

***AUSTRALIA'S TRUSTED***

# GOOGLE SEO AGENCY

Google SEO that puts your business in front of ready-to-buy customers – not just more clicks.

- **AI-driven Google SEO**
- **Technical optimisation**
- **Strategic content & on-page**
- **Local & “near me” visibility**

**21WEBS**



***WE FOCUSES ON***

# **GOOGLE SEO THAT ACTUALLY MOVES THE NEEDLE**

**What “Modern Google SEO” Means for You**



**Less fluff, more ROI – everything is tied back to leads, sales or booked jobs.**



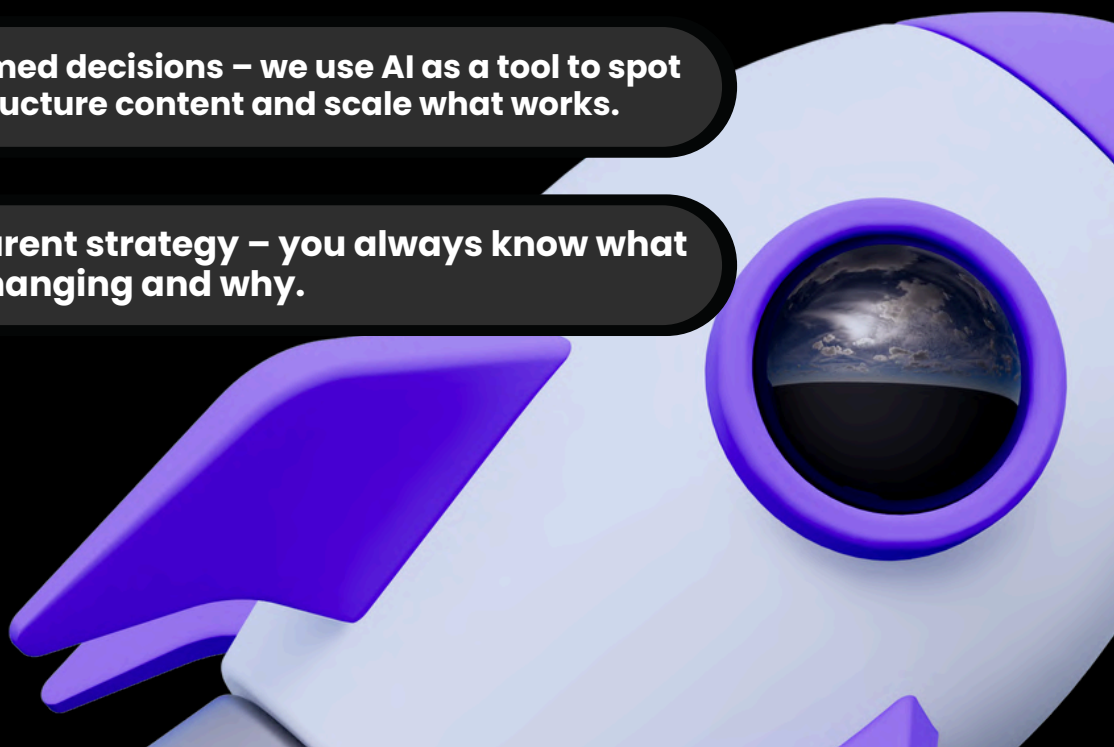
**Search intent first – we optimise around what buyers actually want, not random keywords.**



**AI-informed decisions – we use AI as a tool to spot gaps, structure content and scale what works.**



**Transparent strategy – you always know what we’re changing and why.**



# ***HOW GOOGLE SEO*** **PUTS YOUR BUSINESS** **IN FRONT OF** ***READY-TO-BUY*** ***CUSTOMERS***

Most of your best customers start on Google. The win is not “more traffic” – it’s being visible exactly when they’re ready to take action.

## **Where We Aims Your Visibility**

### **High-intent searches**

Google SEO is targeted at searches that show buying intent – “emergency plumber Melbourne”, “NDIS physio near me”, “roof replacement quote” – not just research terms.

### **Pages matched to buyer intent**

We align your services, suburbs, pricing cues and proof so each key page answers the questions real buyers have before they enquire.

### **Local & “near me” moments**

We optimise your site and Google Business Profile to show up in Maps and local packs when someone nearby is searching right now.

