

Dejan SEO

Advanced Search Engine Optimisation Solutions

www.dejan.com.au



Standard Level Link Building

- Advanced Link Target Research, Discovery & Negotiation
- Competitor Backlink Acquisition
- Establishing Passive Link Building Tactics
- Link Consolidation and Non Anchor References
- Quality Directories
- Relevant Memberships
- High Value Donations
- News Publishing Sites
- Exploring Non-Competitive Industries
- Brand Leverage Tactics

Advanced Methods

- Link Bait
- Citing and References
- Viral Marketing
- Video Distribution
- Widgets
- Competitions
- High Quality Link Acquisition & Consolidation

Dejan SEO link building team employs a set of unique link acquisition tactics that secure high quality links in addition to mass link generation typically encountered with traditional link building companies. Our strategy has been tested and applied to numerous campaigns in the past with great success. Our tests indicate the need for the right balance of high quality links within the mix of regular link building. Low level backlinks will not perform alone within a desired period of time.

Summary: Quality links play an essential role in getting quick results in search engines.



Quality Backlinks

Quality backlinks are defined by the following criteria: Google PageRank 4 or higher, being in DMOZ or Yahoo! Directory, part of an .edu, org.au or asn.au domain or having an authoritative status through high relevance, traffic or backlink portfolio. Our link building team is highly efficient at securing links which means that you will generally receive a link for every \$100 or \$200 of the campaign budget.

For example: Campaign of \$8000 for example can secure 40 to 80 high quality permanent links.

The success rate increases each month with higher familiarity with products, services and linking opportunities. Our link building team learns and self-improves focusing on most efficient ways of securing quality links.

Long Tail

The increase in rankings will be steady and gradual and designed with long-term effects in mind. We expect a significant portion of traffic coming through a long tail phrase range (niche terms) prior to flow of traffic from some of the more competitive target search terms.

Maintenance

Dejan SEO will ensure that a constant flow of fresh backlinks is continuously added to the site in order to maintain high rankings. Any phrase refinement, campaign adjustments and ongoing on-site recommendations are covered and handled by our consultants. We feature a high level of transparency and provide 24/7 access to rankings and link building activities.

How we work with our clients

We welcome high level of engagement with the stakeholders at your company.

We pride ourselves on our ability to tightly integrate and work with stakeholders within your company. This includes being able to communicate with both technical and managerial staff on their terms, with no SEO jargon.

Our combined experience across all levels and structures of businesses, companies, organisations and institutions makes Dejan SEO the leader in professional Search Engine Optimization.

A strong focus on your brand and reputation.

We understand and realise the importance and power of your brand. We strive to always work within your branding guidelines and assist in further developing your brands presence online and in search engines.

This means a PR safe, no embarrassing emails or brand damaging activities.

We are used to working alongside programming teams and other third party agencies.

Dejan SEO can work with your technical staff to develop a solid onsite optimisation strategy, regardless of deployment methods, eg: Blog, HTML, PHP, ASP, cloud based.

Are you considering updating or creating a new online presence?

Utilising good SEO practices during the design cycle can dramatically increase the value of your final production.

Turn-key solutions which deliver results without heavy involvement of the stakeholders.

If you prefer to let us drive, be confident in the knowledge that we have worked with fortune 500 companies and multi national brands such as;



What our clients can expect from us.

Outstanding results and return on investment

We are consistently monitoring the results and performance of your campaign and in most instances we will notice changes before you.

Absolutely no black-hat and penalty safe practices

This means only high quality and relevant link building practices alongside innovative strategies that always observe search engine penalty guidelines.

Detailed on-site optimization strategy and discovery of unexplored opportunities

Our SEO campaign begins with a detailed on-site optimization report, which takes advantage of any existing assets and insure absolute crawl ability and recognition by the search engines.

Discover potential great links that you never thought you had...

With ongoing link consolidation, we can leverage existing linking opportunities from partnerships, sponsorships and social media.

No phrase limitation, long-tail friendly.

Variety of reporting options

24/7 access to rankings, ability to make executive summary reports and detailed data report.

