



## Search Engine Optimisation

### Halo Communications Search Engine Optimisation (SEO)

Google, MSN Search and Yahoo count for the majority of internet searches done on the internet today. Ask yourself: 'How do clients find my company's website?'. Marketing your company and the service you have on the internet takes a multi faceted approach and constant research – we take the guess work out of promoting your website online.

#### What you need?

- **A Website** *(If you don't have one – we'll organise one for you)*
- **Hosted with Halo Communications – SEO Hosting** *(not the usual hosting, SEO hosting provides the platform to market your website)*

## FEATURES // BENEFITS

- **Get listed to the major search engines such as Google, MSN Search, Yahoo**
- **Monthly Reports** sent to you, access to our detailed reporting systems 24/7/365
- **Get listed in the major website directories such as Ananzi, DMOZ and other directories particular to your company's industry\***
- Our research in to search engine optimization is ongoing so that your website will be promoted with the latest strategy
- **Training on how to use Google's AdSense advertising to achieve the best return on investment on your advertising spend**
- In addition to optimizing your website we have a link building programme, blog optimization
- **Local search engine targeting – build up links and awareness in your local area**
- **Keyword Analysis – we find which keyword do client use to find your services.**
- **We help you develop a marketing strategy via Social Media eg Facebook, myspace etc**

## THE PROCESS

- **Keyword Research & Analysis.**
- **Analyze Competitors**
- **Develop Search Strategy**
- **Optimise Website Content**
- **Link Building**
- **Monitor, Report and Tweak**

## THE BUDGET

- **Halo Communciations Search Engine Optiomisation starts from as little as R 222 per month**
- **Link Building Programmes start from R 650 per quarter.**
- **Halo Communications SEO Hosting packages start from R 150 per month**
- **Website design packages starting from R 1899.00 incl VAT**
- **On site Training from as little as R 250 per hour.**

Affiliate/Salesperson:

Simple. Effective. Affordable.

# HOSTING APPLICATION

## Subscriber Details (Please write legibly)

Sign up in personal capacity  or Sign up company/business  (Select one only)

|  |     |             |     |
|--|-----|-------------|-----|
| Company Name/Trading Name                              |     |             |     |
| Company/CC Reg Number <sup>(a)</sup>                   |     | VAT Number  |     |
| <b>Installation Address &amp; Primary User Details</b> |     |             |     |
| Physical/Installation Address                          |     |             |     |
|  |     | Postal Code |     |
| Postal Address   |     |             |     |
|  |     | Postal Code |     |
| Telephone  | ( ) | Fax         | ( ) |
| Primary Contact First Name                             |     | Last Name   |     |
| ID Number  |     | Position    |     |
| Email Address <sup>(b)</sup>                           |     | Cell Number |     |

(a) PTY / CC registration number or ID number if sole proprietor.

(b) Email address to which you would like us to send general (non-billing) information about your subscription. This can be an existing active email address or a new email address to be obtained from Halocom.

## Billing Contact/Payment Details

|  |  |              |  |
|--|--|--------------|--|
| Account Number <sup>/Credit Card</sup> |  | Bank         |  |
| Branch / Expiry Date                   |  | Branch Code  |  |
| Billing Email Address <sup>(c)</sup>   |  | Account Type |  |
| Service Commencement (dd/mm/yyyy)      |  |              |  |

(c) An email address is mandatory for billing purposes, if you do not already have an email address kindly request that we provide you one.

## Select Your Payment Option

|           | Debit Order                               | E.F.T (Prepaid)                           | Credit Card<br>(Master Card/ VISA)        |
|-----------|---|---|---|
| Monthly   | <input type="checkbox"/>                  | N/A                                       | <input type="checkbox"/>                  |
| Quarterly | <input type="checkbox"/>                  | <input type="checkbox"/>                  | <input type="checkbox"/>                  |
| Annually  | <input type="checkbox"/> (One month free) | <input type="checkbox"/> (One month free) | <input type="checkbox"/> (One month free) |

## Authorization & Agreement

- By selecting the debit order option, I/we hereby request and authorise you to draw against my/our account with the abovementioned bank (or any other bank or branch to which I/we may transfer my/our account), any variable amount pertaining to this agreement. This being the amount(s) necessary for the payment due to you in respect of our purchases/contract/agreement.
- All such withdrawals from my/our bank account by you shall be treated as though they had been signed by me/us personally.
- I/we the undersigned; "instruct" and authorize your agent Netcash (Pty) Ltd, to draw against my/our account with the abovementioned bank the service fee amount(s) selected in the following pages. I/we understand that the withdrawals authorised here will be processed by BankServ and I/we also understand that details of each withdrawal will be printed on my/our bank statement.
- I/we agree to pay any bank charges relating to this debit order instruction. I/we agree that should the debit order be returned due to insufficient funds or another reason caused on my/our part; I/we will have to pay the outstanding amount manually along with an additional R 25.00 surcharge.
- I/we agree that any additional billing charges related to this contract may be debited from the above mentioned bank account. I/we understand that I/we may be charged additional interest based on the length of outstanding payment (whether debit order or E.F.T) and services may be suspended/terminated. Should legal action be taken against me/us, I/we agree to pay all legal fees incurred by me/ourselves. I/we also agree to pay all legal fees incurred by Halo Communications should the outcome be in favour of Halo Communications.
- This authority may be cancelled by means of giving you thirty (30) days notice in writing unless otherwise stipulated in writing, faxed to 031 564 6400, but I/we understand that I/we shall not be entitled to any refund of amounts, which you have withdrawn whilst this authority was in force if such amounts were legally owing to you.
- I/We acknowledge that we agree to the terms and conditions set out in this document and/or at <http://legal.halocom.co.za> from time to time.

