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Technologies & Engineering

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Search Engine Optimization Proposal

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1. Business objectives

a.) Search Engine Optimization (SEO) is a strategic combination of techniques designed to raise a website's ranking in the search engines' natural listings. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria. SEO services promises to increase your website's visibility in the internet by increasing visitor 'hits' in your website and hence give your business gain an edge over competitors.

2. About Search Engine Optimization

1. **What is online marketing**?

  With over 3 billion websites on Google alone, making sure that visitors find your site is a tough challenge. Competition is fierce for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is integral to the success of your site, and in a market notoriously fraught with cowboys and conmen, you need a partner you can trust.

2. **What is search engine optimization**?

Search Engine Optimization (SEO) is a strategic combination of techniques designed to raise a website's ranking in the search engines' natural listings. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria. To ensure your site ranks as highly as possible, we will perform (amongst other techniques) a combination of the following SEO procedures:

2.1 **Website Audit**: The site will go through a rigorous search engine optimization review. Here, skilled search engine optimization experts will analyze the website, identify areas which could be improved in order to increase traffic and make recommendations for changes to content, code and any other issues that may affect the site's performance.

2.2 **Competitor Analysis:** This offering includes study of the on page and off page optimization factors of the competitor's website to help in knowing how the competitor is faring on the search engines (specified by the client). It also helps in identifying the phrases which the competitor's are targeting. This will help you finalize your preference of key phrases and reach the target set for Search Engine Marketing purposes.

2.3 **Key Phrase Identification** (1 key phrase may contain up to 5 words) Using our powerful research tools analyses your suggested key phrases to identify the levels of traffic and competitiveness. Based on this research you can then decide on a set of key phrases that will bring your site more awareness. We will thoroughly research key phrases for relevancy and competitiveness in order to settle on a target set that will bring in relevant traffic to the site.

 2.4 **Making the site search engine friendly**: Search Engines live and die by their ability to produce relevant results for their users. By employing specific guidelines they crawl through their huge databases of sites to identify the websites

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most relevant to the searcher's key phrases. A combination of the following procedures (amongst others) are undertaken to optimize your website:

2.4.1 **Content optimization**: Skilled SEO content writers at our Company optimize your website's content to enhance the keyword density on the pages that need it.

2.4.2 **Page and link renaming:** By renaming the pages and the links within your website using your target keywords we can increase the keyword density of your site allowing the search engine spiders to rank your pages a lot higher.

2.4.3 **Site-map update / creation:** Site maps act as the roadmap of your website for search engine crawlers. The more of your website a search engine can see the better change you have of ranking higher in a search result for a certain topic. A full text based site map is crucial in making the site search engine friendly.

2.4.4 **Tagging**: Our Company updates the Title, Keyword and Description tags for each individual page of your site. This means we can target different key phrases for different pages and increase the levels of traffic from a greater range of key phrases.

2.4.5 **Additional Navigation Bar:** Ideally, we should give the spider as many ways of reaching a page as possible – a couple of navigation bars, links from images, links from content, etc. This increases the chances of a page being reviewed and indexed. The easier and more convenient it is for search engines to get in and scan your website, the more traffic they are going to deliver to your website. The pages that are to be promoted need to offer more entry points to spiders to ensure that these pages get indexed. The target pages should link to all the pages of your site. This can be achieved simply by implementation of a textual navigation bar

2.4.6 **HTML Coding Validation & Correction:** Search engine crawlers prefer W3C standards with respect to HTML coding standards. If a website has been made on the basis of the W3C standard, it positively influences the search engine rankings especially in MSN.

2.4.6.**1 Robots.txt** Search engines will look in your root domain for a special file named "robots.txt" (http://www.abc.com/robots.txt). The file tells the robot (spider) which files it may spider. This system is called, The Robots Exclusion Standard.

2.4.6.2 **Image Optimization:** All websites should comply with W3C standards (http://www.w3.org) and regulations for making sites accessible for people with hearing, motor or visual disabilities. In order for websites to be accessible, every image on the page should have an ALT tag that describes the image exactly, and also repeats any text that is in that image.

2.4.6.3 **URL Architecture** Documents and other objects can be linked within the site using absolute or relative links. Search Engines give more importance to the links which are absolute rather than relative links and therefore positively influences search engine rankings.

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3. **'301' Permanent Redirect:** "301" translates to "moved permanently". If you are considering moving a page on your web site into another folder or simply renaming it; there are a couple of important points to consider. The most important issue is that if the page you are moving or renaming has a good search engine ranking already, or may have been bookmarked by your visitors; all your hard work could be lost. Bearing in mind that search engines can take months to refresh their listings, any visitor clicking on a search engine result may be severely frustrated if they don't arrive on the page on your site. You could always use a custom 404 error page; but this is still an extra hurdle for visitors to jump and the rankings you have built up for the page in question will be lost.

