



SEO (SEARCH ENGINE OPTIMISATION)

SEO Methodology

DISCOVER

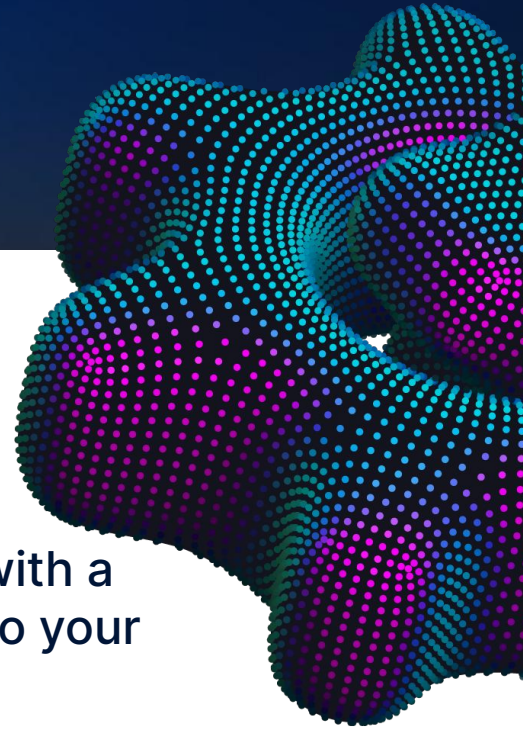


THE COG DIGITAL APPROACH TO SEO (SEARCH ENGINE OPTIMISATION)



This document will introduce you to COG Digital and SEO (Search Engine Optimisation), specifically how we go about taking brand and business to market, with a focus on connecting your audience on digital platforms to your product and service.

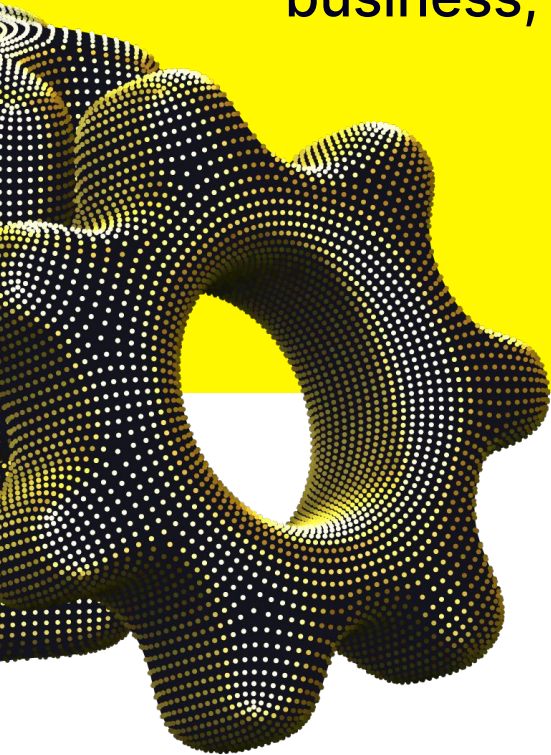
Our full service digital service suite has our team building websites and managing organic and paid marketing, thus Search Engine Optimisation is an obvious pillar to our Owned Media approach. We build domain equity and develop domain authority.





SO, ARE YOU READY TO DRIVE REVENUE AND BUILD BRAND?

The COG Digital focus is to financially grow your business, but also increase brand equity.



START!





