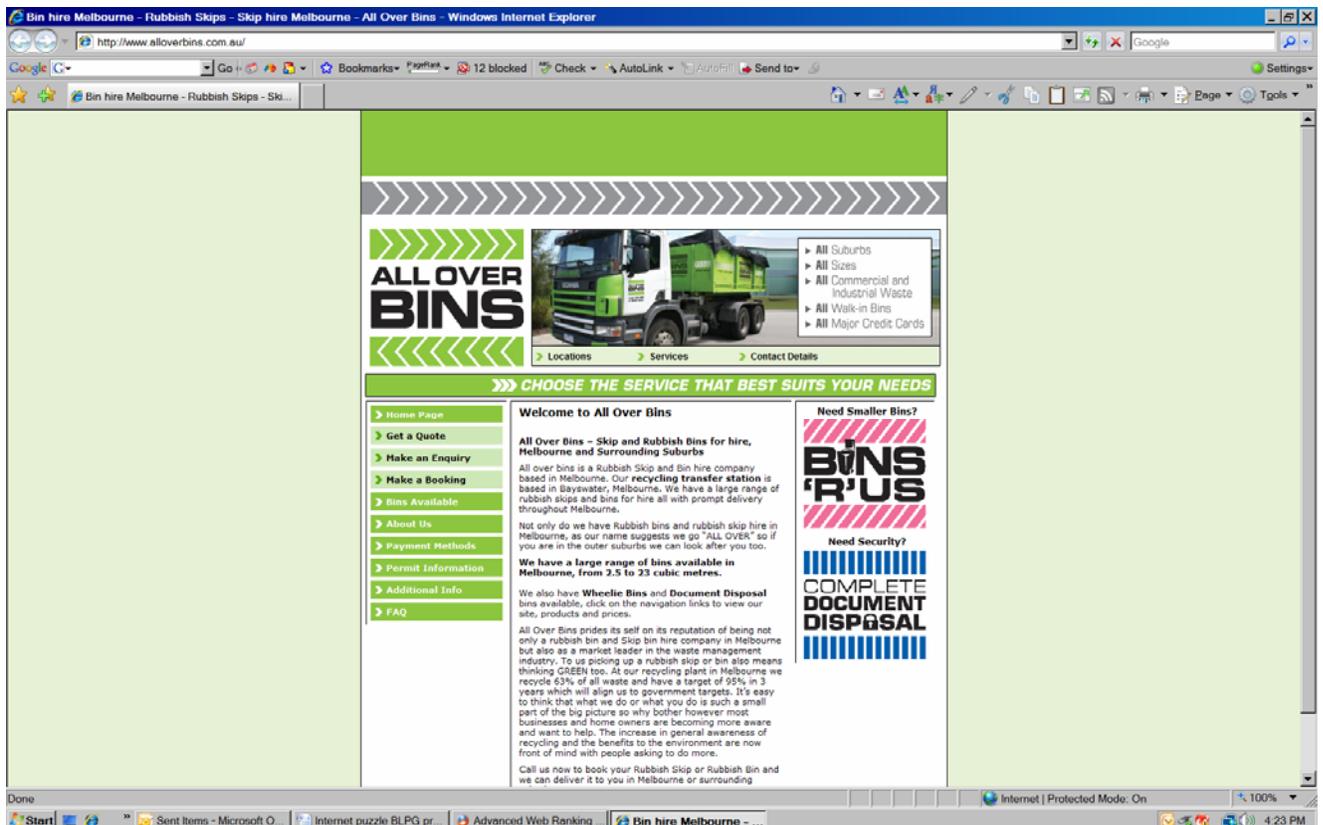


Internet Puzzle

Where are you?



Your business on the
First page of Google, MSN and Yahoo for
over 12 key search terms a total of 4.5million



Internet marketing is placing **your website** in front of
buyers who search phrases that make you money!

**All Over Bins case study
By Internet Puzzle.**

Internet Puzzle

Abn 22 114 292 036

Office 03: **9836 7137** Peter Gebert **0408 21 21 26** Belinda Laughton **0434 38 33 76**

www.internetpuzzle.com.au sales@internetpuzzle.com.au

The Internet can be a puzzle when it comes to marketing

Internet Puzzle

Where are you?



Google is the leader in Australia as a search engine with greater than 80% of people searching and using Google.

