182.75.35.84/nester/.   
Hello I need all of these edits done TODAY. This website needs to be ready to launch TOMORROW. We have a launch party.   
  
Edits to each page   
  
Contact  
Ok-   
1) make sure “send” links to [verve@vervegroup.com.au](mailto:verve@vervegroup.com.au)   
2) Remove purple header in background   
  
Portfolio   
1) Add images   
2) make sure they are aligned   
3) send social media snapshot - Facebook and twitter   
4) send happy client shot - include blog from kylie   
  
Headings under filter by- All, Branding, Websites, Social Media, SEO  
  
BLOG   
1) upload 3x blog posts (Kate to write)   
2) Add categories at back end: website tips, digital marketing, SEO, social media, news   
  
TEAM   
1) Make photos 2/3 rds of the existing size   
2) Make all text align. Move beginning of Kate and Lauren text downto align with beginning of Martin text   
3) Change the first line under Kate to read; Kate is one of our consultants   
4) Make the words specialist areas bold for all 3 profiles   
5) Make the words Qualifications and accreditations in bold for all 3 profiles   
6) make DBE business consultant a dot point on Martin’s profiile  
7) Make Graphic design school, intensive foundations course a dot point on Lauren’s profile   
  
SERVICES  
1) Please change banner heading to read: Fall in love with the brand that matters most. Yours.   
2) Please remove: the camera store after kakadu tiny tots quote.   
3) Remove the small text underneath banner: We strive every day to deliver the best quality products and to please our clients. Your statisfaction is our duty, your success is our goal.  
4)  I will give you two more quotes   
5) Please link: contact us box to contact us page on website   
  
  
Core Products: 9these are to be displayed as it is laid out now, for example- where it says responsive designs, change to marketing strategy for example) I will tell you which icons to put there later.   
1) Marketing Strategy   
A holistic look at the marketing within your business including target audience, key products/services, social media presence, SEO, website architecture and appearance & branding. The outcome of this is to develop a detailed strategy to grow your business.    
  
We will address:  
- Geographic location and impact this has on client acquisition   
- Content for e-newsletter   
- Back end campaign management   
- Database, clients and prospects   
- Database system used (could get them onto Exsalerate)   
- Website, current structure is it visually appealing, on brand, content rich and is the site architecture laid out correctly  
- SWOT analysis   
- Unique selling proposition   
- Existing call to action   
- Brand evaluation   
- SEO audit   
  
2) Wordpress Website   
A website upgrade could be a recommendation that comes out of the strategic audit or a stand alone product. Suggested add on for this product is ongoing blog writing (1 per month) to maximise SEO   
  
3) Campaigns    
Product campaign  
Targeted campaign for one element of the business ie Asset Finance. Includes;  
Campaign design 1x email footer, 1x web banner (size to be predetermined)   
- 2x campaign messages   
- Client to fill out campaign brief with assistance of Verve Marketing team   
- Choice of creation of flyer or creation of email to be sent to their database   
- Verve marketing to offer assistance with printing quotes  
  
Rebranding   
- Take the client’s brand from existing logo and layout to newly designed with up to 6 concepts   
Paper newsletters   
- Sometimes not all clients are ready to be “digitalised.” This is where verve marketing will offer the service to design and write content for paper newsletters.   
  
Extras   
Blog writing $3050 for 12 months   
- It is recommended for SEO purposes that each client has a blog system build into their website. The benefit of this is that it provides active content for site uses and increases the chance of organic traffic to their site.   
  
Social media   
- Included is Google+, Twitter, Facebook & LinkedIn posts as outlined in the social media guide for 12 months.   
- Content is industry related and topical   
- Payment to be made monthly   
  
Rebrand   
- The client is provided with up to six concepts based on the brief they have filled out prior. The rebrand is aimed to strengthen their image within the marketplace whilst aligning with their brand messages. Up to 5 versions of the logo are provided in .jpg and .png files.  
  
SEO monthly audit   
- Monthly reporting of traffic to the site for keywords through Google. This tool is pertinent for firms wanting to monitor their increased page rankings on Google.   
  
Paper News   
- Have your newsletter designed and distributed and printed on paper. This will allow you to cater to your older clients and to display hard copies in the foyer of your firm.   
  
  
Packages   
Package 1 – EOFY Marketing Overhaul   
Prepare yourself for next financial year, increase the number of clients you have with a Professional Services EOFY Marketing Overhaul.   
  
