



Net Action Limited

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website <http://www.netaction.co.nz>

What we do

We make your life simpler and help you get more benefit from your website and online profile.

How

We manage, oversee, facilitate and trouble shoot anything related to your Internet presence. We integrate that with your marketing objectives to achieve better returns and help you grow your business.

What's in it for you?

You have the mystery taken out of the Internet and website management and marketing. We put the pieces of the puzzle together for you.

You have access to people with expert knowledge who co-ordinate all aspects of your Internet presence, saving you time, money and hassle. You get to pick our brains about anything that you don't know about.

You receive personal service from Ron and Sue – no constantly changing 'account managers'. We build a close relationship with you.

You deal with us as a "one-stop shop" in that we can deal with all issues related to your website. We "join the dots" and "get things done". If we can't do it, we will find someone who can.

We are your Internet support company.

Who are we?

Our key people are:

Sue Dorrington

Lengthy background in Inbound Tourism, Tourism Marketing and Internet Consultancy.
Focuses on SEO (Search Engine Optimisation) and online marketing with clients.

Ron Egan

Background and experience in Accountancy and Business Management, Tourism, Computer Sales and IT support, databases and web development.
Focuses on IT support and systems, AdWords and Technical issues for clients.

We have been doing Web Marketing and SEO work since 1996. We are based in Hahei in the Coromandel.

Our clients are nation-wide and mainly Tourism related, but we have had clients in a wide range of industries so can work with any website.

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We spend a great deal of time researching and keeping up to date with latest developments in the highly dynamic and complex Internet field.

We have a sister company, Great New Zealand Ltd, which owns and operates a suite of New Zealand Tourism Directory websites.

How we work

The majority of our clients prefer an ongoing partnership with us as this enables us to build a close working relationship. We get to know your specific needs and business well. You know that things are constantly being monitored and attended to. We pride ourselves on our many long-term relationships with clients.

We normally contract for a certain number of hours within a billing cycle (monthly, quarterly etc). Work is done during the billing cycle on a "whatever is required when basis" and we keep in touch via regular email and telephone communication during the cycle. Additional hours required during a billing cycle are chargeable (with your approval in advance). At the end of each "billing cycle" we provide a report of what we have done, any issues, and things that you may need to do.

Some work may be completed on a "one off basis" (e.g. Site Audits or large one-off projects like Adwords campaigns). We normally quote or estimate these in advance.

If this type of arrangement does not suit, we are happy to discuss alternative options with you.

The Things We Do

Search Engine Optimisation (SEO)

Check or optimise to ensure that all tags, titles, content etc focus on relevant keywords to maximise rankings in 'organic' search results and meet Google's and Internet current "best practice".

Search Engines & Directories submissions

Submit / check and update listings in major engines & directories, monitor performance and rankings etc

Local Search Marketing

All issues and management relating to Google Places / Google + Local Listing, Yellow Local, other local directories.

Webmaster Tools

Set-up, management and monitoring of both Bing and Google Webmaster Tools

Sitemaps

Generate XML Sitemaps and Image sitemaps and submit to Google / Bing etc as required

Google Analytics

Set-up, customise, monitor, analyse and report

Website Content

Advise or assist with ongoing content development and updating. Facilitate additional content like new content pages, virtual tours, image galleries and blogs.

Blogging / Articles / Site Content

Assist with planning and adding fresh content. Write articles for you.

Link Building / Free Listings

Source new links, check and update listings as applicable. Ensure all listings kept up to date. Advise on these.

Key Online Listings / Review Sites

Tourism NZ, Online Sales Channels, TripAdvisor, etc. Monitor listings and reviews. Update listings as required. Recommend paid listing options and review these. Advise on how to get the most out of these listings

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Google Adwords – pay per click advertising (PPC)

Advise on, and facilitate Adwords Campaigns

Site Redevelopment

Advise and co-ordinate with others to ensure smooth transition between old and redeveloped websites. Monitor the transition.

Technical

Identify and troubleshoot technical site issues like duplicate content, canonicalisation etc and co-ordinate with others to get these resolved.

Mobile Responsive Sites

Advise on, build simple sites or facilitate these including Optimisation

Social Media

Advise on this and recommend action plans. Including Google+ for Business.

Complete / Update Client Checklist

Complete and update our checklist of the critical things that you should know about your site

General Consultancy

Answer questions re website, paid listings, statistics, redevelopment, spam emails, domain registrations etc
Provide information on latest online tourism and web marketing trends.

Tourism Marketing

Provide feedback and input into marketing plans and objectives based on our Tourism industry experience. While we have specialist knowledge of the Tourism industry, we can work with any website from any industry sector.

Training and Set-up

Assist with set up of systems and train as required (e.g. Contribute, AdWords, Analytics, CMS systems, Channel Managers etc)

Additional

We can assist with, or provide input about almost anything to do with a website.

What we don't do

We do not build websites but will liaise with your developer as needed. We don't do Twitter and some other Social Media but can recommend someone who does, and co-ordinate with them.

Anything Else

Ask us!

Contact either Ron Egan & Sue Dorrington
Ph 07 866 3929