Today more people than ever are using the internet at work and home to search for everything from holidays and accommodation to cars and rubbish skips.

And it's growing!

The future is online, more and more people are searching for products and services which drive sales to your business.

Google also has retail usage, business to business usage and geographically is cost effective to cover wide areas such as Australia easily or narrow areas like Melbourne.

And all the figures are tractable so you know how it works

Google allows for Internet marketing but it is very insistent that it be done correctly. Google has a complicated guideline for its ranking and positioning and it is always changing. Many companies including BMW have misused Google and have been quarantined by Google for this misuse.

The proof is the delivery! You can check if an online agency has done it right by simply doing searches for that company on Google. Many don't get it right.

You need to match searches that your customer uses to the areas of business that make you money. If you are dominant in the wrong areas you get the wrong enquiries which waste your time.

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Case Study: All Over Bins

Background:

All over Bins is a leading skip bin hire business in Melbourne who is in an extremely competitive market. They service all Melbourne and surrounding suburbs.

Needs:

They need phone enquiries but also online bookings and need to be found in key search phrase that will generate business for them.

Approach:

A web site that appears on the first page of Google, Yahoo and MSN in several headings that customers are using. (93% of people don't go past the first page when searching)

Outcome:

To increase business turnover and market share.

Result:

The Web page was structured for key result in search phrases that were identified and online strategy put in place.

Internet Puzzle

Where are you?



Search Term	Position	Website	Count	Other
Skip hire (1,350,000)	1	www.bookabin.com.au	1	1
www.rentaskip.com.au	2	www.rentaskip.com.au	1	2
www.alloverbins.com.au	3	www.alloverbins.com.au	1	3
skip hire melbourne (117,000)	7	www.alloverbins.com.au	1	7
www.bookabin.com.au	8	www.bookabin.com.au	1	8
www.rentaskip.com.au	11	www.rentaskip.com.au	2	11
www.alloverbins.com.au/all-info.php	12	www.alloverbins.com.au/all-info.php	2	12
rubbish skips melbourne (6,420)	7	www.bookabin.com.au/skip-bins-3095.aspx	1	7
www.alloverbins.com.au	8	www.alloverbins.com.au	1	8
www.rentaskip.com.au	9	www.rentaskip.com.au	1	9
rubbish skip (425,000)	3	www.bookabin.com.au	1	3
www.rentaskip.com.au	8	www.rentaskip.com.au	1	8
www.alloverbins.com.au	10	www.alloverbins.com.au	1	10
rubbish skip melbourne (78,300)	7	www.alloverbins.com.au	1	7
www.bookabin.com.au/bin-hire-australia.aspx	11	www.bookabin.com.au/bin-hire-australia.aspx	2	11
www.rentaskip.com.au	12	www.rentaskip.com.au	2	12
rubbish skips (150,000)	6	www.rentaskip.com.au	1	6
www.alloverbins.com.au	10	www.alloverbins.com.au	1	10
www.bookabin.com.au	21	www.bookabin.com.au	3	21
bin hire (168,000)	1	www.bookabin.com.au	1	1
www.rentaskip.com.au	4	www.rentaskip.com.au	1	4
www.alloverbins.com.au	13	www.alloverbins.com.au	2	13
www.bookabin.com.au/bin-hire-australia.aspx	3	www.bookabin.com.au/bin-hire-australia.aspx	1	3
www.alloverbins.com.au	8	www.alloverbins.com.au	1	8
www.bookabin.com.au/skip-bins-3095.aspx	11	www.bookabin.com.au/skip-bins-3095.aspx	2	11
www.rentaskip.com.au	10	www.rentaskip.com.au	2	10
bin hire melbourne (40,500)	3	www.bookabin.com.au/bin-hire-australia.aspx	1	3
www.rentaskip.com.au	7	www.rentaskip.com.au	1	7
www.alloverbins.com.au	12	www.alloverbins.com.au	2	12
www.rentaskip.com.au	23	www.rentaskip.com.au	3	23
bins for hire (325,000)	4	www.rentaskip.com.au	1	4
www.bookabin.com.au	6	www.bookabin.com.au	1	6
www.alloverbins.com.au	7	www.alloverbins.com.au	1	7
bins for hire melbourne (24,800)	5	www.bookabin.com.au/bin-hire-australia.aspx	1	5
www.bookabin.com.au/bin-hire-australia.aspx	7	www.bookabin.com.au/bin-hire-australia.aspx	1	7
www.alloverbins.com.au	8	www.alloverbins.com.au/all-info.php	1	8
www.bookabin.com.au	16	www.bookabin.com.au	2	16
www.rentaskip.com.au	24	www.rentaskip.com.au	3	24

"We received around 220 email inquiries in December that is an encouraging sign. While we are not quite sure of how many we booked from those emails I think it shows we are exposed to a bit of traffic".