Inclusions;   
- Strategic marketing audit   
- 3x campaigns   
- Social media posts (quantity outlined in social media guide)   
- E-news   
  
Possible promotion- First 5 customers to sign up- pay for 5 months and receive 6 months worth of work.   
• The aim of this package is to extend the package life at the end of the 6 months to either another 6 months or ideally, 12 months.   
  
Package 2- Extras Pack   
Prepare your business to be recognised within the marketplace, add a little bit extra.   
  
Inclusions;   
- Rebrand  
- Social Media   
- E-News or paper news (with new design for layout)   
- 1 x campaign per 6 months   
• The aim of this package is to extend the package life at the end of the 6 months to either another 6 months or ideally, 12 months.   
  
About   
  
1) please remove the 3 dot points there and add the below text instead  
  
Verve Marketing is a specialised, alternative solution to employing a Marketing Manager for your firm. We offer marketing agency expertise with targeted campaign development relevant to your demographic. The difference is our focus on the professional services industry. Our consultants have a combined number of 11 years working within the provision of marketing services for Accounting & Financial Services. This extensive knowledge has propelled our niche agency that delivers outstanding results in the following:  
  
- Rebranding   
- Website development   
- Social media strategy, with targeted Facebook campaign development. (management of twitter, Google+, facebook)  
- Blog copywriting    
- E-Newsletter creation and distribution   
- SEO Strategy   
- Strategic marketing audits  
  
Not sure where to start? Not a problem! There are many facets to marketing that you may not even know that your firm needs. How about starting with our strategic marketing audit, where you can find out where you sit now, gain advice on social media tools, have an e-newsletter created for you and get a feel for the kind of content that your clients would like to be receiving.   
  
At Verve Marketing, we not only advise, but we implement these tools.

Kate Size

11:22 am

Please include this image on our homepage for examples of our work

* [Screen Shot 2015-06-04 at 3.18.59 pm.png (972KB)](https://www.upwork.com/att/~~*H1FSMad8jDlJTXvC4lz0ZbjRSfB3vIb)

Kate Size

12:03 pm

Blog post 1) Business trends in 2015 (that is the title)   
  
  
Below highlights some business trends to guide business leaders towards success in 2015  
  
THE TRENDS  
  
1) Change readiness  
Most business have ‘ground hog’ years due to their adoption of a trial and error approach. typically, they miss the real reasons they only succeed 30% of the time.  
  
2) Individualised Marketing and Sales  
Marketing and sales campaigns have adapted rapidly in the past few years from broad target markets to an individualised focus on a specific person or business. To deliver this there is a need to capture more detail than ever on you individual customers through CRM systems.  
  
3) Commoditization  
If you are delivering a commodity service, your strategies for 2015 are either to improve the delivery efficiency to reduce costs (as technology has provided rapid price comparison abilities) OR improve and differentiate the service to move it away from being a commodity.  
  
4) Business Model Innovation  
New business model thinking and “buzz” words such as next-shoring, monetizing spare- capacity, fast-lining and ramification will trigger innovation to out-dated and under threat business models. How will you shape yours?  
  
5) Lean start-up thinking  
10 years ago it used to be annual planning days that were being used to re-set strategies for the year. Then it progresses to quarterly workshops and now with the fast pace of business there is a need to learn and adapt quicker than ever.  
  
SHAPING STRATEGIES  
  
2015 Top 7 Training Needs Analysis Insights. What will shape your strategies for 2015?  
  
1) Getting the business change ready  
in most businesses there are too many initiatives to action, too much new thinking, too many options and not enough people to implement them. Before implementing your next project, reflect on how to boost your change readiness to ensure a more successful outcome.  
  
Strategy: review the change success model, specifically focusing on reediness and use that to audit the business or yourself as to where you need to improve.  
  
2) Life-long learning boosting your capability  
Well known author, Stephen Covey coined the phrase “Sharpen the saw” in relation to the need for continuous improvement. many business leaders stop their professional development and quickly fall behind in their skills and insights on best-practice.  
  
Strategy- reflect on your plans for 2015 in regards to what did and didn’t work in 2014. With this in mind, what further skills do you need for greater success in 2015?  
  
3) Focus  
Clarity into a businesses vision and strategies is more important than ever in a busy, volatile business environment. It;s easy to be distracted by perceived urgent issues.  
Strategy: Kick start the year but getting yourself and your team doing a simple ‘stop doing list’ to look at what 20% of what you do, creates 80% of the benefit and therefore, what of the other 80% of tasks aren’t adding value that you need to stop doing.  
  