4. **Inbound Links:** Ideally, we should give the spider as many ways of reaching a page as possible. One of the ways this can be done is by giving links from content.

5. **Google Site map:** Google Sitemaps is to inform and direct Google search crawlers to the website pages. Webmasters can place a Sitemap-formatted file on their Web server which enables Google crawlers to find out what pages are present and which have recently changed, and to crawl your site accordingly.

5.1 **Manual submissions** The UK's most commonly used search engine is Google, however it is important not to ignore other search engines such as Yahoo, AOL, MSN and Ask Jeeves. By manually submitting your web pages to all the major search engines we make sure that the pages are properly indexed and stand the best possible chance of reaching the top of the rankings.

5.2 **Link popularity:** Most of the top search engines use link popularity in their ranking algorithms. Google uses it as one of its most important factors in ranking sites. Increasing the amount of quality inbound links to your site makes your site appear more important and more relevant to the search engines, resulting in a higher Page Rank and higher positions. Helps increase the link popularity of your website by approaching webmasters of other high ranking popular sites, and trading links with them. Offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good Page Rank. ONE WAY LINKING covers the following:

- ❖ Directory Submission
- ❖ Creation of Blogs and submitting in relevant blog websites
- ❖ Creation of Articles and submitting in relevant article websites
- ❖ Press Releases in relevant press releases website

6. **Maintenance**

Ongoing improvements to existing key phrases in response to changes in search engine technologies, new techniques and increased competition for listings.

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7. **Why should you consider internet marketing**?

Marketing online is more effective than traditional marketing and costs less!

1. Over 60% of all first time visits to a Web site occur as the result of a search! Search engine marketing, getting your Web site at or close to the top of search engine returns, is therefore the single most effective marketing that a company can do.

2. These visitors are pre-qualified leads to your business! Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.

3. Contextual Internet advertising costs pennies and returns dollars. That's why "pay-per-click" advertising, advertising that presents itself as a search result, is now bigger than banner ads!

4. Search Engine Marketing has a higher ROI than Traditional Marketing A report called Double-Click Summer Cross Media Reach Study indicates that the most popular websites deliver audiences that are larger than the audiences delivered by the average episode of the most popular prime time TV shows and are often comparable in size to the most popular consumer magazines audiences. Search engine marketing is something even better than traditional advertising because most advertising is interruption advertising. While the interruption model is widely used and does work offline, online users want the info without the ads. Search engine marketing is very effective as a non-interruption information source. Research shows that Internet users expect the Web to be the provider of answers to simple queries, and they do not want to sift through advertising to get what they want.

8. **How do search engines work**?

A search engine is a giant database of internet sites and pages. A search engine such as Google will judge a site's relevance according to a wide combination of criteria. Our Company uses extensive and detailed knowledge of these criteria to optimize your website to become as relevant as possible.

9. **Search Engine Optimization Methodology**

1. a) **Technical Audit**

   b) **Competitor Analysis**

2. **Keyword research and analysis using Google Keywords Research Tool**

3. a. **Finalized Key phrases Pre-optimization Ranking Audit Report**

   b. Identification of Pages for Key phrases

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4. **Creation of Optimization Details**

- ❖ Content Optimization
- ❖ URL Renaming
- ❖ Link Renaming
- ❖ Meta Tags
- ❖ Link Popularity begins

5. **SEO changes in the Website**

- ❖ Navigation Bar
- ❖ Google Sitemap
- ❖ 301's
- ❖ Robots.txt
- ❖ Image optimization
- ❖ Inbound Links
- ❖ URL Architecture
- ❖ HTML Errors Correction
- ❖ Creation of Sitemap

6. **Submissions**

- ❖ Manual
- ❖ Industry
- ❖ Regional

7. **Duration:**

- a.) For a new website it may take 9 months to be completely optimized.
- b.) For a website which is already live, it may take about 6 months.

8. **Work Hours spent on single SEO Project: (1 Dedicated Member)**

a.) For a new project: 5-6 hours/day

b.) For a website which is already live: 3-4 hours/day

9. **When can you see Results?**

Since search engines index/re-index the optimized site in 4-12 weeks. You can expect to see results starting 4-6 weeks after submission. Indexing, re-indexing shuffle also takes some time to settle down. Rankings usually stabilize after about **2-3 months**.

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