

About Us and Services

Miamedia

Internet Marketing Services

Who We Are

miamedia® is an online marketing and content company specialising in local search marketing.

miamedia® aims to generate leads for your business that gets you work in your local area. We get your business to turn up on the first page of search results for your local region. See what our previous clients have to say via **our testimonials**.

We're an Australian owned and operated company. We pride ourselves on talking to you upfront about how we work. We don't use any Search Engine Optimisation (SEO) tricks or loop holes. We focus on creating great content and producing a clean website that search engines love. This approach has been developed from our own personal experiences of dealing with SEO companies that try to fool search engines into ranking and then can't deliver.

We are focused on helping local businesses achieve more.

Adwords Management

miamedia are proud to announce that we are current Google Partners.

Being qualified for as a Google partner you can be confident in the fact that we keep up to date with Google's latest updates, features & policies to deliver your marketing campaign the best results possible.

Google Adwords, is a pay-per-click (PPC) online marketing tool, created to allow companies to advertise on the first page of search results. What benefit does this have for your local business? It gets you in front of your customers, gains you greater exposure for key search terms in your industry and ideally converts into larger sales numbers and lead generations.

Provided you have the right person managing your Google Adwords Campaigns, this online marketing resource can generate a great deal of leads from people who are actively searching for your company's product or services. However, if your Google Adwords Campaign is handled by the wrong person it can be hugely departmental to your company, not only through a waste in money, but also in time and missed business opportunities.

Why miamedia® is your best choice for Google AdWords Management

At **miamedia**®, the people managing your Google Adwords campaign are fully certified in Adwords by Google. Your Adwords campaign manager has passed the Google Adwords advanced and fundamental exams. These exams are designed to test a person's knowledge across every area of Google Adwords, so you can be assured that your individual Adwords manager can handle any problems or queries you may have regarding your Google Adwords Campaign.

miamedia® don't simply offer a one-size-fits-all package. We create personalised and targeted Adwords Campaigns for each person and company we deal with. Our Google Adwords Campaigns are not about getting large numbers of useless traffic to your site. We deal in conversions, getting the right people to your website, the people who want to talk to you about your products and services. And if you are not happy with the results, we don't lock you into a contract, you're free to try another company.

Why choose miamedia® to run your Google Adwords – Why not do it yourself?

Planning and managing a Google Adwords Campaign can require a large amount of time and attention to detail. As a business owner, you should be focused on the day-to-day running of your business rather than concentrating on the minute details of running an online marketing campaign. Allow **miamedia**® to focus on the finer details of your Google Adwords Campaign and create a strategy that is focused on bringing you more work and sales.

As you will have a single specialised Google AdWords consultant dealing with your local online marketing campaign, you will be able to talk to them directly to change the focus and spend at anytime.

As with all of our services **miamedia**® has a proven record of delivering what we promise. Have a look at what our [customers are saying](#) or to speak with a Google AdWords specialists [contact us now](#)

Local Online Marketing

Perfecting the way your company appears in local internet searches helps increase the number of new customers that find you – that's what miamedia's Local Online Marketing is all about.

At **miamedia** we ensure that every detail is taken care. There are no "SEO tricks" we simply look at all the factors that Google, and other search engines, take into account. Then tailor quality content for your local business aimed at increasing the number of leads your company receives each day. We make sure that you get in front of the right prospective customers to increase your sales.

Local search marketing provides you with enormous opportunities

Search engines are generating results for local businesses that are challenging traditional directories such as Yellow Pages, and search engine results are the preferred method for people to find local services and businesses. When you search for something on the internet, how often do you go to the 3rd or 2nd pages? For most people they search through the first page of results and go no further. So if you're not appearing on the first page you're missing out on a lot of business.

miamedia can target your precise local area along with surrounding suburbs for a specific service or product, ranking your business on the first page of search results, ensuring that you not only receive more contact from potential customers but from the right potential customers. Meaning that any calls or emails you do receive are more likely to convert into work or sales for you.

[Just look what some of our customers have to say](#)

What does miamedia's Local Online Marketing include?

Local search online marketing is crucial for locally focused businesses. 58% of people online are searching for local goods services or businesses.

- Our team will sit down with you to discuss your local online marketing needs and help create a strategic approach
- You will have a devoted manager to look after your listings for multiple locations
- You will be assigned an expert content writer who will write unique and specialised content for your targeted area and services
- Your local listings will be promoted through a strategic Adwords campaign. For more information about our [AdWords Management, click here.](#)

There are no upfront costs for our Online Marketing Services. Payment only starts once the project is complete. This means that you can be guaranteed to see results and that every cost is related directly to your local online marketing campaign. We won't charge you for development meetings. There are no hidden cost. What you see is what you get.

How do we get you on the first page?

The nitty gritty of it all is a closely guarded secret, but the basics come down to making sure we take care of every little detail to ensure that search engines look upon your business favourably.

We make sure that the websites we create have the right background information. When you combine that with great content, written specifically for your company, targeting your specific service or product for your businesses local search, along with specific technical online engineering, we can be sure to get your business on the first page of search results. And once we have enhanced your company for a specific area and service, we won't sell this to anyone else. You will be guaranteed to have exclusive access.

Our dedicated team live and breathe local online marketing and search engine marketing. We make sure that every team member has a passion for what they do, if you love your job the results are always better.

[goguide® – Australian National Business Directory](#)

The internet is continually transforming, however the philosophy at [goguide®](#) has not. We strive to supply small business owners and enterprises with a reasonable and economical online marketing and advertising platform. **goguide®** endeavours to provide potential buyers with the best info on the market, whether nationwide or your local corner business.

[Where did goguide® come from?](#)

Our team realised that business owners, ourselves included, were spending a fortune to advertise their products and services through online marketing and local search directories. The solution, do what the big guys are doing, but do it better and for cheaper.