4) Star performer to Head Coach  
Business Leaders need to move from being the star performer to being the head coach in order to leverage their people more effectively. This will mean improving their coaching skills, communication ability and ability to delegate. Great leadership skills are critical in a volatile market.  
Strategy: Map out your team using a coaching matrix and determine your appropriate coaching approach to maximise their performance and your style in coaching them.  
  
5) Growth and profit  
Improving growth and profit are still the burning issues for most business leaders. The focus has shifted however from brand new strategies (to achieve growth/profit targets) to more  a focus on implementing the fundamentals to make growth and profit a reality in 2015.  
Strategy- simplify your growth and profit strategies and focus on building habits of effective implementation of strategies using project teams where applicable.  
  
6) Recruiting and retaining the right people in 2015  
The costs to a business of a poorly chosen new recruit staying the the business longer than expected or a high performer leaving are often much higher than expected. In 2015 there is a need to improve businesses recruitment processes through better profiling, more focus on values/attributes, clearer role descriptions and faster on-boarding to improve new recruits?  
Strategy- Implement a specific recruitment and retention plan for the business to ensure you maximise your investment on existing and future team members. Stay focused on training and developing your future leaders and high performers to continue to challenge/ develop them.  
  
7) Sales is shifting, have you?  
The old ways of increasing sales just by doing more “activity” will struggle to deliver on growth targets in 2015. Businesses and consumers buying habits have changed. They are more risk adverse and buying through committees. New approaches are required and a consistent methodology adopted across the team.  
Strategy: read the book, “The challenge sale” if you haven’t already, to understand new sales philosophies. set clear targets for 2015. Reflect on what needs to be adapted in your sales process, training and KPI’s to deliver the results. what KPI’s will you measure weekly and monthly to monitor success?

Kate Size

12:04 pm

Blog post 2) How to choose a reputable SEO company (that is the title of the post)   
  
The search engine optimisation industry has inherited somewhat of a bad name over the past several years. The SEO industry and online marketing services industry as a whole has huge market growth but little to no regulation and no real barriers to entry. We have seen the rise of many fly-by-night operators and companies using questionable sales tactics and practices to ride the revenue wave, but have also unfortunately seen many small to medium Australian businesses being burnt and a large influx of businesses feeling disillusioned by SEO. And rightfully so.  
This article is aimed to help educate Australian businesses in the market for an SEO provider on proper selection criteria, what to be wary of when speaking to SEO companies, common misconceptions and things to look for in good vendors.  
  
What to be wary of when assessing SEO Companies  
  
Guaranteed First Page Rankings  
This is a golden one that has been done to the death by the SEO industry and there are a few major flaws with this as a selling point.  
In their guidelines, Google actually discredit and discourage businesses from using vendors that guarantee a first page ranking. First page rankings alone are meaningless, and are a means to an end. For example, a vendor may guarantee they can get you 5 keywords on the first page in the first six months, but which keywords?  
  
For example:  
The keyword “Plumber Sydney” generates 1,600 searches a month  
The keyword “Best plumber in Sydney north shore” generates 0 searches a month  
Both are page one rankings, but which one will mean more for your business?  
The big trick here is that most of these vendors will not allow you to select the highly competitive keywords, or these keywords will not be the ones targeted in the guarantees, only the easy and more obscure terms that will generate less or sometimes zero traffic.  
  
Although long tail traffic can generate positive results, the basis of this guarantee is that most of these terms could be ranked for with a little input or effort and subsequently generate little traffic.  
Page one rankings do not necessarily equate to success:  
Rankings are inherently unstable and volatile. In competitive and even non-competitive environments rankings fluctuate even hourly. Rankings are typically measured once a month and not a good transparent metric for success. Your overall traffic could go up for keywords you are not even measuring but the ones you are measuring which generate no traffic are going down. Are you actually winning or losing?  
  
Cookie Cutter Keyword Packages  
Many SEO companies have specific ‘off the shelf’ keyword packages for different businesses with fixed amounts of links, keywords, articles and social bookmarks. If you hear or see any remnants of a fixed package run for the hills. You have to remember at the end of the day SEO is a marketing practice and NOT a technical practice. Good SEO companies are all about combining content, online PR and technical development work to meet strategic business goals. These goals will be different for every business, thus a one size fits all approach is bogus and usually an indicator of outsourced work.  
  
