

Search Engine Placement would help www.yourcompanywebsite.com to gain high rankings on all the major search engines of the Internet as and when browsers make a search for products and services related to the activities of the company.



This would result in the site getting targeted quality traffic coming to it, thereby boosting the chances of generating sales via the Internet.

This document explains the various stages involved in the Search Engine Placement process in detail.

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What are Search Engine Placements?

The process of modifying attributes of a website to improve its position on search engines by making it more accessible to the search engines is called Search Engine Placement. It is a backend process that moulds a website to make it adhere to the algorithms of the search engines making it easier for them to find your site when a browser makes a search for keywords related to your business.

Search engine optimization is a complex process involving several stages. One has to go through following steps to ensure that your website is placed in the top ranking



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Phase I The Initial Set up

This phase is the core of the project and includes the competitive analysis, optimization, and initial submissions that are required to boost the position of a website on the search engines. This phase usually completed within 30 days depending on the site and certain circumstances.

The various steps involved in this phase are :

1. Keyword Analysis

Once the right keywords have been identified we begin the optimization process. The backend content of the website is altered and spruced so as to raise the keyword density of the site. The pages that have to be optimized are identified and we modify the same by preparing the optimized content.

2. Optimization

Once the right keywords have been identified we begin the optimization process. The backend content of the website is altered and spruced so as to raise the keyword density of the site. The pages that have to be optimized are identified and we modify the same by preparing the optimized content.

This involves the addition of Meta tags, Alt tags and singular lines of content placed at strategic locations on the site.

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3 Incorporating the optimized content

Once the optimized content is ready it needs to be replaced with the existing pages on the site. If the FTP access to the site is granted to us we could undertake the process. In the case of a scenario where the FTP access to the site cannot be provided we hand over the optimized content to the client and their webmaster can undertake the process of replacing the pages on the site.



4. Submissions to the search engines

The site is now ready to be submitted to the search engines. A web technician assigned to the clients account will hand submit the site to all the major search engines of the Internet. Submissions are made on a daily basis to ensure efficient results. The submission process is undertaken manually and we do not use any automated software's for this process.



5. Link Popularity Campaign

The Link Popularity Campaign is a process where we exchange links with sites all over the world of a varied nature and business activities. Link Popularity greatly enhances the ranking of the site on the search engines. A link called 'Useful Resources' is added on the home page that leads to a separate section having the diverse links.

The Link Popularity campaign involves the following:

1. Prioritize prospects by a combination of factors including their link popularity scores and their present search engine positioning.
2. Develop a static HTML link page replicating the exact look and feel of the clients website
3. Initiate the process to contact prospects and request a link.
4. Submitting the website to top directories including the open directory.

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Phase II - Maintenance

This phase involves the monthly service required to maintain the good positions once achieved on the search engines. As competition increases and the search engines alter their methods to rate websites the maintenance program is essential to keep adapting to the requirements of the search engines.

The various steps involved in this phase are



1. Index Monitoring

Index Monitoring is a daily process of keeping track of the positions achieved by your site on the search engines. The search engines change their placement algorithms quite often. Apart from this your competitor's also want to get on top. By constantly monitoring your positions we can identify the pages or sections of the site which are getting dropped from the index of the search engines and contain the fall in positions.



2. Resubmission to the search engines

In this process we resubmit the site to the search engines on a daily basis. This is a process which ensures a high recall value for your site in the database of the search engines.



3. Checking for dropped or slipped pages

In this process we monitor all the optimized pages of the site on a regular basis. A page could be dropped by the search engines due to human error that could occur while updating the site from the clients end. The keyword density could drop as a result of this. We identify the reason and resubmit the dropped or slipped pages with proper

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4. Maintaining the Link Popularity Campaign

The Link Popularity Campaign needs to be maintained on a daily basis. We constantly look out for new link partner's whose page rank could be used to maximize the mileage for our clients site. A constant monitoring is also essential to avoid any dead links that might crop up over a period of time. Even a single dead link could be highly detrimental to the position of the site on the search engines.



5. Monthly position report

Every month we provide our clients with a report that lists the position each of their chosen keywords occupies on the search engines. This report is prepared manually as many search engines do not allow third party software's to enter their databases.



Our Guarantee

The Search Engine Placement service provided by us carries a guarantee that 80% of the slots occupied by the keywords on the search engines would be listed in the top 20 results.

If a client wishes to list 100 keywords on 10 search engines then he would be entitled to 1000 slots on the search engines. (100 keywords * 10 Search engines). Our guarantee is to fill in 80 % of these slots with top 20 listings

This is a proven guarantee and can be easily verified by the various position reports of our existing clients.



Our Guarantee

Becoming competent at Search Engine Placements takes time and is an art that needs to be learnt and exercised regularly. Each search

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engine has a different ranking algorithm and these keep changing on a regular basis which needs to be matched in order to maintain top positions on the search engines.

Our team optimizes sites across a broad spectrum of industries and services, thus we have the hands on experience needed to achieve the desired results for our clients.

Legality of the process

The Search Engine Placement process undertaken by us is legal and done using ethical means. All submissions made by us to the various search engines are manual and do we do not use any software's to undertake this process.

We do not use any of the undesirable and underhand means of optimization like:

Cloaking

Delivering different content to the search engines than the one given to the browsers.

Spamming

Building hundreds of pages for a site in an attempt to get it on top positions or by hiding text, by making it the same color as the background.

Automatic submissions

Using automated submission services, which submit your site to the search engines. Most search engines usually dislike this process.

Re-directing

This is similar to cloaking as it provides the browser with information that is contrary to his search.

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