We studied other online marketing and local search directories and looked at what they were doing right, what they were doing wrong and formed a plan. We used [miamedia's](#) expert team of web-developers, designers, marketing and advertising specialists to create a local search tool that helps local business to appear on the first page of search result. The **goguide®** platform makes it possible for business across the nation, irrespective of size or spending budget, to promote their goods and services.

Why use goguide®?

goguide® is an Australian owned and operated company, our staff are situated throughout every major city in Australia. We pride ourselves on being down to earth and always available to our customers. We won't direct you around different departments to get an issue sorted, you'll be able to speak to your local **goguide®** team member who will help you sort out any issue.

You receive a great return on your investment, we can provide better services in local online marketing than our competitors and being a quarter of the cost it takes less time for you to see a return for the money you have spent. In short, when you use **goguide®** you will receive a greater number of leads by spending less money.

For more information about **goguide®** check it out at www.goguide.com.au

[Content Writing](#)

More than ever, your website needs informative, original and engaging content. Content creation is one of the most important factors for your business website. **miamedia®** are your all-in-one solution for great content. We promise exceptional value and guarantee the quality of our content writing.

Superb content means you are able to astound your audience. Superior content is about how you express your message, what is said and how it portrays your company. Having badly written content can immediately turn people away from your site and impact people's perceptions of your business.

[Looking for a reliable content writing service for your business website?](#)

At **miamedia**® we have a team of expert content writers with years of experience producing engaging content for company websites. Our content writers have produced content for numerous websites, including business websites, social media platforms, blogs, informative articles, e-commerce sites, product descriptions and more.

Why do we approach each content writing project differently?

People are looking for well-written content that is easily digested. The words on your website need to be clear and precise. They need to get your message across and persuade the reader.

Not only does the copy have to be well-written, but it has to be unique to your company and different from every other piece of content writing that is out there. That is why our writers will ask you the key questions about what you would like to achieve with your website content and set clear guidelines. Our content writing services aim to target your desired audience and produce a well-structured, well-written and persuasive piece of content for your companies' website. Using one of our content writers the best business decisions you can make – they'll craft the words that bring people to your site.

[To speak with our content writers about your content writing needs, contact us here](#)

Does your website need our content writing services?

If you're not sure how best to present your business, your products and services let **miamedia's** content writers help.

It's essential to make sure your website has remarkable pieces of content. The days when you could push out sub-par content and still find a steady audience are gone. Your content should add some value to your readers and make it stand out from everything else that is available. Not only does this make your company website more valuable to search engines, but it also makes it more interesting to your readers. This will in turn make it more likely for them to spend a greater amount of time on your site

You should ask yourself some key questions:

- Is your current content informative and engaging?
- Are people likely to share your content?
- Is this content relevant to your business's audience?
- What key information should be included and what information is irrelevant

Our content writing service not only aims to answer all these questions, but to go that extra mile to make sure it reaches the benchmark you require. Our content writers can also rewrite existing content you may have, but feel doesn't meet your standards.

[Feel free to reach out to us via our contact us page.](#)

The types of businesses we can help with our content writing services

miamedia® cater to a wide selection of businesses with our online content writing services, from small businesses to large organisations. Whether it's a 200 word blog post, a 5000 word white paper or a simple product description, we can help create content that grabs your reader's attention. Content that makes them want to know more, or convince them to buy your services.

We can help those companies that have an established website create new content, give existing content a new lease on life or help those we are looking to launch a new website. Establishing a new website is often a challenging process. The structure of your website's content is critical. Our content writing team will walk you through making the right decisions in regards to your content, from choosing the right topics and keywords selection from article length and creating a title that grabs people's attention. If you get the basics correct than you are moving in the right direction to find more customers.

Website Design

Your business website is the face of your company in the online world. It's the first thing a potential client will see when searching for your products or services. It is the first chance you get to make the right impression on your customers, and in the digital world you only get a few seconds to make that first impression. People will judge your business by how professional the design of your website is.

Investing the time to get a great website created is the right choice for any business and having a professional team, who know what they are doing, is essential. They will not only know the key elements that make a great looking website, but also the mechanics behind it.

[Plan your website design with us from the very beginning](#)

At **miamedia** we have an expert team of website designers, graphic designers, content writers and online marketing professionals. Each member is the best at what they do and will focus on each aspect of your website to ensure that every little detail is taken care of and done to the highest of standards.

Our team members will talk to you one on one and work with you to develop an online strategy that meet your businesses and marketing goals. We will create you a website in WordPress or html that is ideal for displaying your product or services, restaurant menus, ecommerce site or any other industry specific needs you may have.

Our creative website designers will use their critical eye for detail to make certain you have the best looking website possible, a website that you will be proud to direct your potential customers to visit.

Apart from the visual look and design of your website, how people navigate throughout your site is a key factor that needs to be taken into consideration. This user experience is determined through our website design team's years of experience and through rigorous testing of what works and what doesn't. Saying that, each website that **miamedia** designs is unique. We take into consideration the kind of user experience you want to create for your customers, and the key areas you would like to focus on.

Once the design of the website is completed, we hand it over to our team of content writers to craft the words that will help your company's products and services shine. They will create content that convinces potential clients to reach out to you.

[Talk to us now about your website design needs](#)

Website design for desktop and mobile – Responsive Website Design

As mobile devices such as tablets and mobile phone become more prominent for browsing the web and finding companies it means that your business needs a website that can be accessed perfectly on any device, at any time. Your website should be responsive, allowing images, content and layouts to be adaptive to any device and make sure that no essential information is lost.

All of our websites are designed with this in mind to ensure that your customers can find you no matter where they are.