



## LATEST NEWS

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Port Arthur, Tasmania

### SEO for Convict Site

Jason Bresnehan will provide search engine optimisation or SEO services to the Port Arthur Historic Site Management Authority. The Authority manages Tasmania's number 1 tourist attraction and one of Australia's most important heritage site – [Port Arthur](#).

The Authority publishes and manages a sophisticated website to attract visitors to the former convict site that offers guided and self-guided tours of the historical ruins, interpretation, [convict history and research](#), harbour cruises, museums and the very popular Port Arthur ghost tour.

#### About Imagination Corp

Imagination Corp offers [Search Engine Optimisation services](#) to almost 200 clients throughout Australia, across the sectors of tourism, businesses services, property, hospitality and beauty sectors. The company also develops its own Internet businesses. Combining the company's heritage as a traditional marketing company with the principal's background in web search and technology venture capital, the Company is well placed to continue to grow its e-marketing consultancy and develop a portfolio of successful Internet businesses.

#### About Port Arthur Historic Site Management Authority

Since its creation in 1987, the Port Arthur Historic Site Management Authority (PAHSMA) has been responsible for preserving and maintaining one of Australia's most important heritage sites and major tourism destinations – the [Australian convict site and ruins](#), Port Arthur.

In 2004 the Authority was also given responsibility for the Coal Mines Historic Site, located near Saltwater River, about a half hour drive from Port Arthur on the Tasman Peninsula.

#### More Information:

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