

FROM GOOGLE TO AI

*BE THE BUSINESS THAT
ACTUALLY GETS FOUND*



OLD SEO HOPES FOR CLICKS. ***MODERN SEO EARNS ATTENTION.***

People ask full questions, not just type two word keywords

They read AI answers before they see your website

They check Maps, socials and reviews before they trust you

If SEO is only about "ranking a few words", half your buyers never see you



WHAT MODERN SEO COVERS

SEO IS NOT ONE CHANNEL ANYMORE.

Google Search

- High intent keywords
- Technical health
- Helpful pages that answer real questions

AI and answer tools

- Content that is easy for AI to quote
- Clear structure and facts
- Signals that show you are a trusted source

Local and Maps

- Google Business Profile
- Reviews and photos
- Location signals that win "near me" searches

Social and directories

- Profiles that show real work and proof
- Niche listings that confirm you are legitimate

AI DOES NOT GUESS.

***IT READS THEN
CHOOSES.***

How SEO helps AI pick you

- **Internal links**
 - AI sees which topics you really own
- **Headings, bullets, short summaries**
 - AI gets ready-made snippets to quote
- **Schema and clean code**
 - AI know your services, locations and reviews
- **Deep coverage of key topics**
 - AI trusts you with detailed questions
- **Brand mentions on other sites**
 - AI recognises you as an authority, not just another site



OUR SEO SYSTEM FOR *MELBOURNE* *BUSINESSES*

Simple to follow. Heavy work behind the scenes.

1

Step 1: Find the real opportunity

- Services you want to sell
- Suburbs and regions that matter
- Competitors who already take those leads

2

Step 2: Make you the obvious choice

- Pages that explain your offer clearly
- Content that answers pre-sale questions
- Proof that reduces doubt

3

Step 3: Turn visibility into enquiries

- Fix weak pages that already get visits
- Build content around buying intent searches
- Keep tuning as search, AI and your business change

IF IT DOES NOT MOVE THESE, **WE FIX IT.**



90% plus client retention



300 plus Australian businesses helped



25,000 plus pages improved



**Up to 3 times growth in organic
enquiries for long term clients**



**Lower cost per lead when SEO works with
ads and socials**

We care more
about calls,
forms, and
bookings than
pretty graphs.



NO HYPE. JUST A CLEAR VIEW OF WHAT IS WORTH DOING.

What You Get in A Strategy Session

- Quick look at how visible you are across Google, Maps and AI
- Where you are quietly losing leads right now
- Three to five SEO moves with the highest upside for the next 6 to 12 months
- Real talk on budget, timing and what results are realistic
- A simple priority list you can act on with us or with your own team



BOOK A MARKETING STRATEGY SESSION WITH 21 WEBS.

Melbourne

Sales & Enquiries

- 1300 310 120
- 0466 999 063
- sales@21webs.com.au

Find us on Social Media

- Facebook · LinkedIn · Instagram · X

Darwin (Appointment required)

Let's Talk - 1300 310 120

Customer Support

- 0470 695 869
- info@21webs.com.au