Gavin Eddy
All over Bins.

The key is to match the search terms to the phrases that are profitable to you. Then by achieving page 1 positioning you have created an effective internet marketing campaign.

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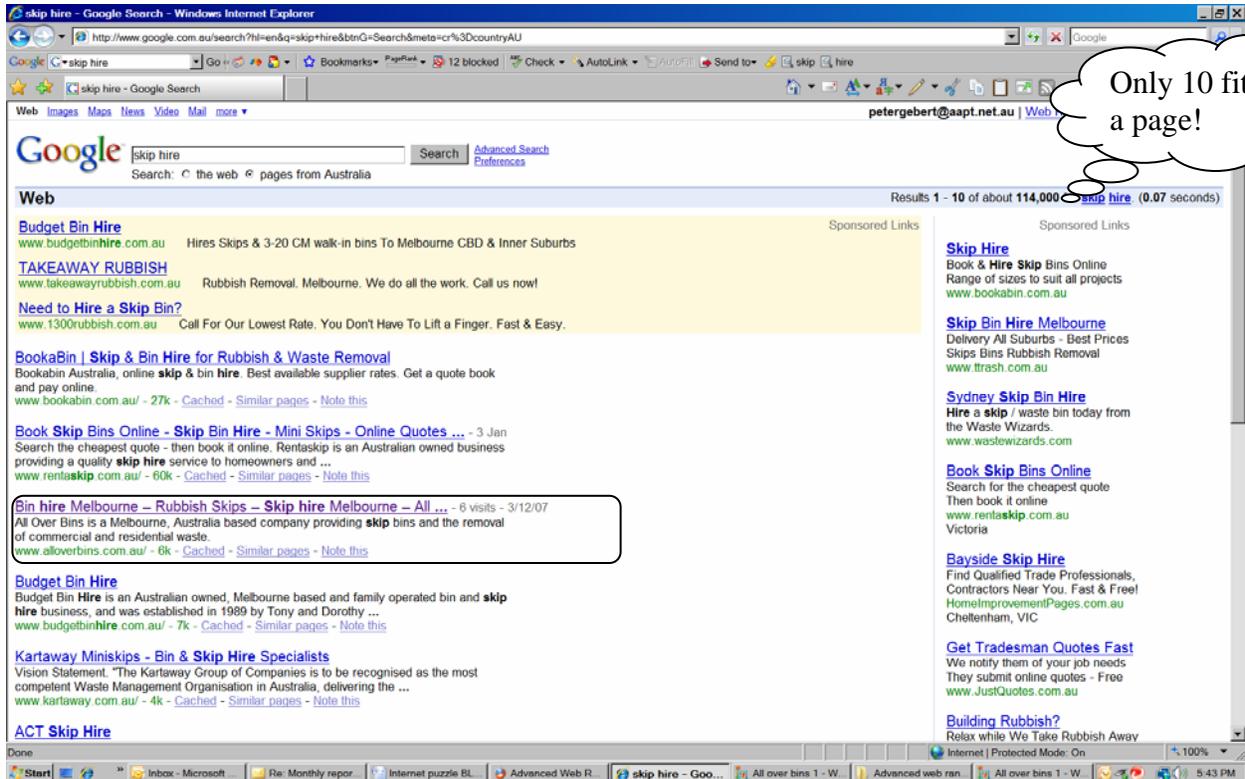
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Where are you?



Only 10 Organic searches fit to a page.

114,000 Websites with the same search term.

93% of people stay on the first page.

Once the customer finds your web page, the design and easy navigation make the user think “this site is easy to use” so they stay on site.

Don't do all the hard work to get a potential customer only to have them “click off” because your site is poor. We also can advise you of this.

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