

# What Makes us Different

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## Things You Need to Know

Before making any decision regarding other website proposals – please consider the value adding and ongoing support we offer your business as we are Digital Marketing specialists and we would like to collaborate with you for the long term. All of our websites include the following:

## Your website is Optimised for Search Engines.

This means we do a:

1. Keyword Research & Analysis
2. Search Engine Competition Research & Analysis
3. Google Analytics is included to track visitor tracking
4. Google Webmaster Console is included to assist in optimising for Google and troubleshooting
5. N.A.P. of your contact details are included (Name, Address and Phone vital for Local Search/Google Maps)
6. Keywords included on-site
7. Images Optimised for quick loading on mobile devices
8. Images Alt tags are added to your site (and keyworded) to get found in Google
9. Title meta tags are added to your site (and keyworded) to get found in Google
10. Description meta tags are added to your site (and keyworded) to get found in Google

We also offer ongoing off-site optimisation to get you up the ranking once your site goes live.

## Your website is Secured.

A website is hacked every few seconds and in most cases, you do not even know it. We are Website Security Specialists and secure your site including:

1. Changing the login URL
2. Changing the database prefix
3. Changing the admin ID number
4. Securing multiple files from outside access
5. Using non-standard usernames
6. Using high strength passwords
7. Removing the install files
8. Back and store offline your database
9. Backup and store offline your entire site files

We also offer ongoing [maintenance packages](#) to ensure your site stays secure and is online and doing business 24/7. Ongoing backups are also performed and stored offsite so you will always be safe.

DOLLAR VALUE: \$497

DOLLAR VALUE: \$197

# Quality Control Site Checklist

Before going live – your site goes through a 34-point Quality Control Checklist. This ensures your site is working to its optimum for now and into the future. In fact, our business is fully systemised so you can rest easy knowing you are in good hands.

## Our Hosting

If you have selected to choose a [VMA Hosting package](#) – this means your site is secure on our dedicated server right here in Australia and not on some overseas server with 10,000 other websites. When an overseas hosting company decides to do their maintenance in the middle of the night – you lose your site AND email in the daytime here.

Our server is optimised for Wordpress websites so you can be assured it will run at maximum efficiency and speed and you only share hosting with a few hundred small businesses, not tens of thousands.

Our servers backup your site nightly and are held for 14 days (for longer see our [maintenance packages](#) mentioned above)

## Email Marketing Integration

We include a signup form to capture visitors to your site. We can even arrange an e-book or other marketing strategy to entice visitor to provide their name and email address so you can further market to your database.

We even sign you up to our [FREE Email Marketing](#) platform to get you started. Imagine adding email automation and drip feed marketing to your database...

Our 1300 number will also get you to our technical support 7 days a week for urgent issues.

## Marketing your website.

Your website must be seen as one of the most powerful tools in your marketing arsenal and should include:

1. Visually Appealing Design
2. Easy to Navigate
3. Contain Great 'Call to Actions'
4. Contain a 'Click to Call' phone number
5. Professional Images
6. Responsive for Mobile Devices
7. Quick to Load in Google (plus other search engines)
8. Optimised for Search engines
9. Great Content (and the correct amount)
10. Include Social Media & Email Marketing Integration

## Training and Video Tutorials

All site owners are trained in their use once the site goes live. We also offer training in our email-marketing platform for the paid version or easy to use manual for the free version (also accessible for the paid version).

All websites have access to our 56+ Video Tutorials and manual so you are never far from help.

## Other Marketing Strategies Offered

No need to shop around for other marketing strategies and support as we offer you a One-Stop-Shop stable of Online Marketing including:

- SEO - Search Engine Optimisation (get found in Google)
- PPC – Pay per Click Marketing (AdWords)
- PFI – Pay for Inclusion Marketing
- SMM – Social Media Marketing
- Email Marketing Solutions
- Mobile Business App Development
- Consultation – Marketing Consultancy Service
- Copywriting Service

Plus we offer these services at very competitive prices so if you're interested please contact one of our consultants.

## Strength in Numbers

With VMA you can be assured you have a solid company behind you – from our sales consultants, Client Relations Manager, Customer Service, plus 2 teams each of:

- Web Developers
- SEO Specialists
- Marketing Specialists
- Copywriters
- Graphic Designers and
- App Developers

After more than 7 years in the business, we know how to look after our clients plus we have the team to take on any project.

## Ongoing Support

We also offer full support 7 days a week.

Our [Support Ticketing system](#) provides easy access to us so you can monitor the progress and reaction times.

DOLLAR VALUE: \$97

## In Conclusion

While we understand there are many great web designers both locally and around Australia – ask yourself these questions:

1. Do they offer Value for Money?
2. Do they offer website security?
3. Do they offer ongoing maintenance packages?
4. Do they know how to market my website & business?
5. Do they know how to truly optimise a website for search engines?
6. Do they know Local SEO?
7. Are they Digital Marketing Experts or just offer Web Design?
8. Do they offer a satisfaction guarantee?
9. Do they offer other marketing strategies?
10. Do they offer ongoing support?
  - i. Not only for your website BUT for all your digital marketing needs?

As we offer this and much more so please contact Visual Marketing Australia for more information or clarification on 1300 158 708 or email: [enquiries@visualmarketing.com.au](mailto:enquiries@visualmarketing.com.au)

**TOTAL DOLLAR VALUE INCLUDED: \$1188**

Please view our [Client Reviews here](#) and [Portfolio here](#).