



# Order Form **BLOG**

A blog empowers you to share ideas, knowledge and expertise. Its also a great way to improve your company's SEO.

**END OF YEAR OFFER**  
Up to **6 months** maintenance **FREE**  
Offer ends 30 June 2020

**Step 1**  
Choose your Blog option and your payment plan

## FEATURES:

All Blog plans include:

- Responsive design
- Social media sharing
- Regular design updates
- SEO reporting
- Editable firm blog
- Images and video feeds
- Business calendar
- Contact forms
- Website optimisation

### BlogLite *(excludes GST)*

Setup and design - initial payment

\$1,095.00

followed by

- BlogLite annual subscription (2 months free)
- BlogLite monthly subscription

\$1,095.00

Or

\$109.50

No charge for 3 months

### BlogPlus *(excludes GST)*

Setup and design - initial payment

\$1,595.00

followed by

- BlogPlus annual subscription (2 months free)
- BlogPlus monthly subscription

\$1,595.00

Or

\$159.50

No charge for 6 months

### BlogPro *(excludes GST)*

Setup and design - initial payment

\$1,895.00

followed by:

- BlogPro annual subscription (2 months free)
- BlogPro monthly subscription

\$1,895.00

Or

\$189.50

No charge for 6 months

### Standard Add-ons

- **GMB Add-on** - Post regular content to your Google My Business search page. Setup from \$395.00
- **Premium SEO** - Improve your SEO with premium or local SEO search engine tools. Setup from \$995.00
- **BlogMail** - Send a regular extract of your blog or news feed as an email newsletter. Setup from \$195.00

call me to discuss

call me to discuss

call me to discuss

Please charge my credit card the initial amount of \$ \_\_\_\_\_ (plus GST) followed by the balance due in line with the subscription plan indicated above.

Firm name

Credit card number

Contact name

Postal Address

Expiry date

State

Postcode

Card type Visa / Mastercard / Amex (Please circle)

Tel ( )

Cardholder's name

Mobile

Cardholder's signature

Email

Date

**Step 3**  
Send us your order

FAX: 1300 853 181

EMAIL: [myorder@practiceadvantage.com.au](mailto:myorder@practiceadvantage.com.au)



**TERMS:** You may cancel at any time. Refunds are not available for subscriptions paid in advance. Please refer to the support centre on our website. Ongoing pricing is maintained provided subscription is continued without interruption. Subscriptions under a monthly payment plan are automatically renewed unless cancelled.  
By completing this orderform you agree to be bound by our terms and conditions. For full terms and conditions please visit our website - [www.practiceadvantage.com.au](http://www.practiceadvantage.com.au) June 2020



# Package Comparison **BLOG** PUBLISH ONLINE

Hosting and support	Lite	Plus	Pro
Secure local hosting	✓	✓	✓
Dedicated IP address	✓	✓	✓
HTTPS secured domain (2 years) (2.0)	✓	✓	✓
Australian support	✓	✓	✓
Spam filter and malware detection	✓	✓	✓
Daily site backup	✓	✓	✓
Regular blog maintenance	✓	✓	✓
Software updates	6 monthly	6 monthly	6 monthly
Admin users	3	3	3

Blog design	Lite	Plus	Pro
Blog design	Basic	Advanced	Advanced
Home banner	Static	Static	Static
Annual blog review	✓	✓	✓
Biennial blog redesign	✓	✓	✓

Social media	Lite	Plus	Pro
Social media share and follow	✓	✓	✓
Share from blog		✓	✓
Auto-post newsfeed		✓	✓
Infographic posts		✓	✓
Facebook, Twitter and LinkedIn auto post		✓	✓
Instagram post			✓
Number of profiles		3	7

Blog content	Lite	Plus	Pro
Editable blog	✓	✓	✓
Images and video feeds	✓	✓	✓
Blog articles (with images) per week	3 - 4	5 - 7	8 - 10
Contact us form (Standard)	✓	✓	✓
Important dates calendar	✓	✓	✓
RSS feed provided	✓	✓	✓

SEO tools	Lite	Plus	Pro
SEO monitoring	✓	✓	✓
Social monitoring	✓	✓	✓
Keyword optimisation	✓	✓	✓
Automatically updated XML sitemap	✓	✓	✓
Sitemap submission to search engines	✓	✓	✓
Readability checking and score	✓	✓	✓
Duplicate content monitoring	✓	✓	✓
Uses latest Google algorithm	✓	✓	✓
Manual internal linking	✓	✓	✓
Annual website SEO audit	✓	✓	✓
Annual SEO reports	✓	✓	✓
Ongoing site website optimisation	✓	✓	✓
Search engines reported	Google	Google	Google
Annual SEO review	✓	✓	✓
Site auditor and diagnostic tool	✓	✓	✓
Google analytics integration	✓	✓	✓

Blog Pricing (Excludes GST)	Lite	Plus	Pro
Design credits	5	5	5
<b>Annual subscription</b>			
Initial cost	\$1095.00	\$1595.00	\$1895.00
Live blog cost	\$1095.00	\$1595.00	\$1895.00
<b>Monthly subscription</b>			
Initial cost	\$1095.00	\$1595.00	\$1895.00
Monthly payments	\$109.50	\$159.50	\$189.50

\*Design  
**Basic:** Standard background and simple, static, single header images  
**Standard:** Custom background, scrolling banner and basic buttons  
**Advanced:** Dynamic header with stylised background and button effects

Design credit  
 A design credit is a unit of monitoring the number of designs prepared for the client.  
 1 design credit = 1 design presented to the client and;  
 1 design credit = 1 revision

# BLOG FEATURES

## ALL PACKAGES INCLUDE

- Custom design theme
- Custom written content
- Images included with content
- Social media links
- Social media share buttons
- Static banner image
- Custom footer
- SEO reporting
- Annual SEO review
- Integrated Google analytics
- Easy to update content
- Important dates calendar

## DESIGN UPDATES

- Annual design updates
- Full re-design every 2 years



### LITE

- 3 - 4 blog articles per week
- Multi-column display



### PLUS

- 5 - 7 blog articles per week
- Multi-column display with sidebar



### PRO

- 8 - 10 blog articles per week
- Widgetised sidebar
- Social media feeds
- Composite display with sidebar