

Critical Information Summary

This summary does not reflect any discounts or promotions which may apply from time to time.



Search Engine Optimisation (SEO) Managed Services

Information about the service

Your plan is for Search Engine Optimisation (SEO) Managed Services which are available through the Telstra Apps Marketplace.

The SEO Managed Services are (depending on your choices) website optimisation for search engine results or digital strategy. The SEO Managed Services are delivered by our third party service provider.

You need to take up a SEO Managed Service monthly plan for each website that you want to benefit from the SEO Managed Service.

Telstra Apps Marketplace

The Telstra Apps Marketplace is a web-based marketplace that enables you to purchase and manage various software applications that we make available from time to time.

You need an internet connection to access the Telstra Apps Marketplace. To start using the Telstra Apps Marketplace, visit marketplace.telstra.com and create an account.

You may need to meet minimum system requirements to use certain applications available on the marketplace, which will be set out on marketplace.telstra.com and Our Customer Terms.

You're responsible for ensuring that you meet these requirements.

Minimum term

The Minimum Term for each monthly plan is 12 months. After the Minimum Term there is no fixed or minimum term but you need to notify us if you wish to cancel your plan.

Eligibility

To be eligible for this Service you must grant us and our third party service provider access to your websites, other network systems and such other access as is reasonably necessary to enable delivery of the SEO Managed Services.

What's included

Here's what's included in the SEO Starter, Advanced and Premium plans:

- submission to Google
- keyword mapping and target allocation
- on-site recommendations/implementation
- 24/7 online reporting.

	Key phrases	Listings	Monthly blog articles
SEO Starter	10	10 local	1
SEO Advanced	20	15	2
SEO Premium	30	20	3

Here's what's included in the Digital Strategy:

- a 1 hour one-on-one strategy session with our third party service provider to discuss current strategy, objectives and road maps;
- full digital analysis and recommendations including:
 - website
 - SEO
 - SEM
 - Social Media Marketing and Management
 - Content Marketing; and
 - detailed digital strategy with recommendations across all digital platforms.

What's not included

Any search engine marketing. Digital Strategy is not included in the SEO Starter, Advanced and Premium plans.

Information about pricing

Your minimum monthly charge

Plan	Charge per month inc. GST
SEO Starter	\$550
SEO Advanced	\$1,043.90
SEO Premium	\$1,870

The total minimum plan cost

Plan	Total minimum plan cost inc. GST
SEO Starter	\$6,600
SEO Advanced	\$12,526.80
SEO Premium	\$22,440
Digital Strategy	\$1,925 (once off fee inc. GST)

When you place an order with us, you will be contacted by our third party service provider. They will agree with you the precise scope of your Service Plan or Digital Strategy. No SEO Managed Services can be delivered until this precise scope is agreed, but you will still be charged.

Early Termination Charge

If your plan is cancelled before your minimum term has ended, you'll need to pay us an Early Termination Charge (ETC). The ETC decreases by equal instalments each month that you remain on your plan.

The maximum early termination charge you'll pay is:

Plan	ETC inc. GST
SEO Starter	\$4,620
SEO Advanced	\$8,768.76
SEO Premium	\$15,708

Other information

Manage your service online

You can manage your Telstra Apps Marketplace applications online at marketplace.telstra.com

Billing

The pricing in this Critical Information Summary are for a full billing cycle but your first bill may include pro rata charges for part of the month if you started or changed your plan part way through a billing period – refer to the 'Important information about your first bill' section below for more information.

Important information about your first bill

When you first start a plan or change your plan part way through a billing period, your first bill will include your minimum monthly charge in advance. It will also include a proportion of your minimum monthly charge based on the number of days left in the billing period.

To opt into receiving paperless billing, visit telstra.com/emailbill to request an email bill and/or set up direct debit. For more information on other bill payment options, go to telstra.com/billpay

We're here to help

You'll find more information at marketplace.telstra.com

If you have questions about your bill, need technical or account support, please call the Marketplace team on 1800 878 483 or 1800 808 981 (TTY).

Complaints or disputes

If you need to make a complaint you can:

- call 13 2000 and say "complaint"
- call your Account Representative if you have one
- visit telstra.com/business/complaints

Further investigation

If we can't resolve your complaint to your satisfaction, you can contact the Telecommunications Industry Ombudsman by phone on 1800 062 058. For full contact information go online at tio.com.au/about-us/contact-us

This is a summary only – the full legal terms for this Plan are contained in your agreement with Telstra and Our Customer Terms which is available at telstra.com.au/customer-terms/