

21 September 2012

Official Information Request No. 9000117172
(Please quote this in any correspondence)

Mr Alex Harris

Via email: [@xxxxx](#)

Dear Mr Harris,

Local Government Official Information and Meetings Act 1987

Re: Mount Smart Stadium advertising

I refer to your email dated 24 August 2012 requesting further information about search engine optimisation undertaken on behalf of Auckland Council's recreation assets and also for recreation assets operated by Council Controlled Organisations. This response regards Auckland Council's recreation assets only. Regional Facilities Auckland have provided a separate response which you will find attached as a separate document.

I can advise that Auckland Council has never hired anyone specifically to focus on Search Engine Optimisation (SEO) for the Auckland Council website for its recreation assets or any other content. We have an online team who incorporate this into their daily roles.

Best practice is followed across our website in terms of writing content for SEO, using headings and metatagging our content. This enables Aucklanders to find what they are looking for more easily.

Should you believe we have not responded appropriately to your request, you have the right by way of complaint, under section 27(3) of the LGOIMA, to apply to the Ombudsmen to seek an investigation and review of the decision.

If you have any further queries please contact the Public Information team on (09) 301 0101, quoting Official Information Request No. 9000117172.

Yours sincerely,



James Stephens
Information Advisor
AKLC Electoral Office/Public Info Unit

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