

# TAG CLOUDS

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## **OVERVIEW - Search Engine Optimization [SEO]**

Search engine optimization is the process of promoting Web pages or sites on a search engine or a directory so that the most relevant sites or pages are displayed first in the search results for a particular keyword or keyword phrase query. 85% of searches done on the Internet are done through search engines and directories.

The ultimate goal of Web site optimization is to help potential customers or visitors find a specific Web site/page based on specific keywords. The scientific process involves studying the way search engines rank pages, identifying how customers conduct searches (e.g. keyword analysis) and then make the entire site "search engine friendly." Each engine computes this with a different formula or algorithm that changes frequently.

Global Site Position are experts in Web site registration and search engine optimization. Search engine optimization is a lengthy process, not only as it can take several months until a site can be listed in the natural/organic search results, but also due to the fact that each day thousands of new Web pages are added to the WorldWideWeb.

In addition to natural search engine listings, we have extensive experience in Pay-Per-Click campaigns in various languages and countries. At the start of a PPC campaign each customer receives a customized "PPC Analysis" including a detailed keyword analysis, budget analysis, online competitor analysis, return on investment calculations, etc. We want to ensure that our customers achieve their return on investment when selecting one of our PPC solutions!

Our company uses specific software and human skills to register and supervise the positions of our client's sites. We submit manually to the most important search engines and directories, to ensure the best quality of placement as the characteristics of each search engine can be taken individually into consideration. We constantly obtain information about industry trends through various channels, such as organizations, newsletters, etc. to stay up-to-date with the changes of the international search engine market. In any case, we do provide an obligation to deliver quality results.

- **SEO Service on an existing site**

This is an intensive consulting model in which we identify target keywords, perform a comprehensive site audit, analyze the competitive search space, create recommendations for new content, and provide SEO report to bring a site up to a respectable level of optimization.

- **SEO Service on a New Site in development**

The Site in Development consultation typically lasts 3 months. This involves working closely with the client and developer to position the site for SEO success. We also develop best practices for site launch, and keep close watch at launch to ensure the site and search engines are behaving as expected. In addition to standard HTML sites, we have extensive experience in optimizing within your blog, e-commerce or CMS platform.

- **Ongoing SEO/SEM Service Support**

Ongoing Support is a retainer-style SEO consulting service, which is very flexible in scope and is designed to shift based on the client's needs. This service often follows a discovery or site-in-

development phase. During Ongoing Support, we will perform any needed SEO activity, including content optimization, link building and outreach, pay-per-click management or co-management, social media optimization (Facebook, Twitter, etc.), Flash and video SEO, and other as-needed consultation.

## SEO Methodology

Our SEO methodology is built on years of experience marketing a wide range of websites, it is not just unique, but effective as well! So, if you are a small, medium or enterprise business owner who has services or products which could be listed in top rankings of top search engines to generate leads from web, you could take advantage of our SEO services. We will put our efforts to get your website rank as near to the top of the search results as possible, so browsers will click on your site before any other.

Are you looking to override your competitors? Looking forward to targeted traffic to your online portal? We will help you take your SEO campaign in the right direction by following a holistic approach which assures you long term success through Search Engine Optimization. So how do we help promote your website, so you are assured increased traffic?

### Ask yourself the following questions and see if they sound familiar to you:

- Are you introducing your website like your business card by yourself to everyone?
- You have a great product / service but you are not getting any Enquiries/Leads from Search Engine?
- Are your important service activities name / product name coming in top ranking of top Search Engines?

If this sounds familiar then you really need to find out why and this service will allow you to.

### Here's how we will help:

- Evaluate your existing website or strategize development of one
- Add or modify content to make your website user-friendly
- Analyze the status of your website on the major search engines

### Avail our SEO Services, Every NEW visitor will be your NEW customer!

Worried you will have to spend heavily to establish your online presence? Our SEO services are not just professional but they are economical, so it suits your needs and budget as well. As an online SEO services company we understand that you are looking for solutions that will help make your website visible at a reasonable cost. Small business website or a corporate business website, we have a tailored package to suit your requirement.

## LINK BUILDING

link building is a vital factor to ensure higher rankings in major search engines and increased traffic to your website? Quality links for your website are always beneficial to your website and when done professionally, you are assured online success! If you are looking for a full service SEO, link building services company which provides affordable, ethical, need based link building services your search ends here!

## Why choose us for your Link Building needs?

Stay ahead in this competitive world with our trusted, professional link building services.

- Link bait
- article based link building
- hosted link building
- contextual link building
- blog link building
- review based link building

Our services are comprehensive and sure to put your website right on top of the search engines! So what are you waiting for? Choose our expertise in building links which comes at an affordable price and assured timely delivery today!

Are you ready to get started? Don't worry, we don't use any means of spam to help you and your website. We follow guidelines set by the major search engines, strictly while using link building services. You will be surprised to check the quality and quantity of sites which are linked to your website, once you have availed our link building services. We will understand the needs and demands of your website and prepare a link building campaign. We will also provide you with a comprehensive report with details of where your links have been placed, with exact locations of the same.

