



GROUNDSTATION
DIGITAL MANAGEMENT

Services Guide

GroundStation provides the expert help you need to make your online presence a success.

Call: (03) 9016 3569

Email: office@groundstation.com.au
Website: www.groundstation.com.au

Over 10 years
of experience
maintaining
websites for
organisations
of all sizes

The internet has revolutionised the way we **communicate, connect, and conduct business**. It's critical to maintain a strong online presence to stay competitive and relevant.

While an effective website is essential, managing it properly is a complex & time consuming task to do yourself.

Expert help can make all the difference.

GroundStation Digital Management can maximise the value you get from your website and leave you free to focus on what you do best.

WHAT DOES **GROUNDSTATION** DO?



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1

ACCESS TO WEB EXPERTS

We are team of dedicated online professionals that are available on a retainer basis to handle your website management & marketing.

2

SAVE YOU MONEY

Outsourcing website management avoids having to hire & train in-house staff. You get access to professional services at the level you require, at a fraction of the cost.

3

HELP YOU GET FOUND

As the digital world continues to evolve and become more complicated, you now have to worry about things like: Why am I not in Google ? or Why doesn't my website work on the latest phones? **GroundStation** ensures you get found online & look good to potential customers.

4

MEASURE SUCCESS

Measuring website performance provides valuable insights into customer experience, marketing effectiveness & conversion rates. Regular reporting is central to **GroundStation's** approach to website management

5

PEACE OF MIND

Not everyone has the time or desire to become a web developer. Using an expert provider like **GroundStation** allows you to focus on what you do best and be confident that your website is in good hands.

GROUNDSTATION SERVICES

Our core team is made up of **digital generalists**, with a broad range of skills around website design, development, optimisation and marketing. However, our extensive industry network means we can access specialised knowledge where required.

Common activities include:

- Domain registrations and renewals
- New website projects (design & build)
- Website content updates and changes
- Search engine optimisation (SEO)
- Paid online advertising (eg. Google Ads)
- eCommerce websites
- eMail campaigns
- Set up and manage email services

- Online membership systems
- Online map listings (Google Maps, Apple Maps & BING Maps)
- Service monitoring
- Website usability and lead conversion analysis
- Usage reporting
- Competitor analysis
- Online forms and survey construction



Support Packages

Our Pricing —

The majority of our clients work on a monthly retainer basis.

This means we submit a regular invoice each month for a set amount of effort (time) to be available depending on the needs of each organisation.

Any time not spent on responding to your needs is allocated to pro-actively monitoring and improving your website.

Each month you will receive a report outlining activity on your website including insights and recommendations.

[See our Retainer Support Plans on the next page.](#)



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HOURLY RATE

GroundStation is happy to take on specific, “one-off” activities like the creation of a new website or anything outside the scope of a support package.

HOURLY RATE:

\$125 (exc. GST)
investment

Our Retainer Support Plans

— Outsource your website to experts. No long-term contracts —

PROFESSIONAL	PERFORMANCE	GROW YOUR BUSINESS
<p>Keep your website up to date and looking good. Get expert advice when you need it.</p> <p>INVESTMENT:</p> <p>\$290 (exc. GST) per month</p> <ul style="list-style-type: none">• Professional & polished• Update content on existing pages. (Including news/blog posts)• Adding new pages.• Fixing broken links.• Service monitoring.• Adhoc change requests & enquiries.• Renewal of website & domain subscriptions included.	<p>Measure the performance of your website and optimise your online presence.</p> <p>INVESTMENT:</p> <p>\$490 (exc. GST) per month</p> <ul style="list-style-type: none">• All features of the 'Professional Plan' plus:• Data Driven Performance• Best practice set up & management of Google Analytics• Monthly website report with key insights and recommended actions.• Search Engine Optimisation Fundamentals	<p>Active management of your digital assets including your SEO and Adwords advertising.</p> <p>INVESTMENT:</p> <p>\$750 (exc. GST) per month</p> <ul style="list-style-type: none">• All features of the 'Performance Plus' Plan including:• Best practice set up of Google Search Console.• Target keyword list management.• Ongoing tracking of organic search performance.• Creation, management & optimisation of paid online campaigns (e.g. Adwords) if required.• Online directory & list submissions. (Link creation.)• Competitor website monitoring.
Up to 3 hrs of effort per month	Up to 6 hrs of effort per month	Up to 9 hrs of effort per month

WHAT'S NEXT?

At the end of the day it's still all about people...
so let's have a chat!

You can call us on: **(03) 9016 3569**

Or feel free to use the [contact us](#) form, that works as well!

GroundStation is based in Melbourne, Victoria but
we have customers all over Australia.



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