

# SEO Highlights

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## **SEO PROCESS:**

Overview of processes and timeframe involved in optimizing website.

## **SEO Analysis**

We conduct basic analysis for your website with respect to file size, browser compatibility, load time, website layout and related content(s).

## **Keywords and Meta - Alt tags Analysis**

We conduct research to determine which keywords and keyword phrases are appropriate to target in the optimization process. We assist you in the selection of keywords based on density that search engine users are most likely to search for while utilizing search engines. We provide Meta data to your web pages that will optimize the site in search engine results.

## **Site Structure**

We analyze the design of website and recommend the most appropriate Search Engine Friendly layout that will help to increase traffic to your site. Robots.txt and sitemap.xml are added to the website.

## **W3C Validation**

W3C validation checks the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc. This helps to check errors quickly in a code.

## **Link Management**

A link strategy is a great way to grow your link popularity, traffic, and organic rankings. You will receive a report on the quantity of inbound links to the Web site and suggestions for improvement.

## **Social Media Optimization / Directory Submission**

Blogging, posting the company's URL on related directories, enrolling on business and social networking site would be done to increase the traffic to the website.

## **Website Analytics**

By implementing a strategy for monitoring and analyzing Web site traffic, you can target your marketing efforts on High-quality leads.

## Recommendations

We provide recommendation on the initial analysis as well as based on analytics reports that will help you to enhance your business by increasing traffic on site and generating leads.

## SEO TIMELINE:

Achieving Top Page Rank is a time consuming process which could take about 6 months approximately, and once accomplished it has to be retained. This is how it is done:

