

Bonfire

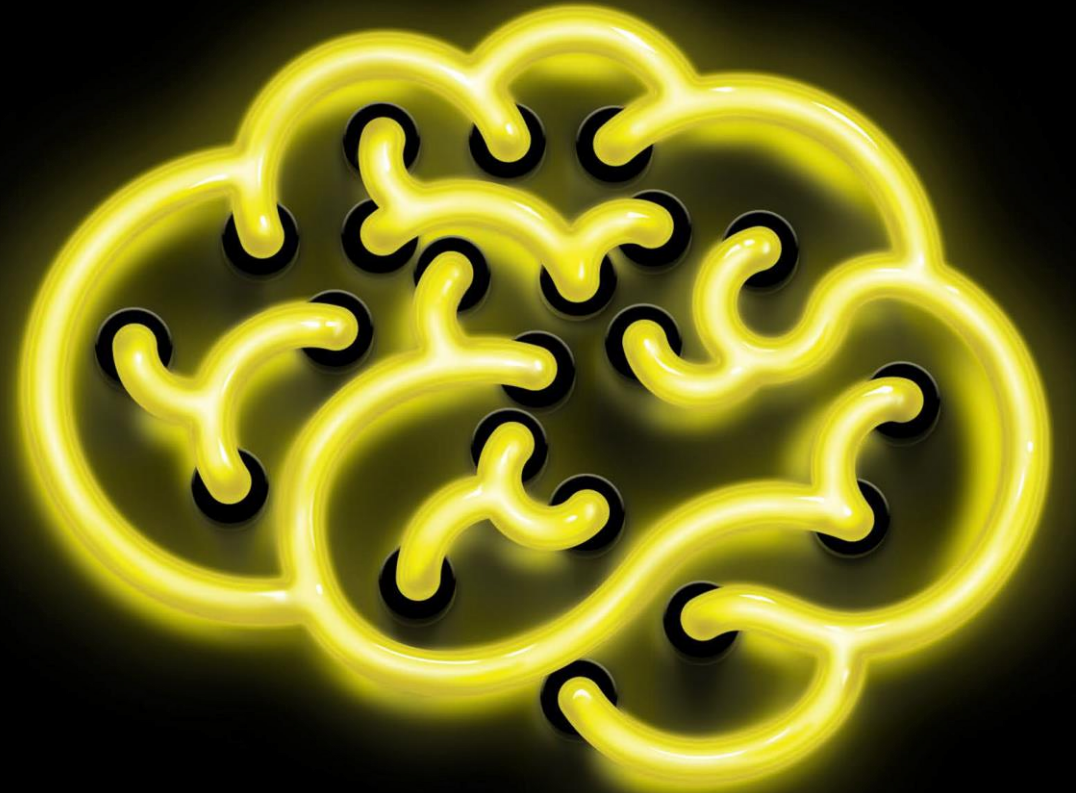
SEO - National Training Program

Cedar Woods Training Session 2

Presented by

Matthew Elshaw

Performance Digital



SEO - Training Agenda



Topics We Will Cover:

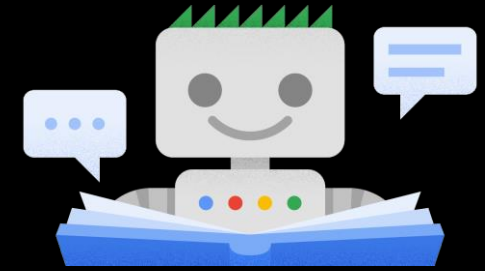
1. Overview of Google's algorithm
2. Top ranking factors
3. AI search future
4. Key takeaways
5. Questions

Overview of Google's Algorithm

How does Google work?

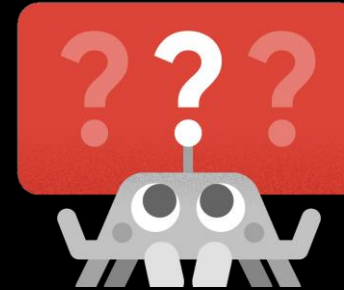
1. Google crawls pages.

That means Google discovers the page exists (e.g., by following a link from a known page to a new page or reading a sitemap).



2. Google indexes pages.

Google determines what the page is about and whether or not it is unique and high quality. Not every page will be indexed.

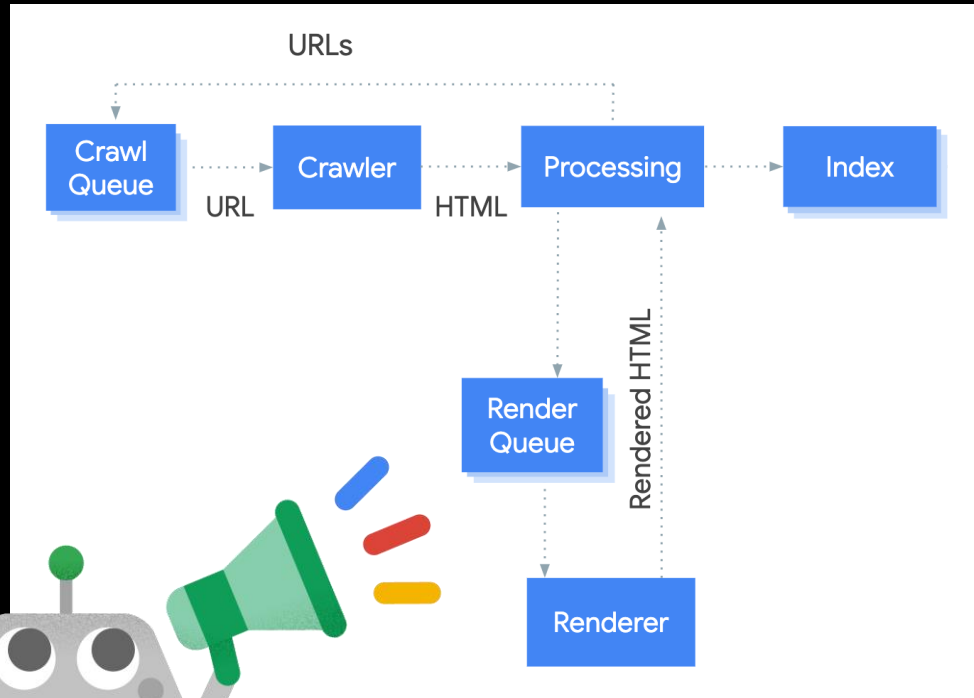


3. Google ranks and serves pages.

Indexed pages are then served to users when they conduct a search. This is where the search ranking algorithm comes in. Pages are ordered by which ones Google thinks are most relevant and helpful.



Crawling



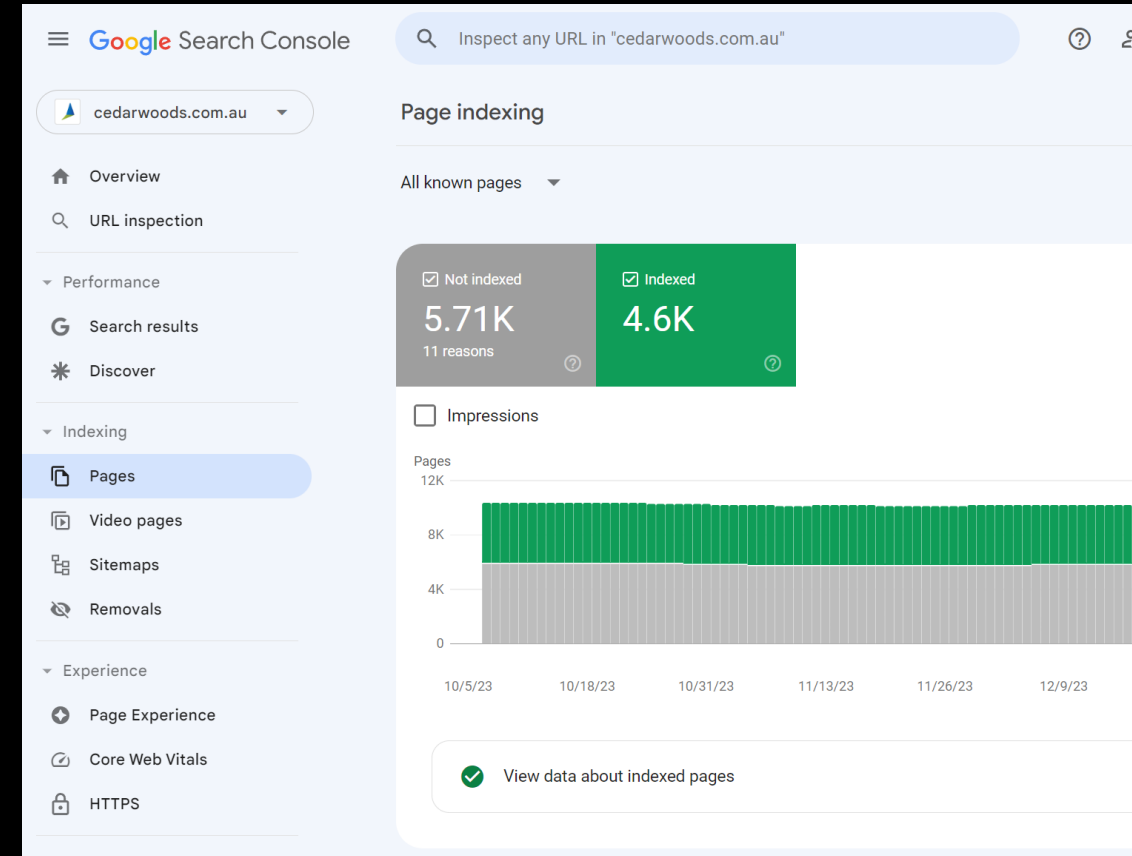
To rank a webpage, Google needs to be able to **find it**.

1. There isn't a central registry of all web pages, so Google must constantly look for new and updated pages.
2. Pages are discovered when Google follows a link from a known page to a new page.
3. Other pages are discovered when you submit a list of pages (a sitemap) for Google to crawl.
4. Once Google discovers a page's URL, it may visit (or "crawl") the page to find out what's on it.
5. Server errors, Robots.txt rules, timeouts and more can prevent Google from finding pages.
6. The way pages are linked with one another is very important.

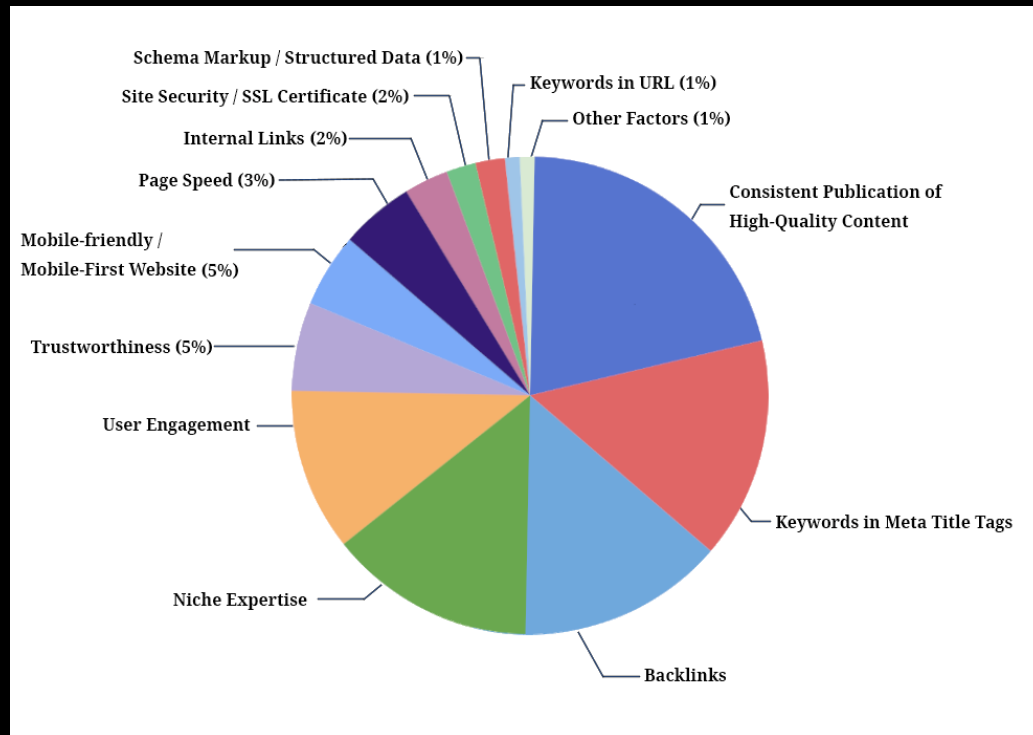
Indexing

After a page is crawled, Google tries to **understand** what the page is about.

1. it includes processing and analysing the textual content and key content tags and attributes, such as <title> elements and alt attributes, images, videos, and more.
2. Indexing isn't guaranteed; not every page that Google processes will be indexed.
3. Some common indexing issues can include:
 1. The quality of the content on page is low
 2. Robots meta rules disallow indexing
 3. The design of the website might make indexing difficult
 4. Technical issues can also prevent indexing



Ranking & Serving



The order of search results is determined by **hundreds of ranking factors**.

We like to group these factors into four key areas:

1. Accessibility & Indexation
2. Content & Design
3. Code & Technical
4. Off-Page Factors

Google Search Algorithm Ranking Factors

1. Content Relevance & Quality

Understand and Create Relevant Content: To rank for a target keyword, understand the searcher's intent and create content that provides relevant information, observing the format and type of content that ranks well, such as videos, lists or informational content.

Keyword Usage and Google's Algorithm: Include your target keyword naturally in the title tag, URL, H1, meta description, and body text, but focus on quality and relevance as Google's algorithm prioritizes the best-fit pages over mere keyword frequency or placement.

Unique & Full Topical Coverage: To rank highly, we need to look at what's ranking, and produce a piece of content that's better than everyone else. Aim to expand on key ideas, go deeper, give examples and alternatives. Copycat style content won't work in the long-term.



On-Page SEO Checklist



- 1. Identify Target Keywords
- 2. Optimize the Title Tag
- 3. Write Your Headline in an H1 Tag
- 4. Write a Meta Description that Boosts Clicks
- 5. Check the URL Slug for SEO-Friendliness
- 6. Add Target Keywords to Your Body Content
- 7. Review Your Content Quality
- 8. Mark Up Subheadings with Header Tags
- 9. Improve Navigation with Internal Links
- 10. Add Engaging Visual Content
- 11. Apply Schema Markup
- BONUS:**
Start on Your Technical SEO
- 12. Make Sure Your Page is Indexed
- 13. Increase Page Speed
- 14. Make Sure Your Page is Mobile-Friendly

1a. E-E-A-T & HCU

E-E-A-T = Expertise, Experience, Authoritativeness, and Trustworthiness

It comes from Google's Search Quality Rater Guidelines - a 168-page document used by human quality raters to assess the quality of Google's search results.

How to demonstrate E-E-A-T?

- Create new, unique and valuable content - don't just regurgitate information that already exists elsewhere.
- Foster trust and credibility by including detailed company/team information. Make it easy for readers to understand who wrote the content and get in touch.
- Clearly cite any sources you use (and make sure they're credible).
- Supplement content with first-hand experience.

HCU/HCS = Helpful Content Update/System



2. User Experience (UX)

Good UX improves both SEO & conversion rates.

Google wants to reward pages that deliver a great user experience. Which can mean:

- Fast page load speeds
- Functional website design
- Clear imagery
- A mobile-friendly experience
- No frustrating pop-ups or excessive ads
- Clear navigation and website structure
- Security (HTTPS)



2a. “Pogo Sticking”



How bad UX impacts rankings

Pogo sticking is when a searcher clicks on a search result and then goes back to the SERPs and moves on to the next one.

This may signal to search engines that the initial result didn't provide the user with the content they were looking for.

Google uses this click data in addition to CWV and other UX signals.

3. Backlinks

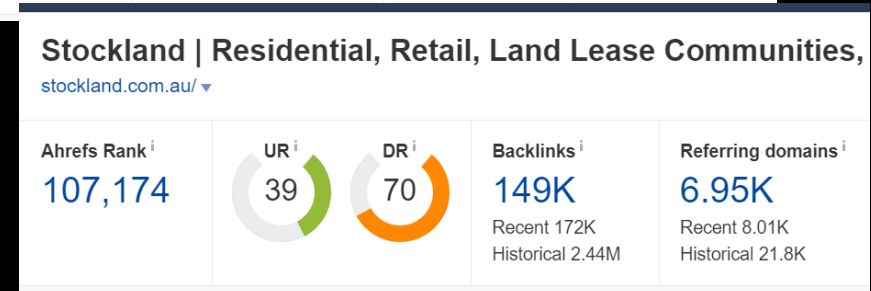
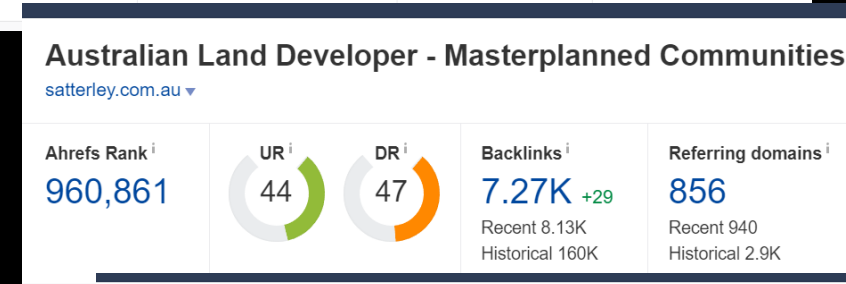
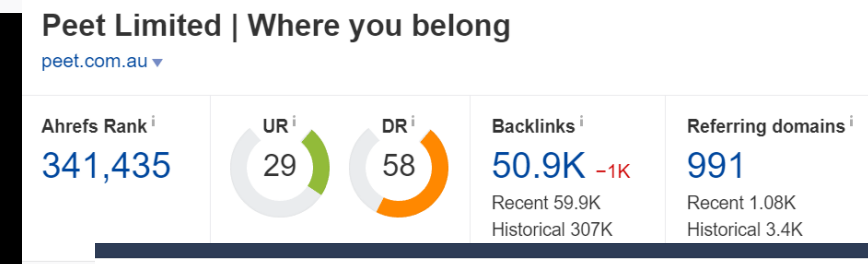
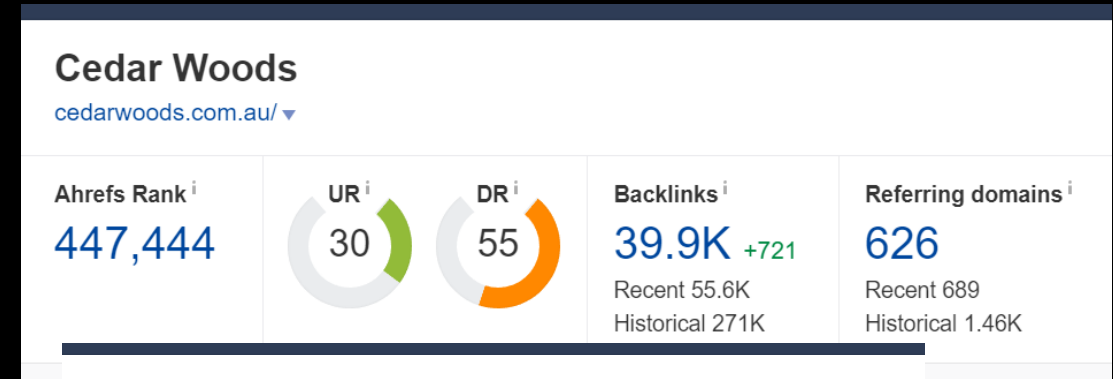
Links from other websites to your website act like votes of confidence.

This is also known as “PageRank” and formed the foundation of Google’s original algorithm.

It’s also why we recommended consolidating CWP project websites on to one central & powerful domain.

Backlink Recommendations:

1. Ensure we *always* 301 redirect any expired/broken pages. This includes projects that have reached completion.
2. Raise importance of backlink generation across the business. Any time the CWP brand is included in PR, Sponsorship or News, we want to be asking for a link and following up.
3. Leverage relationships & internal assets. Interlink when business relationships exist and between all owned domains.
4. Create linkable assets using first party data, regular media commentary, free guides/checklists & different media types (videos, podcasts, infographics, etc).
5. Every piece of social content needs a link.



4. Technical SEO

Optimising the technical elements or code of the website can be just as important as the content itself.

You can have the best website with the best content.

But if the 'behind the scenes' or technical elements of your website aren't correct – you're not going to rank.

Typically, recommendations will come from Bonfire and we will need assistance to get these implemented.

Examples of work in this space:

1. Javascript rendering recommendations
2. Optimised URL structures
3. XML Sitemaps
4. Structured data
5. Canonical tags
6. 301 redirects



The graphic is a checklist titled 'Technical SEO Checklist' by SEMRUSH. It features a list of 14 items, each with a checkbox. A white box on the right side, titled 'Technical SEO Tools', lists several tools: GSC and GA4, PageSpeed Insights, Google's Mobile-Friendly test, Semrush Site Audit, Structured Data Markup Helper, and Merkle Schema Markup Generator. The background is a light pink color with a stylized purple and pink graphic on the right side.

SEMRUSH

Technical SEO Checklist

- Leverage "Inspect URL" feature in GSC
- Ensure your website is mobile-friendly
- Check your site's loading speed
- Make sure you are using HTTPS
- Find and fix crawl errors
- Check the page depth
- Check for duplicate versions of your site
- Identify and fix broken links
- Use an SEO-friendly URL structure
- Find and fix orphaned pages
- Check canonical tags
- Add structured data

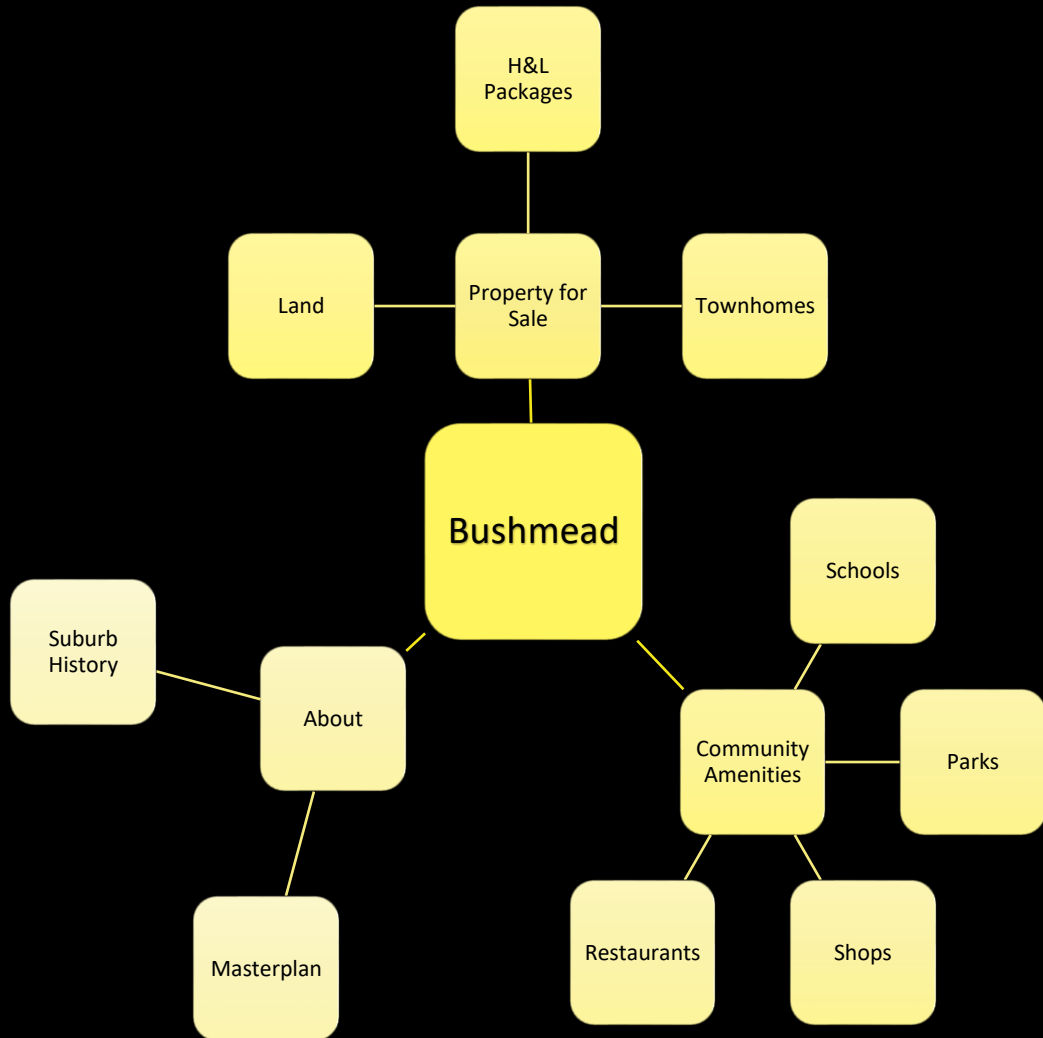
Technical SEO Tools

- GSC and GA4
- PageSpeed Insights
- Google's Mobile-Friendly test
- Semrush Site Audit
- Structured Data Markup Helper
- Merkle Schema Markup Generator

semrush.com

SEMRUSH

5. Topical Authority



The trust you build by consistently creating high-quality content around a subject close to your business.

Google strives to deliver the best possible search experiences. It prioritizes the most relevant, helpful, and trustworthy pages when organizing results.

Businesses can build topical authority by consistently creating original, factual, and insightful content that:

- Naturally incorporates relevant keywords
- Is easily readable—not swamped with inaccessible jargon
- Resonates with searchers (e.g., solves their problems or meets other needs)

Our goal is to demonstrate topical authority in land development, residential property and the local area/suburb for each project.

6. Social & Brand

Websites that have strong social signals correlate highly with those that rank well in Google.

Despite not being a direct ranking factor, social media signals can play an indirect role in SEO.

Google's Search Quality Rating Guidelines mention social media posts and profiles as one of the factors that manual search evaluators should use to assess the reputation of both content creators and websites.

How to build strong social signals

- Create and actively maintain profiles across major social networks like Facebook, LinkedIn, YouTube, Tiktok, X & Instagram.
- Regular posts and activity helps build social authority
- Create sharable content
- Include backlinks where relevant

Brand, Entities & Knowledge Graph

The Google Knowledge Graph is an enormous database of information. It enables Google to provide immediate and factual answers to search queries about real-world topics.

It is a complex network of information and attributes on different entities.

The knowledge graph learns from trusted sources including social profiles, Wikipedia, our own websites, Google business profiles etc.

It is important to ensure we maintain accurate information across all properties to build trust with Google.

The image shows a screenshot of a website for 'BUSHMEAD SHAPED BY NATURE' with a green header and social media icons. Below the header, there are two search-like questions: 'Are any of the Bushmead display homes for sale?' and 'What are the display home opening hours?'. The answer to the second question states: 'The display homes are open Wednesday, Saturday and Sunday 2:00pm to 5:00pm. These times change so please reach out to the relevant builder partner for confirmation.' The text '2:00pm to 5:00pm' is highlighted in yellow. At the bottom of the website, there are sections for 'Quick Links', 'Visit Us' (with address: Corner Ashgrove Entrance & Northgate Boulevard, Bushmead, WA 6055), and 'Contact Us'. Overlaid on the right is a Google Business Profile for 'Bushmead by Cedar Woods' with a 4.9 star rating, 14 reviews, and a list of hours: Thursday Closed, Friday Closed, Saturday 1-5 pm, Sunday 1-5 pm, Monday Closed, Tuesday Closed, Wednesday 1-5 pm. The profile also includes an address: Cnr Ashgrove Entrance & Northgate Promenade, Bushmead WA 6055.

The Future of SEO & Search

The AI future of Search

1. Feb 2023 – Bing goes live with AI chat functionality

Bing goes live with AI powered search results, thanks to their partnership with OpenAI.

2. May 2023 – Google launches their version of generative search

Google loses the first mover advantage and is forced to go to market earlier than they would have liked.

3. Nov 2023 – Google expands SGE to 120+ countries

Google expands their generative AI trail from the US to 120 countries across the world. Sadly, Australia is not one of them, however it shows their commitment towards the AI future of search.



Artificial intelligence would be the ultimate version of Google. The ultimate search engine that would understand everything on the Web. It would understand exactly what you wanted, and it would give you the right thing. We're nowhere near doing that now. However, we can get incrementally closer to that, and that is basically what we work on.

— Larry Page —

AZ QUOTES

How will search results change?

The screenshot shows a Google search for "cedar woods properties". The search bar contains the text "cedar woods properties" and shows "About 18,700,000 results (0.83 seconds)". Below the search bar, there are navigation tabs for "All", "News", "Maps", "Images", "Shopping", and "More". The search results are filtered for "Mount Hawthorn WA". The main result is for "Cedar Woods Properties" with the URL "https://www.cedarwoods.com.au". The listing includes a description: "Welcome to Cedar Woods Properties. Cedar Woods has been creating dynamic residential communities for over 30 years and completed many successful projects in ...". There are several links: "Project Finder", "Contact Us", "Executive Team", and "New Land Estates Perth & WA". A "People also ask" section is visible at the bottom left. On the right side, there is a detailed business listing for "Cedar Woods - Perth" with a map, photos, and contact information.

Google

cedar woods properties

All News Maps Images Shopping More Tools

About 18,700,000 results (0.83 seconds)

Results for **Mount Hawthorn WA** · Choose area

Cedar Woods
https://www.cedarwoods.com.au

Cedar Woods Properties

Welcome to **Cedar Woods Properties**. Cedar Woods has been creating dynamic residential communities for over 30 years and completed many successful projects in ...

Project Finder
Cedar Woods Properties is a leading, national developer of ...

Contact Us
Cedar Woods Properties is a leading, national developer of ...

Executive Team
Cedar Woods Properties is a leading, national developer of ...

New Land Estates Perth & WA
Cedar Woods Properties is a national property development ...

More results from cedarwoods.com.au »

People also ask

What does cedar Woods do?

Cedar Woods - Perth

Website Directions Save Call

Listing Details

3.2 ★★★★★ 11 Google reviews

Real estate developer in West Perth, Western Australia

Address: Level 4/50 Colin St, West Perth WA 6005

Hours: Open · Closes 5 pm

Phone: (08) 9480 1500

Suggest an edit

Appointments: cedarwoods.com.au Providers

Questions & answers
See all questions (1) Ask a question

How will search results change?

The screenshot shows a Google search for "cedar woods properties". At the top, the search bar contains the query, and below it are tabs for "Images", "Jobs", "Owner", "Address", "Contact", "News", "Office", "Shopping", and "Maps". A notice states: "Generative AI is experimental. Info quality may vary. Learn more".

The main content area features three paragraphs of generative AI text:

- Paragraph 1:** Cedar Woods Properties is a national Australian property developer that specializes in residential communities and commercial developments. The company was founded in Perth in 1987 and has been listed on the Australian Securities Exchange since 1994.
- Paragraph 2:** Cedar Woods has completed many successful projects in Western Australia, Victoria, Queensland, and South Australia. The company's main interests are in urban land subdivisions and built-form.
- Paragraph 3:** Cedar Woods Properties Limited's (ASX: CWP) share price has an implied growth ratio that is less than the industry average for real estate management and development stocks.

Below the text are three suggested links: "Cedar Woods Brisbane Office", "Cedar Woods Adelaide", and "Cedar Woods reviews". A "Ask a follow up..." input field is also present.

On the right side, a knowledge panel displays the "CEDA WOOD" logo with the tagline "DEVELOPING TOMORROW". It lists "Cedar Woods Properties Ltd - Committee..." and "Cedar Woods Properties - Land Developer - iBuildNew". Below the panel are three image thumbnails: one showing a man and woman, and two others with text overlays.

At the bottom of the page, a link for "Cedar Woods" is shown with the URL "https://www.cedarwoods.com.au". Below this is the heading "Cedar Woods Properties" followed by a description: "Cedar Woods Properties is a leading, national developer of residential communities and commercial developments. ... Across Western Australia, Victoria, Queensland ...". Navigation links include "Our Company", "Projects", "Homebuyer Resources", and "Careers".



