
Our SEO Process

Search Engine Optimization Methodology

Step1. Primary Consultation

Our first step in order to run a SEO Project & guide a campaign in the right direction is the understanding of business and online processes. We understand the requirements and the key areas of the business and relate them to the core areas of the website which help us in guiding the campaign in the right direction. We understand the website structure, navigation and content requirements if any and analyze the current status of the website on search engines.

Step2. Competitive Analysis

Based on the above information, we perform a competitive analysis to get a full picture of what & whom we are dealing with. We also analyze their current strategies and keywords.

Step3. Keyword research and target list preparation

Success of search engine marketing largely depends on selecting the right keywords. With the above gathered information and software tools (which guide us in the most used search engine terms by visitors) we prepare a list of targeted keywords and finalize them by working closely with the client. We emphasize on choosing keyword phrases instead of single word, which target the main keyword.

Step4. Website Optimization and Content Editing

This step includes applying the proposed website structure in terms of links and dynamics for better search engine indexing. We create Meta tags in tune with the prepared keyword list (Title, keywords, Description) after identifying the pages and their target keywords. We perform HTML Code optimizing which includes making home page W3C Compliant, and adding headings, image alt tags and hyperlinks, HTML Code Clean up and optimization. We edit and write the contents of the web pages to make it relevant in terms of targeting them.

Our SEO Process

Step5. Search Engine Submission

Manual submission of the website to different search engines with a focus on the most popular engines, such as Google, AOL, MSN, AltaVista, All The Web, Yahoo! and DMOZ.org.

Step6. Link Popularity/ Link Building

Our dedicated team conducts extensive research on the Internet to identify relevant affinity sites. We then contact them on a one-to-one basis and establish a dialogue. We will provide you with linking progress and confirmation reports as they become available. Guaranteed quality reciprocal links per month.

Step7. Rank Reporting and Monitoring

By this step, the only thing left to do is wait for the rankings to roll in. Usually it takes 3 months for your website to show up in search engines.

We monitor at all times for the duration of contract the optimization of your web site in order to make & suggest changes according to new requirements and regulations which may arise from major search engines.

Our SEO Process

Working Area On Website

S.No	SEO Factors	Comments
1	Title Tag	Every task, even the smallest, needs to have a goal or objective. First we understand the goal and objectives of the website, do some research on keywords (we emphasize on using and short listing those keywords which targets business or products). Out of these 4 to 6 keywords are placed in Title Tag which best suit the web page.
2	Meta tag	In this Tag the whole list of keywords is placed which are researched and targeted. The keywords are page specific.
3	Description Tag	Description tag has 1 to 2 lines describing the business or product embedded with targeted keywords.
4	Alt Tag	Tags on images are added to make the images read by crawlers.
5	Comment Tags	Keywords are placed in comment tags to increase the Keyword density.
6	Directory Submission	Submission is done to get indexing in directories. Directory submission is important to increase your ranking and traffic.
7	Search Engine submission	SE submission is done to get indexing in Top Search Engine. To get a high-ranking visitors traffic this is most important step.
8	Web Sitemap	Site map is a Web page which contains all the links of a website. In planning for adding new WebPages sitemap is compulsory. Without a sitemap indexing of your pages is not so sure.
9	Google Sitemap	Google sitemap recommended for periodically crawling of website.
10	Robot File	Robot.txt file should be there in right place to invite the web crawlers.
11	Link Campaign	Link campaign is major part of SEO. Begin by researching link partners (or reciprocal linking) and contact them about exchanging links. Focus is on getting quality and relevant text links rather than quantity.
12	Content Modification	Content alteration is done but only when required

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➤ Further SEO Opportunities

Once these are fully optimised there are further areas where Search Engine Optimisation can be utilised to improve the overall solution, some of these are mentioned below:

- Back Links
- Link Farms
- Search Engine Directory Submissions
- Purchase Online Directory Listings
- XML Trusted Feeds
- Paid Inclusion
- Search Submit Pro
- Product Based Content Rich Pages
- Purchase Related Links
- Submissions to the Google news directories

Tools & Resources

There are many tools and resources that can be utilised to aid in the optimisation of a website, below are a few common ones which can be found on any Search Engine Optimisation "how to" website.

- META TAG Generator
- META TAG Scanner
- ROBOT Generator
- Link Popularity Tracker
- Search Engine Indexing Tools
- Link Tracking Tools

The algorithms of the search engines change on a regular basis, the only real way of keeping up to date with these new rules and regulations is to be part of an online community who invest there time to understand these and convey their finding to the public.

➤ Our Deliverables

Below is the list of deliverables throughout its campaign.

MONTHLY REPORTS

- Competitor SEO analysis
 - Future Analysis / applications
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- HTML checker / accessibility report
 - Key converting referral phrases
 - Key referral phrases to the site
 - Link report
 - Monthly Traffic Statistics report
 - Search Engine Ranking Statistics for agreed keyword list.
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