



# website essentials

**p:** 1300 932 661 **e:** hello@websiteessentials.com.au

**w:** websiteessentials.com.au

## ~ Menu ~

**All prices include GST but exclude Tips!**

Consultancy / Investigations / Advice .....	\$110 p/hour
Website Artwork Design .....	\$550
(includes licensed images and up to 3 revisions)	
Website Build .....	\$990
(per wordpress theme)	
Website Registrations .....	\$550
Website Tools – Google Account, Analytics, Webmaster Tools .....	\$550
Google Local Listing .....	\$550
Google Adwords Setup .....	\$550
(per account)	
Google & Yahoo Adwords Setup .....	\$750
Yahoo Setup .....	\$250
(existing Google Adwords Account)	
Yahoo Setup .....	\$550
(No Adwords)	
Google Adwords Management to 10% of monthly Spend .....	\$165
Initial SEO for new and moved sites .....	\$750
301 Redirects for moved sites .....	\$350
SEO for Small Business .....	\$330 p/month
Effective SEO .....	\$660 p/month
Growth SEO .....	\$ 990 p/month
Serious SEO .....	\$1600 p/month
Corporate SEO .....	POA
Monthly Link Building From .....	\$150
Basic Website Hosting.....	\$365
(Less than 5 Gig Monthly)	
Website Backup & Insurance .....	\$180
Advanced Australian Website Hosting .....	POA
(5 Gig & Up)	



# Chefs Recommendations

<http://www.linkedin.com/in/adwordsmarktull>

"Mark Tull - King of Search.

Mark is an absolute legend of Search, if you are looking to do business online you should be talking to Mark, what he doesn't know about search engine marketing isn't worth knowing.

Mark understands the online buyer and can offer valuable advise on conversion (lead generation and sales) which is what online business is all about. Ask him about converting your website from a library to a shop and you will know what I mean.

He is a professional and a great character and I would reccomend him to anyone looking for an advantage over their competitors in the ever changing online world."  
July 13, 2012

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**Bennett Gutkin**- Wholesale Account Manager, TPP Internet

Worked with Mark at Website Essentials TM

"Mark is great! My website that he built had barely been 'live' for long before I received my first online enquiry. Mark was also clever with his suggestions and advice on how to get my site higher in the google search page." July 5, 2012

Top qualities: Great Results, Expert, Creative

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**Fiona Bailey**

Hired Mark as a Graphic/Web Designer in 2011, and hired Mark more than once

"Mark knows his stuff, and will always help in any way he can. I have known Mark for probably 20+ years, and have always found him to be professional, knowledgable and will follow through on commitments." June 28, 2012

Top qualities: Personable, Good Value, High Integrity

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**Rick Jewson**

Hired Mark as a IT Consultant in 2000, and hired Mark more than once

"Tully is a seasoned professional in search marketing. His passion for the topic is rivalled only by his dedication to customer service. Mark delegates and trusts those around him, just don't get him started on landing page optimisation or analytics late in the day!" June 25, 2012

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**Ross Kenny**- Account Manager, Search Engine Advertising, TPP Internet

Reported to Mark at Website Essentials TM.

"I have worked with Mark over the last year with an array of clients. He always delivers online strategies that are custom to their needs and budgets. I found Mark to be at all times professional, client focused and enthusiastic. There are definitely no smoke and mirrors; only results!

I can always trust in the advice being delivered from brief to final output as he works through the process every step of the way with us and our clients to ensure complete satisfaction. Mark has become an integral part of our organisation and is a vital contact on all things relating to SEO and SEM for our clients.

Mark takes the time to explain the process and educate all of us on the quandary that is the SEO world. He is always willing to take the time to answer any questions I may have (and there are a few).

I would recommend Mark and his team at Website Essentials for all your online needs."  
June 25, 2012

Top qualities: Great Results, Expert, High Integrity

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**Dominique Cassidy**

Hired Mark as a SEO and SEM specialist in 2011, and hired Mark more than once.

"I have no hesitation to recommend Mark Tull as an extremely knowledgeable advocate of website marketing and design. He is a realist and understands his customers needs providing practical and effective strategies to get the best results. I have used Mark's services in the past and will do so again in the future, he is a gentleman to do business with and a community minded individual to respect."  
June 25, 2012

Top qualities: Personable, Expert, High Integrity

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**Clive Pickering**

Hired Mark as a IT Consultant in 2003, and hired Mark more than once.

"In my opinion Mark Tull has an amazing ability to see things through. I admire persistence. It is one of the essentials for business success. On the occasions that I have contracted Mark, it has been in a second opinion capacity. I value his thorough knowledge of SEM and would be very surprised if there was a Google Ad Words question he couldn't answer.:" June 21, 2012

Top qualities: Expert, Good Value, On Time

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**Peter Hill**

Hired Mark as a IT Consultant in 2010, and hired Mark more than once.

"Mark is a rare combination of infectious personality combined with tech savvy knowledge. If you are looking for someone who is going to give it to you straight, make the most of your campaign and get great results, don't look past Mark. He has many years experience in the business and is one of the most reliable consultants I have ever had the pleasure of working with." June 21, 2012

Top qualities: Personable, Expert, High Integrity

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**Lisa Baade**

Hired Mark as a IT Consultant in 2009, and hired Mark more than once.

"Mark is a true SEO guru who has helped our business gain results above and beyond the goals we were aiming for. Mark is very easy to work with and is a great communicator, I highly recommend him and his businesses services to any business or individual looking to improve their search engine rankings." June 21, 2012

Top qualities: Great Results, Expert, High Integrity