## **KEYWORD RESEARCH**

Effective Keyword Research for Better Online Results

Is your site optimized with good keywords? Are you at a loss of resources to assist you with keyword research so your website can rank well on the major search engines? Keyword research is a very important aspect of a SEO campaign. If your site is targeting the wrong keywords, the search engines, in all probability your customers may never find you, resulting in low rankings and money as well.

If you believe that keywords are an important aspect of website and article marketing? Let us save you time and money with our cost effective keyword research services today. We will determine under which terms your website should be marketed. And if we find that your website is targeting the wrong keywords, we will ensure that it is changed so the search engines and your customers can find you easily.

Our SEO Experts will ensure that they follow the vital principles of search frequency, keyword competition and relevance while choosing targeted keywords for your website. The keywords chosen will be relevant to your sit and its content, will be the phrases that people are searching for and depend largely on its competitiveness. Avail our keyword research services, help your website target the right keywords and notice your online business soaring high!

### **Here's how we will help:**

- Review your current keywords
- Conduct keyword comparison
- Change keywords if required
- Deliver comprehensive reports

## **COMPETITOR ANALYSIS**

Have you ever wondered how a particular competitor always does so much better than you do in the search engines or online overall? A competitor analysis is one very effective method of deconstructing their online marketing strategy to discover how they are doing so well.

### **What Exactly Can a Competitor Analysis Reveal?**

This is a very common question because many site owners don't know the lengths that a competitor may have gone to obtain top rankings. The following examples are some of the discoveries have uncovered in a typical competitor analysis:

- By examining a competitor's link structure.
- While researching a competitor we noticed that although the competitor's website was very similar to my client's, there was one major difference; the competitor's website structure was far better optimized. By outlining the structure the competitor used and improving on it with our own expertise our client had the information client needed to improve.
- In another instance, a client the list of all the pay per click keywords and organic keywords that each competitor was currently using.

## **ARTICLE SUBMISSION**

Article submission can be one of the most successful techniques of SEO. Article submission generally refers to the writing of articles that are relevant to your online business and then getting them added to the popular article submission directories.

The main purpose behind article submission is to attract a large number of visitors (and links) to your website without incurring a great cost. Obviously, it is important to make sure that the articles you intend to submit are directly related or relevant to your business.

There are various benefits of article submission including advertising, marketing and publicity of your business on the World Wide Web. Two of the main benefits are:

- Article submissions can enhance and improve the ranking of your online business in search engines by increasing the quantity of BACKLINKS and PR.
- Another benefit that article submission offers is that of establishing the particular website owner as an expert in their industry. By providing valuable detail and information within articles, it builds the trust of potential customers thereby giving them a reason to visit your website.

### **5 key points to consider while writing articles**

During the process of article submission do not forget to consider below 5 key points. Following these points will meet the purpose of both i.e. your target audience and search engines.

- Articles should be original and information rich.
- Articles should be keyword rich but not excessive to the point of keyword stuffing.
- The average length of articles should be between 500 and 700.

- Give a unique title to your article with main keyword into it so as to make it easy for web crawlers to identify and classify the topic of your article.
- Giving subheadings, bullets and numberings to articles make it presentable and easy to read for potential customers.

## **WEBSITE ANALYSIS**

It is the stage where your website is assessed and analyzed to find out where the problems are and what needs to be done to rectify them.

Many businesses are losing valuable places in the search engines by not paying attention to their on the page content.

Do not let this happen to you get in touch to see how we can help you ensure your website is correctly setup to canvas the traffic you require.

## **SEARCH ENGINE MARKETING (SEM)**

Looking for an overall strategy which will help market your website to the search engines? Avail our SEM services for the right mixture of SEO, Web design, content writing, Email marketing ([Connect Email](#)), SMS Marketing ([Connect SMS](#)) and RSS feed creation as well. Search Engine Marketing [SEM] is the right choice for you if you are looking to launch or increase your existing online business venture.

Sample this; your website will not just receive greater number of inward links, SEM services will ensure that your conversion rate increases as well. You will notice increased targeted traffic to your website and establish your presence online in a matter of time.

### **Boost your brand profile with SEM Services**

Today, most businesses offer a host of products and services to online customers and search engine marketing helps attract internet visitors. With our full service SEM services, you are assured guidance and support of an expert SEM team that has delivered exceptional performance for advertisers who were seeking new solutions for growth and scalability of their online business. Our experts will work in latest technology to help develop campaign strategy and a range of SEM services which will optimize your online business.

We believe that great websites need more than technical expertise. Don't limit your websites potential by availing SEO services only. Your online success demands an excellent understanding of the nature of your business, resource allocation and problem solving as well. We will keep your website history, business goals, marketing objectives and activity of your competitors before developing a comprehensive SEM service for you.

Through our search engine marketing services you can optimize your website for the search engines including organic listings and even paid search listings. With our services, it's easier than ever to get noticed by people who want to do business with you!