

Once the client subscribes to our services, the website submitted will be sent to the Research and Analysis team.

The Research and Analysis Team prepares an Introduction Analysis and Suggestion Report for the website. Based on this, we prepare a Marketing Plan and then promote the website.

Introduction Analysis Report gives the current position of the website in the search engine.

Suggestion Report includes the On Page and Off Page aspects of optimizing the website.

Marketing Plan is the key to getting us started on the Project.

The SEO tactics which we perform are categorized into Direct and Indirect Marketing.

Indirect Marketing

Social bookmarking is the first and foremost tactic that we perform. It will get your website indexed in no time thereby generating immediate traffic and gets your website high up on a search engine results.

Directory Submissions will get you a permanent listing in the online Directories.

Article submission will create direct links to your web site which will directly have an effect on your page rank.

Press Release enables you to instantly publish your business news online.

Blog Commenting : Blog Commenting is a great way to build up backlinks .Some blogs have do-follow enabled comments, which means that if you comment with a link to your site, search engine spiders will follow through to your site, giving your site a link back.

One-way linking will create brand awareness for your business name as you receive more backlinks. The more links you receive from other sites, the higher your rankings.

Forum Commenting creates a discussion environment thereby allowing you to increase traffic through repeat visitors. It allows you to create robust online communities even with low traffic volumes

Video Submission: Submitting the videos to the video distribution sites will enable your videos to show up in the top of the search engine results. More audience to your videos in turn will become targeted traffic to your website

Direct Marketing

FaceBook & MySpace are social media channels and it is a powerful strategy that will get you links, attention and massive amounts of traffic. If you are selling products/services then it is the most potent method that will make your site profitable over time.

Craigslist is a great place to reach multitudes of people. All commercial advertisements for products or services are posted for free. When advertising on Craigslist, traffic to your

website will greatly increase and you can reach your targeted audience. You will gain exposure from area-specific audience.

To site an example: If you have 10 internal pages, we bookmark each and every internal page but for directory submission we submit just the home page.

Submitting the internal pages is a continuous process until we figure out the next marketing strategy.

Once the expert team completes the task, it will be sent to quality team, where they do a detailed check and ensure a zero error job.

Quality Team checks the Work Done report and sends it to the Project Manager. Project Manager would further review the work and send it to the client.

We send the Work done report on a Daily and on a Weekly basis, so that the client is well informed about the progress of the Project.