I/we acknowledge that the party hereby authorized to effect the drawing(s) against my/our account.

Authorised Signature \_\_\_\_\_ on this day \_\_\_\_\_ of \_\_\_\_\_ 20\_\_

## Supporting Documents

(NB: Your application will not be processed until these documents are received along with all pages of this application form)

### Documents to Supply if Subscribing in Personal Capacity:

- Copy of Identity Document (or passport if foreign),
- Proof of banking details (processed cheque or bank statement)

### Documents to supply if Subscribing as a Company/Business:

- Copy of the Company Registration document
- Copies of all members' Identity Documents (or passports if foreign)
- Proof of banking details (processed cheque or bank statement)

## SEO Service Selection

Select your Search Engine Optimisation service and options below:

| Plan 1                        | Plan 2                                  |
|-------------------------------|---|
| Automated Submission          | Includes Plan 1                         |
| Access to Statistics 24/7/365 | Monthly Client Meeting/Call             |
| Statistics are sent monthly   | Update Website with latest content/Blog |
| Annual Review                 | 1 hr Link Building                      |
|                               | Annual & Quarterly Review               |

| SEO Service*                    | Subscription                             | Qty |
|---------------------------------|--|-----|
| <input type="checkbox"/> Plan 1 | R 222.00 per month<br>R 1000.00 annually |     |
| <input type="checkbox"/> Plan 2 | R 499.00 per month<br>R 1000.00 annually |     |

|                          | Additional Services    | Subscription                            | Qty |
|--------------------------|------------------------|---|-----|
| <input type="checkbox"/> | SEO Hosting Service*** | R 350.00 per month<br>R 150.00 annually |     |

Enter new domains to register / existing domains to transfer below:

| Domain (ie. business.co.za, or takeaway.com) | Transfer R150.00         | Register R150.00         | Park R25.00 per month    |
|--|--------------------------|--------------------------|--------------------------|
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Note:** 1) Domains are subject to R150 annual renewal fee.

2) Domains other than .com, .net .co.za are charged at R400 for transfer/registration. In addition, annual renewal fees may vary.

3) You will be charged R25.00 per month per additional add-on or parked domain that falls outside of the total allowable parked/add-on domains for the package selected.

4) \* Excludes website hosting fees

5) \*\*\* includes email accounts, 2.5 GB transfer, 500 Mbytes hosting space

# Email Addresses

**FREE Fax-to-Email**  
**Receive faxes in your email address through a dedicated 086 number!!!**

| Select your desired email addresses |  |           |  | Fax2-Email                    |
|-------------------------------------|--|-----------|--|-------------------------------|
| (1)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (2)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (3)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (4)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (5)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (6)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (7)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (8)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (9)                                 |  | Password: |  | <input type="checkbox"/> Free |
| (10)                                |  | Password: |  | <input type="checkbox"/> Free |
| (11)                                |  | Password: |  | <input type="checkbox"/> Free |
| (12)                                |  | Password: |  | <input type="checkbox"/> Free |
| (13)                                |  | Password: |  | <input type="checkbox"/> Free |
| (14)                                |  | Password: |  | <input type="checkbox"/> Free |
| (15)                                |  | Password: |  | <input type="checkbox"/> Free |
| (16)                                |  | Password: |  | <input type="checkbox"/> Free |
| (17)                                |  | Password: |  | <input type="checkbox"/> Free |
| (18)                                |  | Password: |  | <input type="checkbox"/> Free |
| (19)                                |  | Password: |  | <input type="checkbox"/> Free |
| (20)                                |  | Password: |  | <input type="checkbox"/> Free |
| (21)                                |  | Password: |  | <input type="checkbox"/> Free |
| (22)                                |  | Password: |  | <input type="checkbox"/> Free |
| (23)                                |  | Password: |  | <input type="checkbox"/> Free |
| (24)                                |  | Password: |  | <input type="checkbox"/> Free |
| (25)                                |  | Password: |  | <input type="checkbox"/> Free |

*Should you run out of space for additional emails, you may duplicate this page and submit with the application.*

