



The Alchemist
PRACTICAL STRATEGIES, TIPS & SECRETS

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Brought to you by Alkemi - **Your Web Efficiency Partner.**

Alkemi Launch our New Website in Australia, New Zealand and a Blog

In the past week we have launched a new Australia and New Zealand websites as well as a Blog... grab a coffee and have a browse.

Did you know:

- Alkemi was Australia's second Search Engine Marketing Firm
- Alkemi is the first accredited Google Website Optimizer Partner in New Zealand

Visit our new [Australian Website](#)

Get the latest tips and techniques from [our Blog](#)

Would you like a 50% increase in your Online Sales or Leads... *Guaranteed?*

The team at Alkemi are in the process of launching a service that will guarantee to make your website generate 50% more Online Sales or Leads over the next 12 months.



For years now Alkemi has been witnessing the profound impact we can have on website conversion rates. Over the last 12 months many of Alkemi's clients have invested in a combination of our [Conversion Assessment System](#), Landing Page Optimisation and [Multivariate testing](#). This combination of services has proven so successful we have no issue making some pretty hefty guarantees in improving website performance.

Keep an eye on future newsletters for further information regarding the launch of this exciting service.

Alkemi recognised as a Google Website Optimizer Partner

Alkemi has long been committed to a process of aligning ourselves with major players in the industry to provide our clients with the best advice and service. Our latest endeavor in this regard is our participation in Google's Website Optimizer partner program. Alkemi's induction into this program recognises our skill and efficacy in making use of the [Website Optimizer](#) tool to increase the return on online investment of our many clients.



Alkemi is proud to be a part of this program and are pleased to be able to integrate the benefits such partnerships provide into our service offering; increasing the value of what our clients get out of our services.

Online Marketers Can Weather the Financial Crisis

The financial crisis is here. In reality it's not a matter of if it will affect you and your company, only a matter of when and how much.

In a good economy, the rising tide lifts all boats. In a down economy, you'll quickly know how good you really are. And let's face it; we could all get a little better, right?

Almost everyone I speak with is looking for areas to cut expenses and is approaching spending from a more frugal mindset. Some are beginning to make drastic cuts, including staff. The good news is that hard times often teach us the best lessons.

[Read more at our Blog](#)

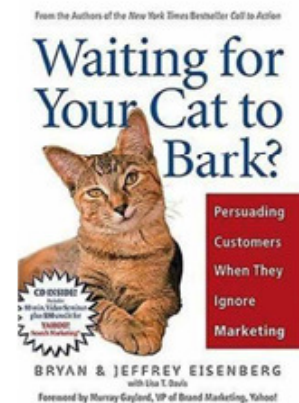
Would you like to receive a Free Website Conversion Pack?

Learn to Persuade Customers Online when they continue to Ignore Marketing with this free Conversion Pack from Alkemi.

[Order online now](#) to receive:

- "Waiting for your Cat to Bark" Book
- 80 Minute Conversion Seminar DVD
- "Increasing Conversion Rates" WhitePaper
- Free One Hour Consultation with Alkemi's CEO directly (Optional)

The traffic you want. The conversions you *need*.



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IF YOU NEED US

(WE ALWAYS KEEP THESE HANDY)

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