### **Better visitors, not just more**

By focusing on ready-to-buy keywords and locations, you attract qualified visitors who are already comparing options and closer to saying “yes”.

# STRUCTURING YOUR PAGES

## *FOR **GOOGLE** BUYERS*

Google doesn't just read your words – it reads how your pages are structured. We rebuild key pages so they make sense to both buyers and Google.

### **Buyer Journey Layout**

- Clear service headline and benefit
- Short explanation of who you help
- Proof (reviews, logos, case snippets)
- Pricing signals or how pricing works
- Strong, obvious call-to-action

### **Search-Friendly Language**

- Speak the way your customers search, not internal jargon.
- Use natural questions as subheadings (e.g. "How much does X cost?").
- Cover comparisons buyers actually make: "X vs Y", "Is X right for me?".

### **Stronger Technical Signals**

- Clean, descriptive URLs
- Logical heading structure (H1, H2, H3)
- Internal links that connect related topics
- Schema markup so Google understands your page type

***PROVING TO GOOGLE***

# **YOU'RE THE BEST RESULT TO SHOW**

Getting seen is one thing. Being chosen is another. Google wants to show sites it can trust – we help you build those signals in.

## **The Trust Signals We Build**

### **Real-World Proof**

Reviews, case studies, photos and real examples that show you deliver results – not just say you do.

### **Brand & Author Authority**

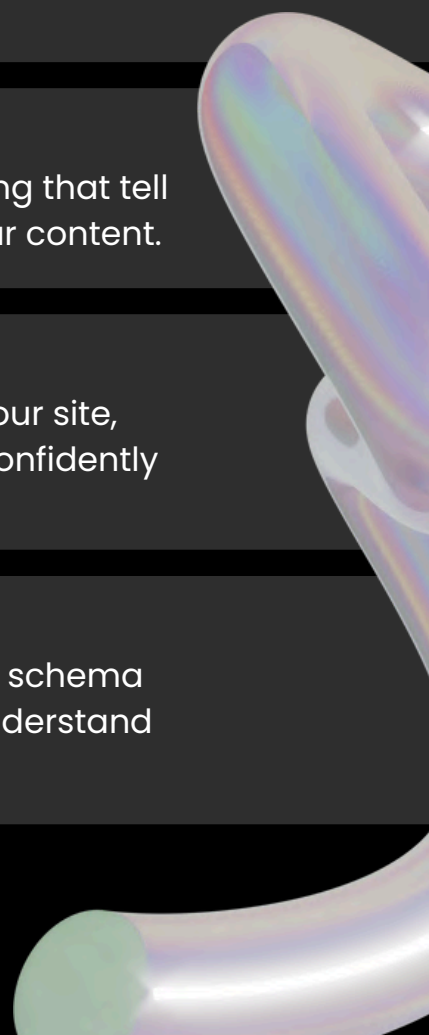
Clear “About” pages, expert bios and consistent branding that tell Google a real, accountable business stands behind your content.

### **Consistent Local Presence**

Matching NAP details (Name, Address, Phone) across your site, Google Business Profile and key directories so Google confidently knows who and where you are.

### **AI-Ready Structure**

FAQs, how-to sections and well-organised content with schema markup, making it easier for Google (and AI tools) to understand and cite you in answers.



# OUR GOOGLE SEO GAME PLAN *AT 21 WEBS*

No secret sauce, no black box. A clear, grown-up process that you can follow from day one.

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## Diagnose

- Audit your current rankings, content and technical health
- Identify money keywords and locations you should own
- Review competitors and where they're beating you

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## Rebuild

- Restructure key pages around buyer journeys
- Fix technical issues that hold rankings back
- Align Google Business Profile and local signals

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## Grow

- Create AI-friendly, useful content that builds topical authority
- Expand to new suburbs, services and "near me" searches
- Keep refining based on real data, not guesses

### What You Get From Us

- Clear monthly actions, not vague commentary
- Reporting in plain English – what changed, what moved, what's next
- Honest advice about what's realistic in your market and budget

# LET'S TALK ABOUT YOUR GOOGLE SEO

If you're tired of paying for "SEO" that only talks rankings and traffic, let's talk about enquiries, booked jobs and revenue instead.

## 21 Webs – Google SEO Agency

📍 Based in Australia, working with businesses nationwide

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**Book a free Google SEO review and see where you're leaving money on the table.**