How will search results change?

The screenshot shows a Google search for "new land estates in perth". The search bar contains the text "new land estates in perth" and has a search icon on the right. Below the search bar, there are navigation links for "All", "News", "Maps", "Images", "Shopping", and "More". The search results are displayed below, showing about 3,550,000 results in 0.50 seconds. The first result is from Cedar Woods, with the title "New Land Estates & Housing Developments in Perth & WA" and a description: "Discover award winning land estates by Cedar Woods Properties in Perth and WA. View a range of new housing developments both north and south of the river." The second result is from Realestate, with the title "New Land Estates For Sale in WA - Perth" and a description: "Find new land estates for sale in WA. Search for new real estate and view the latest listings of WA land estates for sale." The third result is from Novus Homes, with the title "New Land Estates for Sale in Perth Metropolitan Area" and a description: "From Catalina Estate at Mindarie, to The Hales at Forrestfield, you'll find beautiful communal hubs of entertainment, relaxation, and opportunity waiting for ...". The fourth result is from DevelopmentWA, with the title "Residential Projects - DevelopmentWA - Shaping our ..." and a description: "Explore the residential listings and current developments for sale and lease. Browse online here."

How will search results change?

The screenshot shows a Google search interface with the query "new land estates in perth western australia". The search results are categorized under "Perth WA, Australia". A generative AI summary states: "Perth, Western Australia has many land estates, including housing developments, real estate developers, and real estate agencies." Below this, three specific results are listed:

- St Leonards Private...**
4.3 ★ (3)
Housing development
Dayton
Description: A housing development and real estate agent and developer in Dayton, WA
- Salita Estate**
4.0 ★ (1)
Housing development
Landsdale
Description: A housing development
- Vermont Gardens Estat...**
4.0 ★ (3)
Housing development
Landsdale
Description: A housing development

On the right side, there are three featured cards:

- Compare Land for Sale in Western...** (Source: iBuildN...)
- Land for Sale and House & Land...** (Source: Satterl...)
- Established Land Estates in Perth for...** (Source: Move ...)

At the bottom right, a map of Perth, Western Australia, is shown with several red location pins marking the following estates: Myella Estate by Satterley, Salita Estate, Vermont Gardens Estate, Landsdale, and St Leonards Private Estate. Other nearby areas like Butler, Joondalup, Hillarys, Osborne Park, Morley, Midland, and Chittering are also labeled.

How will search results change?

The screenshot shows a Google search interface with the query "house and land packages bushmead". The search results are as follows:

- Search Bar:** "house and land packages bushmead" with a search icon and a settings gear.
- Navigation:** "All", "Images", "News", "Shopping", "Maps", "More", "Tools".
- Results Summary:** "About 48 results (0.51 seconds)".
- Result 1:**
 - Source:** Cedar Woods (https://www.cedarwoods.com.au > property-for-sale)
 - Title:** Bushmead House & Land Packages
 - Description:** Bushmead House and Land Packages · Find your dream home from \$611,990* · Register your interest · Modern Living, Shaped by Nature. Surrounded by over 185 ...
- Result 2:**
 - Source:** Realestate (https://www.realestate.com.au > ... > WA)
 - Title:** New House and Land Packages For Sale in Bushmead, ...
 - Description:** Find house and land packages in Bushmead, WA 6055. Search for new houses and land & view the latest listings of Bushmead homes for sale.
- Result 3:**
 - Source:** Cedar Woods (https://www.cedarwoods.com.au > bushmead > house-...)
 - Title:** House and Land Packages Bushmead
 - Description:** Set amongst 185 hectares of retained bush with stunning Perth city views, blocks for sale at Bushmead take advantage of the area's natural beauty. Bushmead has ...
- Result 4:**
 - Source:** Domain (https://www.domain.com.au > sale > new-house-land)
 - Title:** 529 House And Land Packages for Sale in Bushmead, WA, ...
 - Description:** Domain has 529 House And Land Packages for Sale in Bushmead, WA, 6055 & surrounding suburbs. View our listings & use our detailed filters to find your ...
- Result 5:**
 - Source:** Cedar Woods (https://www.cedarwoods.com.au > bushmead > proper...)

How will search results change?

The screenshot shows a Google search interface with the query "house and land packages bushmead". The search bar includes icons for voice search, image search, and a magnifying glass. Below the search bar are filters for "Images", "Prices", "Shopping", "Wa 6055", "Perspectives", "Videos", "News", "Maps", and "Books".

Generative AI is experimental. Learn more

Bushmead, Western Australia has many house and land packages available. Some options include:

- Cedar Woods**
Offers a range of modern house and land packages, including single-storey and townhome options. Packages start at \$640,990 for Lot 850 B1 Homes, \$652,050 for Lot 858 Homebuyers Centre, and \$718,550 for Lot 852 Plunkett Homes.
- House and Land Perth**
Offers new house and land packages starting at \$627,300 or \$573 per week.
- Move Homes**
Offers customizable house and land packages that can be tailored to your lifestyle.
- WA Country Builders**
Offers house and land packages with prices ranging from \$320,000–\$2 million.
- OpenLot**
Offers vacant land lots ranging from 260–692 square meters, with prices starting at \$294,000.

On the right side of the results, there are three AI-generated cards:

- House and Land Packages...** (with an aerial image of a development)
- Bushmead House & Land Packages - Cedar Woods**
- Land Packages - House and...**

