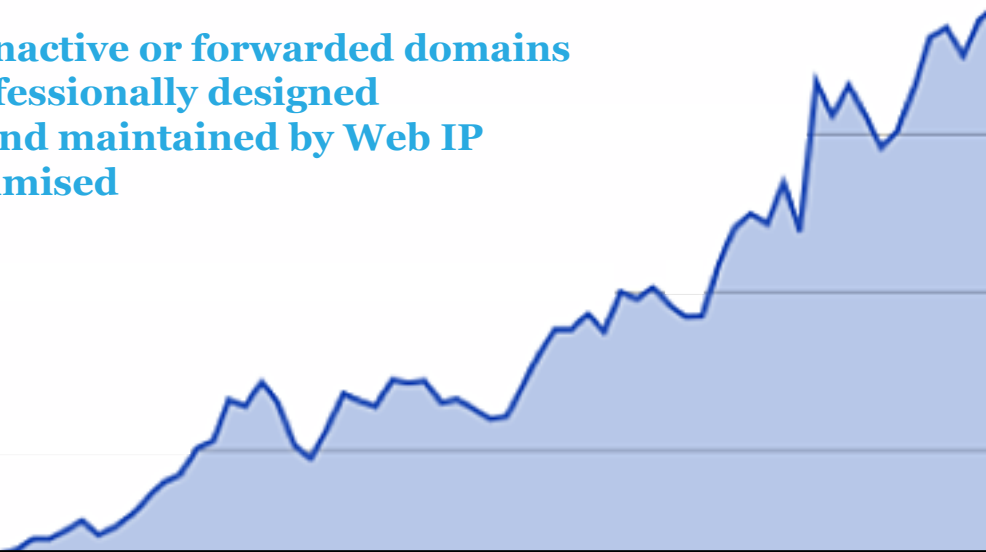


## DOMAIN OPTIMISATION SOLUTION



- **Micro websites for your inactive or forwarded domains**
- **Custom branded and professionally designed**
- **Fully developed, hosted and maintained by Web IP**
- **Highly search engine optimised**



## So...what is it?

TrafficSites are micro websites we host on your currently inactive or forwarded domain names.

Each TrafficSite is highly search engine optimised using white hat SEO strategies to enable the TrafficSite (or micro website) to rank highly on the key phrase contained within your domain. For example homeandland.com.au would be optimised for the key phrase 'Home and Land'. TrafficSites can contain your branding or vanilla branding.

TrafficSites are fully designed, built and hosted by Web IP. We even write the content for you. But you stay in control, as nothing goes live until it is approved by you.

## Why do I need it?

TrafficSites are a quick, easy and cost effective way to increase your web traffic. Trying to optimise a single corporate website for all your products and services can be difficult, so TrafficSite allows you to have a broad range of highly targeted micro-websites which are designed to rank high and drive traffic through to your primary website.

## DESIGN

Custom designed  
using your guidelines

**\$350 once off fee**

## CONTENT

SEO friendly content by  
Web IP

**Free**

## DEVELOP

Built using  
WordPress and  
Web IP technology

**\$120 per site, p.a**

## LAUNCH

Launched on Web  
IP's hosting

**Free**

## MEASURE

Google Analytics  
reporting

**Free**

AUD inc GST

## Why the search engine's love TrafficSites...

### Relevant Domains

By hosting your TrafficSite on a domain name containing a certain keyword, you will improve your chances of the site ranking for that keyword. For example 'doors.com.au' will rank better than the same site hosted on 'abcptyltd.com.au'.

### SEO Friendly

TrafficSites are designed in accordance with search engine preferences, e.g. descriptive page titles, clean html code, site maps and no duplicate content.

### Relevant Content

It is very challenging for businesses to be ranked well for their full range of products and services using only one website. TrafficSites allow us to design a site with the goal of getting top results for a unique product, product line or service.

### Creates Back-links to your Website

By having websites that contain relevant content linking back to your corporate website, we will help improve the ranking of your corporate website.