

**1Source** is here to make you stand out from the rest. Get ready for an effortless journey to more leads by leveraging data, technology and design.

## Did you know?



**1Source** prides itself on its advanced capability in providing organisations the best possible Search Engine Optimisation (SEO) results. Our SEO experts want you to have best online presence. Their #1 goal is to make you #1 in all search engines.

## What we do?



### Search Engine Optimisation - SEO

- » ON Page – SEO Audit, SEO Setup
- » Off Page – Link Building Services, Content (Content designed for users, Frequent & engaging, Content created from keyword & user research)
- » Local Search SEO (Business Listing – Google, Bing etc.,)



### Social Media Optimisation - SMO

- » LinkedIn
- » Facebook
- » Twitter



### Search Engine Marketing - SEM

- » Google Ads – Paid Campaign
- » Facebook Ads – Paid Campaign

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-  <https://twitter.com/1sourceptyltd>
-  <https://www.facebook.com/1sourceptyltd/>
-  <https://www.linkedin.com/company/1source-pty-ltd/>

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 [www.1source.global](http://www.1source.global)

## What makes 1Source Marketing BPO different?

- 1Source uses a hybrid onshore/offshore BPO model, providing you the best lines of communication possible
- 1Source has a track record of providing exceptional results to a wide array of clients over a diverse range of industries
- 1Source is home to the very best talent, and has subject matter experts who specialise in all aspects of marketing
- 1Source acts as a single source for all your marketing needs, and can provide you the very best end-to-end marketing solution
- 1Source is a very much tech-driven company, so you can rest assured your marketing strategy will be incorporating the best and latest tech tools.

## What our clients say? ”



1Source has been handling our marketing operations for many years now. It has been such a pleasure partnering up with them, as they are very easy to communicate with and are truly experts at what they do. The success we have achieved through them has been very rewarding while the savings we have made off them have been simply remarkable. Our only regret is that we didn't partner up with them sooner!



We reached out to 1Source for their content writing and social media services. We have really enjoyed working with them and have achieved great results through them – much better than we could have ever hoped for. Their staff are very talented, and we highly appreciate how they constantly strive to benefit us as much as possible through their expertise.



1Source have been just excellent, and I simply can't thank them enough. Their service has always been top-notch and we love how extensive their service is – they pretty much cover everything and anything related to Marketing; be it branding, content writing, SEO work or social media campaigns. We highly recommend 1Source and greatly look forward to continue working with them well into the future.



The level of service we have received thus far from Southern Cross Training has been exceptional. What makes them the ideal outsourcing partner is that they operate using a hybrid onshore/offshore model – having that presence in Australia whom we can communicate directly with in times of need has been a huge advantage for us.



Baymon has been working with 1source for 12 months and in that time they have demonstrated an unwavering desire and capability to deliver. In the early stages when faced with normal set up wrinkles, 1source showed diligence, significant levels of knowledge and very importantly, integrity. 1source were recommended to Baymon, I would wholeheartedly recommend them myself.