A good SEO company will offer:  
-Strong scoping and consultancy to understand your businesses goals, clients and market space  
-A tailored strategy that combines content, technical SEO work and online PR to get you in front of the desired customers  
-Industry based experience: What works in one industry may not work in another for SEO  
  
Many SEO vendors make tremendous claims of having a high quality network of websites and links that will help sky rocket their clients businesses into the ranking stratosphere in little to no time. Before we explain the fallacies in this structure it is important to understand the concept of linking and Google’s notorious Penguin 2.0 update.  
Here is a laymen’s explanation of links and the relation to Penguin 2.0:  
“Google wants to rank websites that are popular, popular websites are websites that are talked about by other websites with these other websites linking back to your site. For example Nike releases a new shoe, lots of fashion websites link back to Nike talking about said shoe, simple right? In the past before Penguin 2.0 Google predominantly looked at the volume of links you had, rather than the quality, now the converse is true, so it’s more about getting quality links through online PR rather than copious amounts of links from anywhere and everywhere.”  
  
SEO is about offline marketing in an online environment. Take the above example; if Nike were to release a new shoe and rather than just do orthodox press releases and advertising, were to build hundreds of sites linking back to their main website which attracted no traffic – would this make them popular? No. Google heavily penalised these networks after Penguin 2.0.  
  
How to Select the Right SEO Company  
Can they demonstrate success through long term traffic increases?  
Any old SEO company can claim page one rankings or huge influxes in traffic in short amounts of time, but what is important to look for is a vendor who can demonstrate safe long term growth for their clients. Google releases major updates every four to six months which can be game changing, wiping out SEO strategies that are not forward looking. Avoid vendors that can’t demonstrate forward thinking and an ability to deliver long term growth.  
  
What’s their Google Strategy?  
Most of the time vendors tend to take a reactive approach to SEO. This is a huge problem for many businesses especially if SEO and search is their main source of leads, as waiting until a Google update is released can penalise your sites and destroy your rankings and traffic. It can be detrimental for some businesses and is too late for most others.  
A good SEO vendor will most likely have:  
A staff member whose focus is on innovation and improvement of search tactics  
Best practice rules based on the last major updates. Don’t’ be afraid to ask the vendor what changes they have made since the last update to make sure their customer’s investment is safe.  
  
Conclusion  
There are a lot of fallacies in the SEO industry, so be wary of these when you are in the market for a vendor. Educating yourself on SEO is the best defence against getting ripped off and making a bad monetary decision that will take 6-12 months to realise. Don’t be afraid to hold your vendor accountable and ask the right questions, education on SEO is the backbone of being able to identify the tricks in the industry. This will arm you with the right knowledge to ask the right questions to get the right answers.

Kate Size

12:15 pm

Please upload THESE IMAGES to be the bottom three images on the home page-   
  
This is under "our work" section

Kate Size

12:17 pm

PLEASE  make sure that the first images with the animals you can see the words- expect the unexpected d

* [Screen Shot 2015-06-03 at 12.03.13 pm.png (1089KB)](https://www.upwork.com/att/~~*H1FSMad8jD02GhrNPUCSJbjRSfB3vIb)
* [Screen Shot 2015-06-04 at 3.18.59 pm.png (972KB)](https://www.upwork.com/att/~~*H1FSMad8jARZ4zJPfia0JbjRSfB3vIb)
* [4-clever-concealment-modern-kitchen-design-renovation-copy.jpg (97KB)](https://www.upwork.com/att/~~*H1FSMad8jAIFNfmxqtakZbjRSfB3vIb)

Kate Size

12:43 pm

ADDITIONAL EDITS TO PAGES   
  
HOME  
1) Make the headings: web design, branding, social media and SEO  bigger   
  
  
  
PORTFOLIO   
1) under the heading portfolio (on the portfolio page) please add text that says:  
Below are three client case studies, click to see how marketing changed their business.   
Then only have space for 3 images but make them bigger.   
The first one is called  
a) Kakadu Tiny Tots   
b) Kangaroo Island Ocean Safari   
c) The Reno Guy    
  
This text needs to sit below the 3x images.   
The image with the seals and whales in Kangaroo Island Ocean Safari   
The image with the baby clothes in Kakadu Tiny Tots (please make this image the main picture of the baby that I sent you today)   
The image with the table is called The Reno Guy   
when you click on any of these images, the page needs to change to bring up the text. Here is an example.   
  
2) you will also need to add another sub-heading under portfolio, on the main menu that says: Case Studies