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**

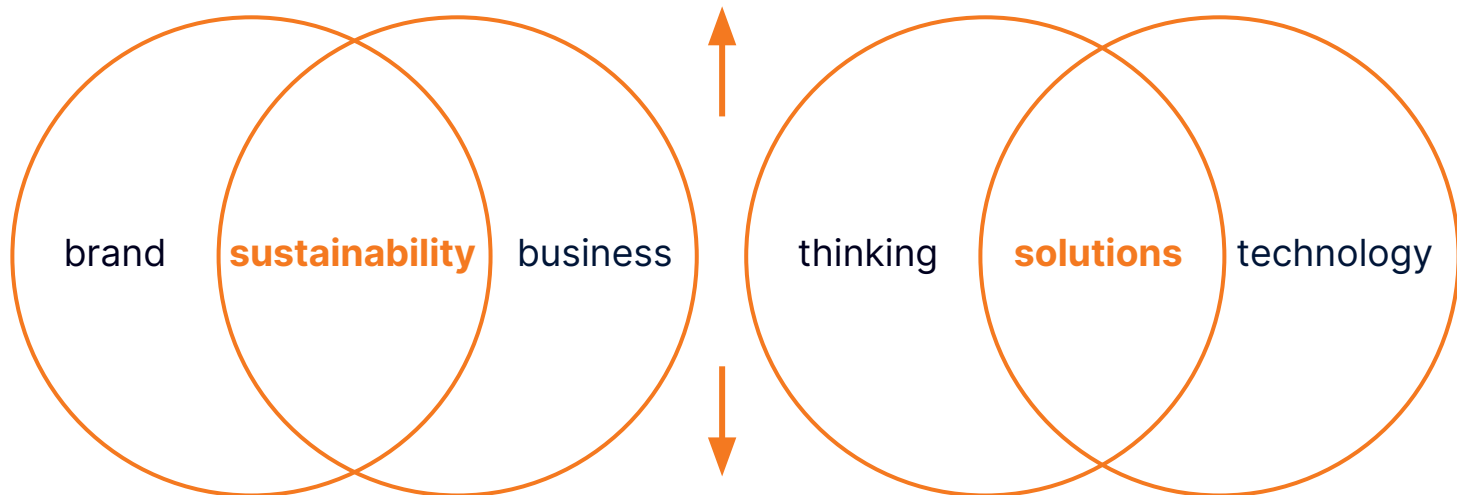




WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

We focus on clever thinking, innovative design and use smart technology to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**

THE COG DIGITAL SERVICE SUITE



These are our areas of expertise that when activated via an Owned Media Strategy, and managed month to month, collectively it will provide a sustainable approach to results-driven brand marketing for your business.





COG DIGITAL

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



OUR ABILITY TO GENERATE ROI

Our focus is to deliver value and bang-for-buck. Our approach to performance marketing is to maintain hyper-efficient for all campaigns. From \$100 to \$10,000, every click and impression is valuable.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



PRIVATE COMPANY

COG Digital is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



EXPERIENCE ACROSS EVERY INDUSTRY

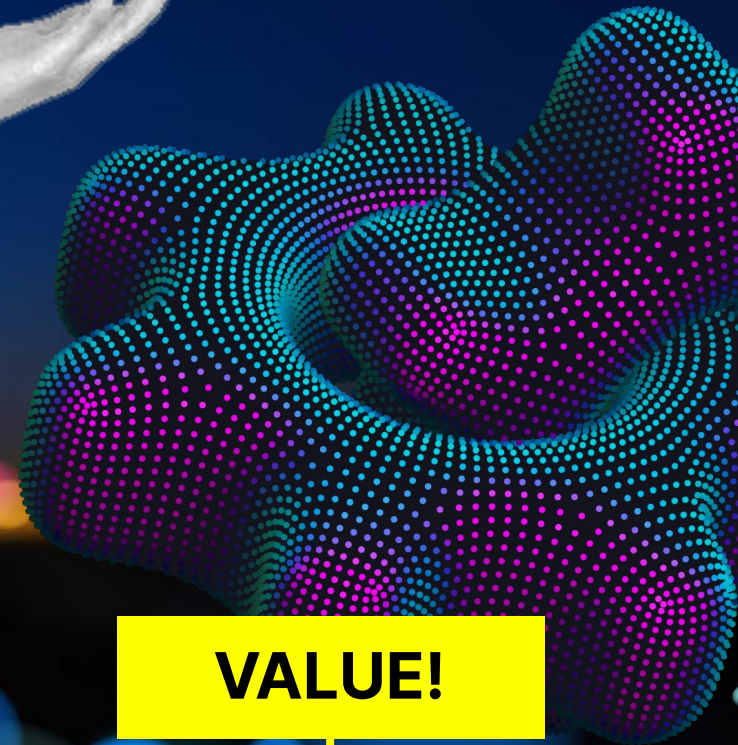
1000+ companies across every industry have trusted COG Digital to deliver, and the results speak for themselves.



READY TO SCALE

COG Digital has the inhouse team and professional team to meet the demands of any project size. We've got the firepower when it's needed.

WHAT IS A COG DIGITAL PARTNERSHIP?



VALUE!





CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our digital experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in [SEO](#), PPC, Remarketing, [LinkedIn](#), [Google](#), [Facebook](#), [Instagram](#) and [Email Marketing](#).

We also report the numbers with research and clear insights.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Digital, we deliver advanced and integrated solutions allowing us to partner with developers, digital producers and creatives with ease.



