

PACKAGES

Site:Promoter™ NAME LISTING

\$200# (ex GST) once off fee

At the very least your customer or clients need to find your site using your business name. Your site will then be optimised to ensure when your name is typed into Google™ Australia you appear on the first page.

Site:Promoter™ STANDARD

\$480# per year (ex GST) + \$60 setup fee

If your website does not appear in the first few pages of Search Engines listings you are missing potential customers and leads. The Standard package covers the basics that your website needs to get a good ranking.

Site:Promoter™ ADVANCED

\$880# per year (ex GST) + \$90 setup fee

Going beyond the basics, the Advanced package enables you to target a range of keywords. If customers are searching for your website or product range using multiple terms then your site needs to be optimised to cover them. We guarantee your site will be amongst the top 30 rankings in Google™.

Site:Promoter™ MASTER

\$1,370# per year (ex GST) + \$120 setup fee

If your business relies on internet traffic you need a more comprehensive search engine optimisation service. The Master package allows even more keyword combinations and guarantees a top 20 position in Google™ with more time spent on sourcing qualified links to your site. The bi-monthly reports will let you continually monitor your website ranking.

Site:Promoter™ EXTREME

\$3,600# per year (ex GST) + \$350 setup fee

The Extreme package represents a serious investment in your web business. Australians spend approximately \$50 billion online each year and use the web to locate products and services worth a lot more than that. To ensure your site is amongst the action we optimise your site for more than 10 keywords, spend 20 hours researching links and guarantee a top 10 position. This is the ultimate in search engine optimisation services.

Inclusions	Name Listing	Standard	Advanced	Master	Extreme
Cost	\$200	\$480	\$880	\$1,370	\$3,600
Setup fee (once off)	\$0	\$60	\$90	\$120	\$350
Keywords Targeted	1	2	5	10	10+
Pages Optimised	1	1	5	10	10+
Guaranteed Ranking Improvement	Yes	Yes	Yes	Yes	Yes
Guaranteed Return on Investment	Yes	Yes	Yes	Yes	Yes
Guaranteed Search Engine ranking*	Top 30	Top 30	Top 30	Top 20	Top 10
DMOZ Submission	Yes	Yes	Yes	Yes	Yes
Google™ Submission	Yes	Yes	Yes	Yes	Yes
Yahoo!™ Submission	Yes	Yes	Yes	Yes	Yes
AltaVista™ Submission	Yes	Yes	Yes	Yes	Yes
NineMSN™ Submission	Yes	Yes	Yes	Yes	Yes
Number of Ranking Reports per year	n/a	1	2	6	12
Number of Traffic Reports per year^	n/a	1	2	6	12
Time we'll spend finding links for your site	n/a	1 hour	2.5 hours	5 hours	20 hours

All prices exclude GST. Details of this document were correct at the time of printing and subject to change. Terms and Conditions Apply.

* Guaranteed to rank within the majority of search engines submitted to.

^ Traffic reports subject to availability

QUESTIONS

WHAT'S IN IT FOR ME?

Exposure. When people search for your type of business on the web and you're not placed on the first couple of pages, they simply won't find you. We will get you there. If you're already at, or near, the top of the search engines, we can get you even higher - or get you there for even more search terms.

WHAT TECHNIQUES CAN BE USED TO GET BETTER RESULTS?

CDAA is committed to providing clients an ethical search engine optimisation service that adheres to best-practice principles. We believe the best way to get good results is by creating websites that search engines are happy to promote and any optimisation work we do strictly adheres to the quality guidelines set out by;

Google™ (<http://www.Google.com/webmasters/guidelines.html>),
Yahoo! (<http://help.yahoo.com/help/us/ysearch/basics/basics-18.html>),
MSN (http://search.msn.com/docs/siteowner.aspx?t=SEARCH_WEBMASTER_REF_GuidelinesforOptimizingSite.htm)
Open Directory Project (<http://dmoz.org/guidelines/include.html>).

Many search engines provide members of the public with the opportunity to report websites that don't adhere to their guidelines. To ensure that our work is completely ethical, when we optimise a client's website we make certain there is nothing about the site that a competitor could unfavourably report to any search engine.

WHICH ENGINES DO YOU OPTIMISE FOR?

We optimise sites for search engine positioning in all search engines across the world, but we use Google™ as our 'bench mark' because it handles between 50-75% of the world's searches. Depending on which package you take on, we'll also hand submit websites to The Open Directory Project (<http://www.dmoz.org>), Go Guides, Gimpsey, Web Search (<http://www.websearch.com.au>) and Web Wombat (<http://www.webwombat.com.au>) (if applicable). We can also arrange listings in search 'engines' where you have to pay to be included, like MSN, AltaVista and the Looksmart network.

WHY DO WE FOCUS ON Google™?

Research shows that Google™ powers about 72% of all Australian web searches. Yahoo!™ powers about 13% and MSN powers about 11% - The remaining 4% is divided up among other search engines. MSN and NineMSN accept paid listings from advertisers so we cannot guarantee results in their searches. Yahoo's results tend to be very similar to Google's but they are currently in the process of change and we cannot guarantee what they will do next. CDAA clients tend to find that their websites achieve similar results in other search engines to what they do in Google™ in most cases.

HOW LONG DOES IT TAKE?

It usually takes between 6-8 weeks for search engines to visit your site and index it for listing. It can then take another month or two for your website to start moving up the list. There is currently no way to speed up this process, however our clients are assured we will do everything possible relative to the services provided to achieve the required results.

