine optimisation (SEO) and compliance, along with organic and sponsored searches.
- If you want to learn more, ask us to send you the Hitwise report on SEO marketing that explains the basics or you can search Google.
- At 2020 we build SEO compliant websites and provide organic and sponsored search engine strategies.
- Our service ensures your website is optimised with strategic content, links and keywords.



Dashboards - 'Top Websites and Search Engine Analysis'

The data samples featured are from the Hitwise Online Competitive Intelligence Service, which bases its daily insights on the online usage and search behaviour of 3 million Australian Internet users.

Leading Search Engines

The following report shows **search engines** for the industry 'All Categories', ranked by **Volume of Searches** for the **4 weeks** ending **28/02/2009**.

Rank	Search Engine	Searches
1.	www.google.com.au	74.52%
2.	www.google.com	15.67%
3.	www.live.com	4.23%
4.	au.search.yahoo.com	2.24%
5.	search.yahoo.com	1.22%

Top Websites (All Sites)

The following report shows **websites** for the industry 'All Categories', ranked by **Visits** for the **week** ending **28/02/2009**.

Rank	Website	Visits
1.	Google Australia	9.17%
2.	Facebook	4.27%
3.	ninemsn	2.67%
4.	Google	2.44%
5.	Windows Live Mail	2.23%
6.	eBay Australia	1.65%
7.	MySpace	1.44%
8.	YouTube	1.39%
9.	Yahoo!7	1.20%
10.	Gmail	0.92%
11.	Microsoft	0.86%
12.	Wikipedia	0.78%
13.	Yahoo!7 - Mail	0.72%
14.	Bureau of Meteorology	0.63%
15.	Google Australia Image Search	0.60%
16.	CBA NetBank	0.59%
17.	ninemsn News	0.53%
18.	Windows Live Search	0.48%
19.	Sydney Morning Herald	0.42%
20.	news.com.au	0.39%

Top Australian Websites

The following report shows **websites** for the industry 'All Categories', ranked by **Visits** for the **week** ending **28/02/2009**.

Rank	Website	Visits
1.	Google Australia	17.74%
2.	ninemsn	5.17%
3.	eBay Australia	3.18%
4.	MySpace	2.79%
5.	YouTube	2.69%
6.	Yahoo!7	2.32%
7.	Yahoo!7 - Mail	1.38%
8.	Bureau of Meteorology	1.21%
9.	Google Australia Image Search	1.15%
10.	CBA NetBank	1.14%
11.	ninemsn News	1.02%
12.	Windows Live Search	0.92%
13.	Sydney Morning Herald	0.81%
14.	news.com.au	0.76%
15.	Commonwealth Bank of Australia	0.66%
16.	Google Maps Australia	0.61%
17.	The Age	0.60%
18.	ANZ Australia and New Zealand	0.54%
19.	realestate.com.au	0.54%
20.	ABC Online	0.53%