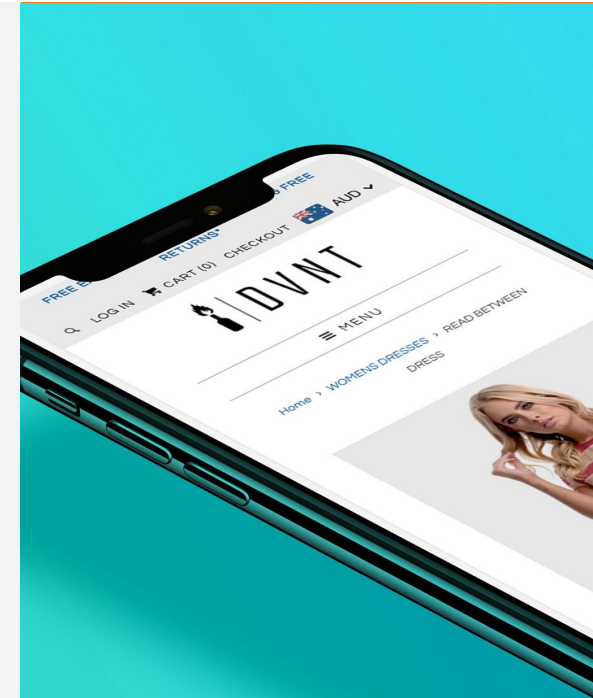
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Digital is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



TRANSPARENT ACCESS AND REPORTING.

We keep our clients on the same page, and deliver constant campaign updates. Plus, you have access to all accounts.



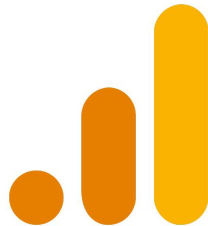


HOW COG DIGITAL CREATES RESULTS FOR EVERY CLIENT.



SEO

Search Engine Optimisation increasing the perceived value of your domain name through search engines such as Google. We build Domain Authority.



Data , Traffic, Analytics

Measure SEO and PPC traffic. Through data research we obtain insights, and via these we make accurate and astute decisions for our clients on what to do next online. Make educated decisions.



CLICKS THAT DELIVER

COG Digital understands you need a trusted professional partner to get your brands SERPs optimised and functioning to a premium.

COG Digital manages SEO (Search Engine Optimisation) across the primary website domain of your business or brand.

Our focus is to increase the perceived value of your domain name through search engines such as Google. This is domain authority, the more authority it has the better the website will score in SERP's.
(Search Engine Ranking Position)

SEO

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and as a consequence, search engines rank them better.

DOMAIN EQUITY

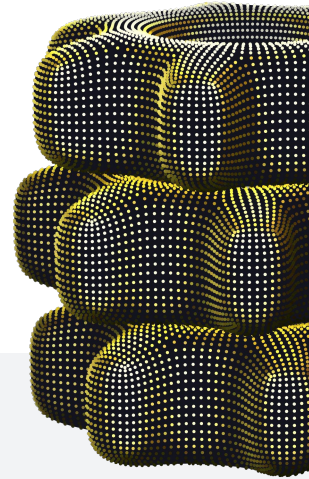
Domain Equity = (Content Marketing + Brand Recognition + Subject Matter Expertise + Social Signals + Link Building). One of the most important differentiating factors between this approach and the old, traditional approach to link-building is how you measure success.

DOMAIN AUTHORITY

Domain Authority (DA) is a metric that predicts how likely a domain is to appear in the SERPs compared to its competitors. DA is all about key performance indicators (KPIs) like referring website traffic, brand visibility, relevancy, and UX:



HOW SEO HELPS GROW YOUR BUSINESS



MAXIMISE YOUR REACH.

Google search is the first place customers go to research a service or business. With over a billion searches monthly in Australia alone, being top of the search results is vital to your reach.



DEMONSTRATE AUTHORITY.

Organic search leads ensure your business has a sustainable, long term source of business. With SEO, your business's sales pipelines will organically grow over time.



HEALTHIER SALES PIPELINES

Google loves websites that are highly relevant to users' searches and those that hold a high level of authority and popularity in their niche. Increasing your authority means Google and your customers will trust you more.



STAY PRESENT WHERE IT COUNTS.

Consumers are searching for products and services in more ways than ever. With SEO services from COG Digital, you'll increase your discoverability on mobile, desktop and map listings, ensuring more true leads.

CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like these case studies is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take digital marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

**BECOME A COG CLIENT TODAY.
ACHIEVE GROWTH AND SUCCESS
WITH A RELIABLE PARTNER.**



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