Additional reporting can be provided for various stakeholders based on organisation needs. *Eg. A executive summary report versus a marketing manager's report.*

Diverse link targeting

Unlike other SEO companies, we never over saturate our resources with links, our link builders are trained to understand your business and broad industry terms, which allows them to negotiate links that are relevant and/or of high reputation.

Department and Staff Training (ongoing and on demand)

We can provide trainers or speakers to train and educate your team in best SEO practices and latest SEO trends. This may assist in the development of an in-house SEO.

No setup fees.

Scalable budget, prepaid service, no contracts

We don't charge any setup fees and work on a pre-paid basis which means you don't have to be locked in a fixed-term contract.

Frequently Asked Questions

What separates you from other SEO companies?



While other SEO companies work from templates and blindly go through masses of time-wasting activities that have no effect on the rankings. We're experts at discovering and targeting areas that will make the difference to your rankings and traffic – faster than anybody else.

What sort of monthly budget do I need?



Our most popular campaign level is \$900 for small to medium size business and \$8000 for large corporate SEO campaigns. We don't charge any setup fees and work on a pre-paid basis which means you don't have to be locked in a fixed-term contract.

How many phrases can I target?



We allow unlimited phrase targeting and can allocate a different portion of your SEO budget to each separate phrase. Our SEO campaigns are highly flexible and scalable which means that you can change phrases and budget on a month-to-month basis.

Do you offer any searching result position guarantees?



As a rule we do not make any SERP guarantees, but if this is important to you, we're more than happy to look at your situation and provide a custom performance guarantee arrangement.

Who will be in charge of my SEO?



At Dejan SEO we care about personalisation of service, this is why you will mostly hear from your own account manager who is directly responsible for your website's performance in search engines. Your project, depending on its size may involve up to ten people.

Our director, Dejan Petrovic is regularly involved with all SEO projects.

How long have you been doing SEO for?

Dejan has been consulting in the field of SEO since 2001.

Our consultants experience range from 5 – 10 years within the SEO and web development industry.

Which other services do you provide?

Our experienced team can go beyond simple SEO and link building to provide you with an on-demand elaborate internet marketing strategy for your brand and website - this may involve channels such as;

- Linkbait and Viral Marketing
- Online Branding Development
- Online Reputation Management
- Pay per Click Marketing (Buying & Selling)
- Social Media Marketing
- Web Design and Development
- Widget and Mobile Application Development

Even if your business already has these strategies in the pipe-line, our experts will be able to provide fresh in-insight and practical advice to contribute to your ROI.

What is your secret?

There are no secrets. We feature high level of transparency and share all our knowledge and ranking activities with simple and clean reporting accessible to all our clients on demand 24/7. Dejan SEO team employs a set of highly effective and innovative link building tactics that follow common sense and comply with the best SEO practices. We're selective and prefer to research our link opportunities before making contact. Good results are achieved with the right balance of creativity and hard work.

OK, maybe there is one secret to our success, our world famous Pizza and PageRank Fridays!



We are early adopters of exciting new technology and trends, our staff come to work because they are genuinely interested in their profession of choice.

Every Friday afternoon everybody gets together to share new technologies and ideas over slices of delicious pizza. Whether it be the latest hand-held gizmo, changes to Google algorithm or simply an idea for viral content.

About Dejan SEO

Dejan SEO was founded in Brisbane in 2001 as a division of Communication 1 to 1 Pty Ltd. Dejan's early focus was in consulting for other marketing companies. In 2008 the company starts offering services directly to public which later leads to creation of our main corporate body SEO Pty Ltd.



In 2009 Dejan SEO establishes international presence with two offices in Europe and a partnership deal in the United States.

That same year our head office moves into The Brisbane Technology Park from which we operate today. Our client base remains diverse and we continue to work in the corporate sector as well as for agencies and small business.

About Our Staff

With over 20 full-time and part-time staff, our diverse team is comprised of seasoned SEOs, link builders, account managers and web developers. We choose to work with only the cream of the crop within the internet marketing and web development industry.

Our company is made stronger by the many multi-culture influences and traditions, which allows us to communicate and work with clients from all over the globe whilst respecting and observing their traditions.