# SEO Packages: New Website

SERVICES	Bronze SEO	Silver SEO	Gold SEO	Platinum
Number Of Keywords	Upto 7	Upto12	Upto 20	Upto 40
Recommended SEO Time Period	6 Months	6 Months	6 Months	6 Months
<b>SEO On-Page Optimization</b>				
Keyword Analysis	Yes	Yes	Yes	Yes
Competitor Analysis	Yes	Yes	Yes	Yes
Unique, high-quality content	Yes	Yes	Yes	Yes
Optimizing Title Tag	7 Web Pages	15 Web Pages	25 Web Pages	80 Web Pages
Optimizing Meta Tag	7 Web Pages	15 Web Pages	25 Web Pages	80 Web Pages
Keyword Management (prominent placement)	Yes	Yes	Yes	Yes
Header tag Optimization	Yes	Yes	Yes	Yes
Anchor tag Optimization	Yes	Yes	Yes	Yes
Image Tag Optimization	Yes	Yes	Yes	Yes
SEO Friendly URL	Yes	Yes	Yes	Yes
W3C Validation	Yes	Yes	Yes	Yes
Sitemap Implementation and Analysis	Yes	Yes	Yes	Yes
Robot.txt/Meta robots tag - Implementation	Yes	Yes	Yes	Yes
Google Analytics/Google Search Console Setup	Yes	Yes	Yes	Yes
Bing Webmaster tool setup	Yes	Yes	Yes	Yes
Website Speed Analysis	Yes	Yes	Yes	Yes
Internal Web Page Linking	Yes	Yes	Yes	Yes
Periodic website inspections	Yes	Yes	Yes	Yes
<b>Technical SEO ON Page</b>				
Schema Markup	Yes	Yes	Yes	Yes
HTTPS - SSL setup	No	Yes	Yes	Yes
Boost Site Speed	Yes	Yes	Yes	Yes
Integrate social sharing buttons	No	Yes	Yes	Yes
Responsive mobile design	Yes	Yes	Yes	Yes
Image Optimization	Yes	Yes	Yes	Yes
<b>SEO Off-Page Optimization - Recurring work - Focusing On Quality, Not Quantity</b>				
Manual Directory Submission - Niche	5	10	10	15
Social Bookmarking	5	15	15	20
Manual Classified Ad Posting	1	2	2	3
Website Blog Update	No	2	3	4
Article/Press release/blogs - Submission	No	Yes	Yes	Yes
Forum Posting	No	No	Yes	Yes
Infographics	No	Yes	Yes	Yes
Video Optimization (Input from Client)	No	No	Yes	Yes
Business Directory sites	Yes	Yes	Yes	Yes
Document Sharing (slideshare, Issue)	Yes	Yes	Yes	Yes
Image bookmark and sharing	Yes	Yes	Yes	Yes
<b>Business Listing (Local SEO) - Setup and Recurring Work</b>				
Google My Business Listing	Yes	Yes	Yes	Yes
Bing Business Listing	Yes	Yes	Yes	Yes
<b>SMO Services - (Brand Awareness) Setup and Recurring Work</b>				
Facebook Page	No	Yes	Yes	Yes
Twitter	No	Yes	Yes	Yes
LinkedIn Company Page	Yes	Yes	Yes	Yes
Pinterest	Yes	Yes	Yes	Yes
Flickr	Yes	Yes	Yes	Yes
Instagram	Yes	Yes	Yes	Yes
Video Optimization				
YouTube	Yes	Yes	Yes	Yes
Tumblr	Yes	Yes	Yes	Yes
VimeoYes	Yes	Yes	Yes	Yes
Reports				
SEO Analysis Report	No	Yes	Yes	Yes
Monthly Work Report	Yes	Yes	Yes	Yes
Monthly Google Analytics Report	No	Yes	Yes	Yes
Customer Support	No	Yes	Yes	Yes
Telephone	No	Yes	Yes	Yes
Skype/ Gtalk	Yes	Yes	Yes	Yes
Email	Yes	Yes	Yes	Yes
<b>SEO packages Price per Month</b>	<b>AUD 600*</b>	<b>AUD 1000*</b>	<b>AUD 1200*</b>	<b>AUD 1950*</b>

\*Depending on the website verticals / client marketing goals, the quote for search engine optimization (SEO) will vary.

# SEO Packages: Existing Website\*\*

\*\* This packages included “SEO Packages: New Website” features + the below features will be applicable.

SERVICES	Bronze SEO	Silver SEO	Gold SEO	Platinum
<b>SEO Audit / Website Audit</b>				
Website Traffic Audit	Yes	Yes	Yes	Yes
Technical SEO Site Audit (Accessibility and Indexability)	Yes	Yes	Yes	Yes
Mobile Friendliness Test	Yes	Yes	Yes	Yes
Structure Data Test	Yes	Yes	Yes	Yes
Broken Links Test	Yes	Yes	Yes	Yes
Content Plagiarism checker	Yes	Yes	Yes	Yes
Thin Content Analysis	Yes	Yes	Yes	Yes
Duplicate Content Test	Yes	Yes	Yes	Yes
Website Structure Test	Yes	Yes	Yes	Yes
Redirects Test	Yes	Yes	Yes	Yes
Website Security Test	Yes	Yes	Yes	Yes
Page Load Time Audit	Yes	Yes	Yes	Yes
Coverage Issue Audit (404 error, soft 404, Blocked by robots.txt)	Yes	Yes	Yes	Yes
Google Penalty Test	Yes	Yes	Yes	Yes
Backlinks Audit	Yes	Yes	Yes	Yes
Negative SEO Practices(Keyword Stuffing, Cloaking, Doorway Pages, blog comment and more)	Yes	Yes	Yes	Yes
	<b>Free</b>	<b>Free</b>	<b>Free</b>	<b>Free</b>
<b>SEO packages Price per Month</b>	<b>AUD 650*</b>	<b>AUD 1100*</b>	<b>AUD 1300*</b>	<b>AUD 2150*</b>

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