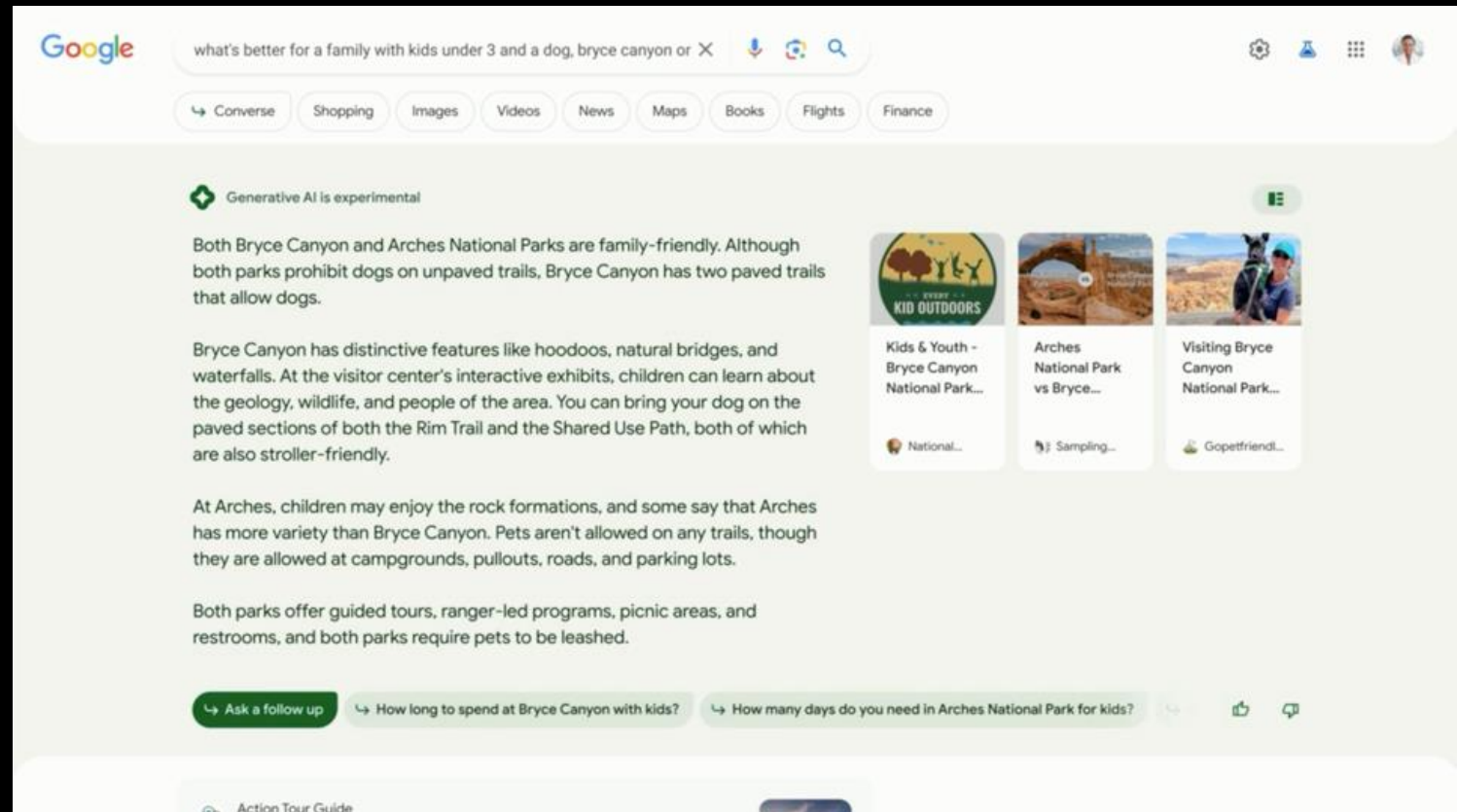
At the bottom of the page, there are three suggested filters: "Bushmead land for sale", "Ex-display homes for sale in Bushmead", and "Cedar Woods land for sale".

What does this mean for brands?

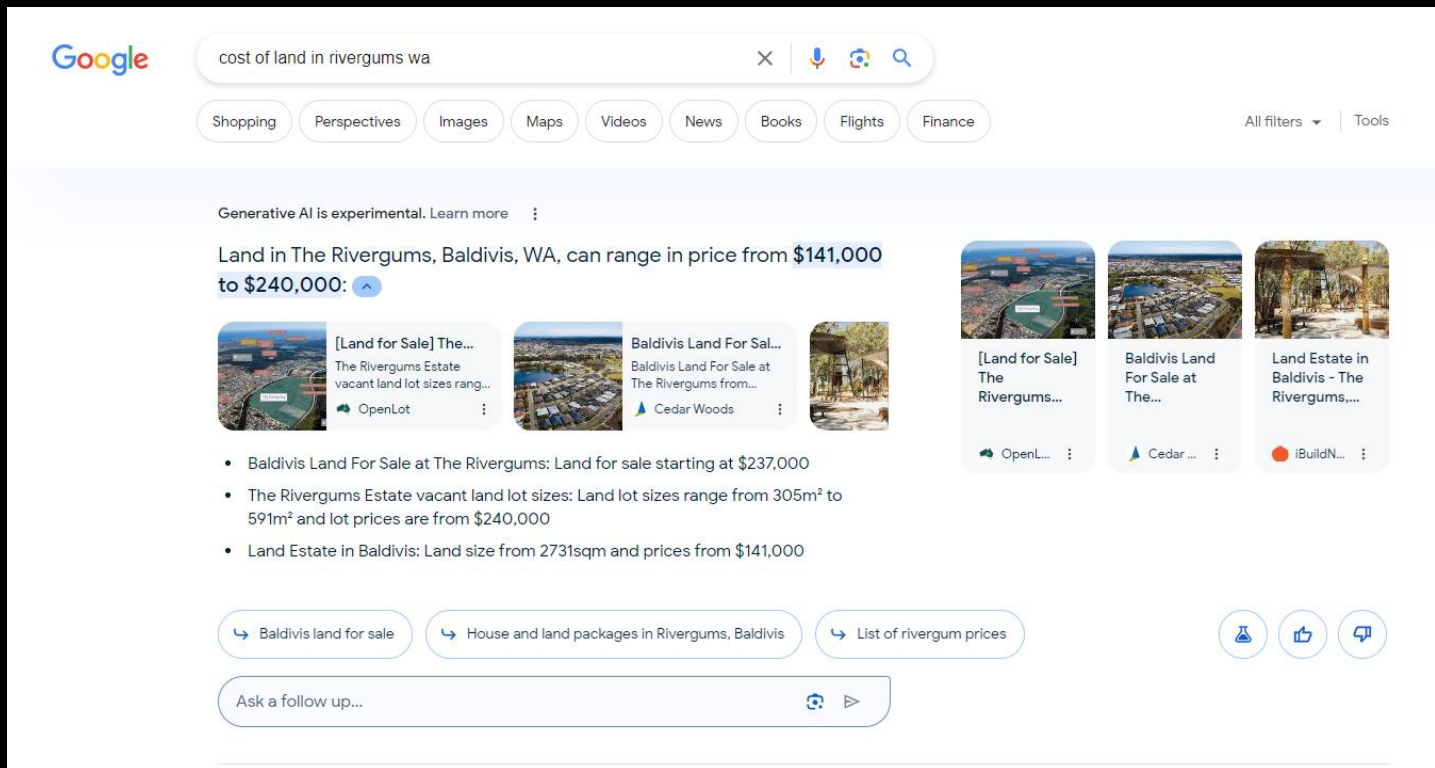
Search will become more conversational

As consumers adapt to a new way of searching, queries will shift from keywords to sentences.