(If you are interested in taking out a paid listing in search engines in Australia or around the world which allow it, we can also organise this for you. In such cases the length of time before you appear will be set out by the search engine).

HOW MUCH DOES IT COST?

We offer a free of charge, no obligation analysis of your web site and quote based on your individual requirements. Our prices are competitive and can be tailored to suit your budget, and how many search terms you wish to target. Generally speaking, the more terms you want to be found with, the more resources we have to put in to get results.

GUARANTEE

We guarantee satisfaction with our work. We mean that if the service recipient could reasonably be expected to be dissatisfied with our positioning work (due to poor rankings) after six months from the date our optimisation is fully implemented and informs us that in writing, we will refund all money outlaid to CDAA for optimisation services. If the service recipient has not informed us in writing that they are dissatisfied with our services after six months the service recipient is not entitled to a refund, but CDAA may still choose to offer one. CDAA reserves the right to refuse a refund if we believe the service recipient could reasonably be satisfied with our services, based on the circumstances and/or rankings achieved.

Where we guarantee a particular position in a search engine we mean that we guarantee that the stated results will be achieved in Google™ (and Google™ powered search engines such as AOL, Netscape and CNN) for the terms agreed upon within 60 days from the date our changes are fully implemented. If we fail to do so for any particular keyword, the client will be entitled to a pro-rata refund for each month that particular keyword is not in Google's top 20. Refunds will only be offered to accounts paid in full by their due date.

With the acceptance of these services the client indemnifies CDAA against any cost or losses that may be incurred. Details of this document were correct at the time of printing (08/07) and subject to change. Terms and Conditions Apply.

DEFINITIONS

These definitions apply to all instances of the word(s) in this document

1. 'Search engine' means a search engine that delivers results to users based objectively on a ranking algorithm based on a database gathered by crawling/spidering the web (Such as Google™, Yahoo, AllTheWeb, AltaVista etc.)
2. 'Directory' means a website which lists sites by category. Results in a directory are usually edited by humans. We believe The Open Directory Project (www.dmoz.org) is the world's leading directory at this time (2004)
3. 'Submit' means we will suggest your URL for listing consideration via a search engine or directory's submission page. The search engine or directory is under no obligation to take our suggestion any further. CDAA does not use any automated submissions program or technology of any kind for the services listed in this document.

FURTHER INFORMATION

For more information please visit the CDAA website at www.cdaa.com.au or contact CDAA by phone 08 8365 6577 or email sales@cdaa.com.au

TERMS AND CONDITIONS

This CDAA search engine positioning agreement ("agreement") is between CDAA Pty Limited ("CDAA") and you the client(s) of CDAA ("client", "clients") to provide search engine positioning services. By commissioning any of CDAA's Site:Promoter™ services you are bound by this agreement and agree to the Terms and Conditions.

1. Billing and invoicing - CDAA will invoice the client generally within the first week of the client commissioning the service where applicable. Payment must be received in full by CDAA within 14 days before services may commence. Other terms may be extended solely at the discretion of CDAA.

Site:Promoter™ services are annually based and the client will be committed for the full annual period upon acceptance of the service. The client is able to cancel their service by providing 30 days notice in writing to CDAA, however no refund may be provided. All services will be automatically renewed by issue of an invoice by CDAA when due and it will be client responsibility to advise CDAA if renewal of their services is not required.

2. Termination - Either party may terminate this agreement at any time for any or no reason in such party's sole discretion. To terminate a service, the client must provide 30 days notice in writing to CDAA, however no refund may be provided.

3. General - If any provisions of this agreement are deemed invalid or unenforceable under applicable law, the remaining provisions will continue in full force and effect. CDAA's failure to enforce any provision of this agreement shall not constitute or be construed as a waiver of that provision or of the right to enforce it at a later time.

- a. This agreement shall be governed by the laws of the state of South Australia.
- b. This agreement contains the entire understanding between CDAA and the client for provision of search engine positioning services. This agreement supersedes and cancels any and all prior and contemporaneous oral and written understandings or agreements on this subject matter. Continued use of CDAA services constitutes continued acceptance of this agreement, including any and all modified terms.

4. The role of CDAA - Unless stated otherwise, CDAA's sole role in this agreement is the supplier of Site:Promoter™ search engine positioning services as outlined in CDAA's current list of Site:Promoter™ services, which are published in the relevant section at www.cdaahosing.com.au

5. Right to refuse clients - CDAA reserves the right to refuse services to any client or any re-seller for any, or no reason.

6. Waiver of implied warranties - CDAA provides services to clients on an "as is" basis. CDAA expressly disclaims any and all warranties, including the warranties of merchantability, fitness for a particular purpose and non-infringement.

7. Waiver of damages - CDAA assumes no liability for any loss, injury, claim, liability or damage of any kind including loss of business, lost profits, lost data, or failure of security resulting in any way from the clients' use of the Site:Promoter™ search engine positioning services, including without limitation any errors or omissions, any content, any delay or failure of performance, any change in the results pages or listings of any search engine or directory or the unavailability or interruption of service. Accordingly, CDAA shall not be liable for direct, indirect, special, incidental, consequential, punitive or exemplary damages of any kind whatsoever, whether or not foreseeable (including, without limitation, attorneys' fees) in any way due to, resulting from, or arising in connection with the Site:Promoter™ search engine positioning services or the failure of a party to perform its obligations, regardless of any party's negligence. Clients also agree to indemnify and hold harmless CDAA from any claims resulting from this agreement. Termination of this agreement shall be the clients sole and exclusive remedy for any and all damages or injury.

8. Changes to this agreement - CDAA will notify the client of any changes to this agreement in writing via email.