This will influence the content we create and how we optimise pages.



What does this mean for brands?



A shift in SEO value, from clicks to impressions.

We will continue to see consistent growth in the number of people searching online, however this may not necessarily lead to increased clicks, with more queries being answered in the SERP.

This will see moments of influence reported via impressions instead of just clicks.

What does this mean for brands?

How we communicate SEO impact will need to change

New SEO reports will need to be developed to communicate the value of SEO impressions and the brand citations in these answers.



What does this mean for brands?

The screenshot shows the arXiv website interface. At the top left is the Cornell University logo. A search bar is located at the top right. The main content area displays the paper title 'GEO: Generative Engine Optimization' by Pranjal Aggarwal, Vishvak Murahari, Tanmay Rajpurohit, Ashwin Kalyan, Karthik R Narasimhan, and Ameet Deshpande. The abstract discusses the advent of large language models (LLMs) and the challenges they pose for content creators, introducing the concept of Generative Engine Optimization (GEO). The right sidebar contains options to download the paper in various formats, current browse context (cs.LG), and references to NASAADS, Google Scholar, and Semantic Scholar.

Cornell University

We gratefully acknowledge support from the Simons Foundation, member institutions, and all contributors. [Donate](#)

arXiv > cs > arXiv:2311.09735

Search... All fields Search

Help | Advanced Search

Computer Science > Machine Learning

[Submitted on 16 Nov 2023]

GEO: Generative Engine Optimization

Pranjal Aggarwal, Vishvak Murahari, Tanmay Rajpurohit, Ashwin Kalyan, Karthik R Narasimhan, Ameet Deshpande

The advent of large language models (LLMs) has ushered in a new paradigm of search engines that use generative models to gather and summarize information to answer user queries. This emerging technology, which we formalize under the unified framework of Generative Engines (GEs), has the potential to generate accurate and personalized responses, and is rapidly replacing traditional search engines like Google and Bing. Generative Engines typically satisfy queries by synthesizing information from multiple sources and summarizing them with the help of LLMs. While this shift significantly improves `\textit{user}` utility and `\textit{generative search engine}` traffic, it results in a huge challenge for the third stakeholder -- website and content creators. Given the black-box and fast-moving nature of Generative Engines, content creators have little to no control over when and how their content is displayed. With generative engines here to stay, the right tools should be provided to ensure that creator economy is not severely disadvantaged. To address this, we introduce Generative Engine Optimization (GEO), a novel paradigm to aid content creators in improving the visibility of their content in Generative Engine responses through a black-box optimization framework for optimizing and defining visibility metrics. We facilitate systematic evaluation in this new paradigm by introducing GEO-bench, a benchmark of diverse user queries across multiple domains, coupled with sources required to answer these queries. Through rigorous evaluation, we show that GEO can boost visibility by up to 40% in generative engine responses. Moreover, we show the efficacy of these strategies varies across domains, underscoring the need for domain-specific methods. Our work opens a new frontier in the field of information discovery systems, with profound implications for generative engines and content creators.

Subjects: **Machine Learning (cs.LG)**; Information Retrieval (cs.IR)

Cite as: arXiv:2311.09735 [cs.LG]
(or arXiv:2311.09735v1 [cs.LG] for this version)
<https://doi.org/10.48550/arXiv.2311.09735>

Submission history

From: Pranjal Aggarwal [[view email](#)]

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- Google Scholar
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New tactical optimisation strategies will be developed

SEO strategies will need to evolve beyond optimising for a click.

A new focus on optimisation towards inclusion in AI answers and the sentiment of this information will evolve.

What does this mean for brands?

Brands may lose some control of their branded search

With AI answers responding to branded queries, brands will lose some control over the brand story, increasing the importance of good SEO and accurate measurement.

The screenshot shows a Google search for "cedar woods bushmead". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar are tabs for Images, Shopping, Perspectives, Maps, Videos, News, Books, Flights, and Finance. The search results are for "Bushmead WA, Australia".

Generative AI is experimental. Learn more

Cedar Woods is a residential housing developer that created the Bushmead suburb in Perth, Western Australia. The development includes a 600-lot urban development and an 185-hectare conservation area on the former Bushmead Rifle Range.

Bushmead is one of Cedar Woods' most awarded estates for environmental excellence. The Bushmead estate has two nature trails that explore the area's flora. It also retains the ecological link along Kadina Brook and enhances its ecological value.

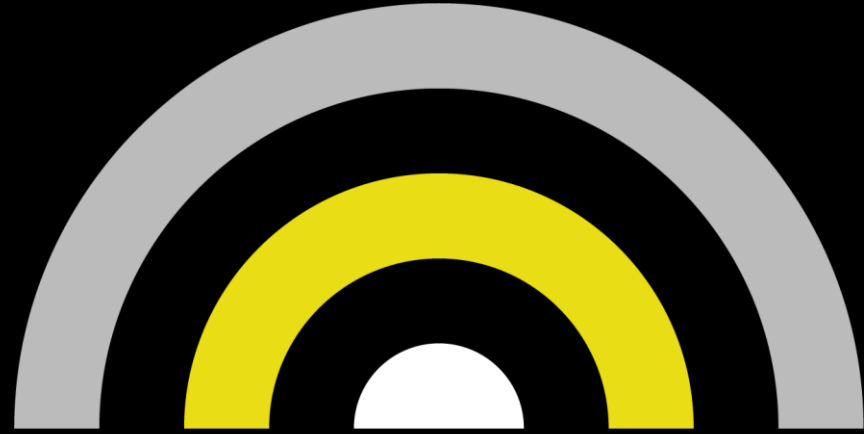
Some say that Bushmead is in the center of lush bush land and offers peace and serenity. Others say that the area has a great selection of homes in a beautiful bushy area.

Search results on the right include:

- Bushmead development receives six-... (May 23, 2017, PerthN...)
- Perth's newest suburb turns... (Jun 21, 2017, WAtod...)
- New suburb for Cedar Woods' bush... (Feb 21, 2017, The W...)

Key takeaways

1. **Search is not going anywhere.** If anything, it will become more useful, valuable and important.
2. **Generative AI results may start to hit the CEOs desk.** A big shakeup to the search experience will have everyone asking questions.
3. **Businesses that embrace this change will see outsized returns.** Whenever there is a big change, businesses that embrace the opportunity early have a chance to take a leadership position.
4. **We are here to partner with you on this journey.** Getting our clients ready for this change is our whole-of-company priority. We're here to guide you and recommend the next steps.



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