



**Eleganz IT Solutions
Pvt. Ltd.
SEO Link Building**

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TABLE OF CONTENTS:

1. Introduction
2. Keywords Suggestions
3. Web site analysis and recommendations
4. What we do
5. Timing and cost

INTRODUCTION

At Eleganz IT Solutions Pvt. Ltd., we provide high-end search engine optimization solutions by making your website as per search engine standards, so that it can deliver your preferred results as per your expectations. Here are some points why we claim to offer you such things:

- ✚ A crew of SEO strategists from strong technical background
- ✚ In depth knowledge of SEO Industry and applying white hat SEO techniques to stay away from penguin and panda algorithm updates
- ✚ Being Up to date with latest Google algorithm updates
- ✚ Great understanding of content marketing and social media
- ✚ Have been executed more than thousand SEO campaigns for various industries
- ✚ Quick response for your queries
- ✚ On time delivery and higher success rate
- ✚ Relying on customer satisfaction

KEYWORD SUGGESTIONS

It is unrealistic for every site to hope of it ranking high with respect to basic or standard keywords, therefore certain niche keywords that make more sense to your services/ products have to be recognized for usage by customers. Some of the broad generic keywords might be used for overall website optimization, but the inner pages require precise and appropriate keywords. The keyword analysis is done from data obtainable from more than 60 million searches of recent search across a number of search engines.

Selection of the right kind of keywords is always necessary prior to conducting SEO campaign for any website. Selection of keywords depends upon the industry and the area services it provides. We encourage you to select effective and most searched keywords to further conduct SEO campaign for website.

WEB SITE ANALYSIS AND RECOMMENDATIONS

Problems usually besets search engines when they have to work with sites using frames, flash, keyword stuffing, excessive java script or a long URL, poor navigation plans, etc. These restrain the engines from indexing the website and positioning them in valid categories. Our specialists in the SEO field aid in **website optimization** and analysis from the point of view of a search engine, so that these engines are not faced with any problems in interpreting your site. Ways to fix these problems will be recommended, which can then be taken up by either our internal development team or by your engineers.

Analysis: Meta tags

Recommendations:

Meta tags used for website do not seem to be okay. We recommend creating page-wise Meta tags with a view to re-writing page-wise content to incorporate these - without allowing the body text to lose 'marketing appeal'.

Analysis: W3C validity

Recommendations:

Website is not suitable as per the standards of World Wide Web consortium and contains various error and warnings. All these issues need to be fixed in order to conduct further SEO campaign.

Other recommendations:

- ✚ Page should be named after the top keyword, which is being targeted for that page.
- ✚ Targeted keyword should occur 3-4 times in the body, in alt, one image to be renamed after that keyword, with same keyword in alt tag
- ✚ Keeping the header clean so that keywords can be found as early as possible in the body
- ✚ Use of unique title tag (8-10 words), Meta description (less than 200 characters), Meta keywords (make sure you do include spaces between each keyword) for each page.
- ✚ The only META tags that you MUST have are the "description" and "keyword" tags
- ✚ Use of sitemap is important, and should be linked from each page of the site
- ✚ Use of robots.txt file
- ✚ Promote website on social media to get targeted traffic

WHAT WE DO

Competition analysis

The first action in this procedure would be identifying the region needed to place the website in and subsequently verifying how packed and busy that space is. The study would group information on existing competitor strategies in place and thereby build a policy to position the website such that it is more attractive to the search engine and the user.

Link strategy

Search engines give a lot of importance to the number of backward links a web site has and factors the quality of backward links. Bad links are more dangerous than having no links at all, having sites link to your site that are not relevant to your content can confuse the search engine and force it to consider that as spamming. We understand how important link strategy is to your sites visibility and will work with you to understand what kind of sites would be good for your business to link with. This is a slow process but is very effective when done right.

Ethical SEO

Nowadays almost all search engines have increased strictness with regard to websites that try spamming these search engines with an intention of **improving visibility**. At times, website owners, in spite of their awareness about spam related issues and intentions; they do end up using techniques, which can be classified as spam. If detected of spamming, internet search engines could take the step of banning your site from their search lists. This is never a good thing, as it requires many difficulties to get out of the spam list; something, which at times is a futile attempt. The best deterrent against such problems is to ensure that the SEO practices being followed by your site are ethical and agree to the standards and rules put in place by the search engines. Our specialists regularly keep themselves up to date with the protocols set by these engines, and apply them to your site to prevent it from getting a spam listing.

In order to offer best possible SEO solutions for your website we will conduct website evaluation report that will contain associated technical issues and a comprehensive on page optimization report. These reports may contain some recommended changes that are necessary in order to make website search engine friendly. Our strategy towards doing SEO for the website includes:

- ✚ To enable you the higher ranking of your keywords, we will create social media campaign, content marketing and other promotional activities.

- ✚ Implementing social networking techniques to make people more attentive about the products and services of website.
- ✚ We will conduct dedicated link building campaign that will include submissions of website into various search engines, rss feed websites, directories, social bookmarking websites, profile listing, web 2.0 websites and more. We have further enclosed our entire working schedule into tabular format to make it more specific to you.

Our promotional SEO packages are extremely affordable for all kind of websites. As being result-oriented SEO promotional package, it will boost website traffic and help growing an online presence for your business. It includes complete analysis of your website, current rankings, compatibility among various search engines, keyword research, site maps etc.

SEO Package	Basic	Economic	Standard	Premium
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Phase 1: Analysis

Keywords	5 Keywords	10 Keywords	20 Keywords	30+ Keywords
SEO Detailed Audit Report	Yes	Yes	Yes	Yes
Technical Audit Report	Yes	Yes	Yes	Yes
Website Performance Report	Yes	Yes	Yes	Yes
Traffic Analysis Report	Yes	Yes	Yes	Yes

Phase 2: Onpage Optimization

Optimization of Title, Description, Keyword & Image alt Meta Tags	Yes	Yes	Yes	Yes
Content Optimization- Implementation of H1/H2 & Bold tags to Content	Yes	Yes	Yes	Yes
XML Sitemap Creation, Submission & Authentication on Google, Yahoo & Bing	Yes	Yes	Yes	Yes
Robots.txt Optimization	Yes	Yes	Yes	Yes
Wordpress Blog Integration	Yes	Yes	Yes	Yes

Phase 3: Offpage Optimization

PDF Creation and Submission (Content provide by Client)	No	No	Yes	Yes
Google + Authorship	No	Yes	Yes	Yes
Google Plus One's	No	Yes	Yes	Yes
Google In circles	No	Yes	Yes	Yes
Google+ Followers	No	Yes	Yes	Yes
Google Business Page Creation	No	Yes	Yes	Yes
Google +1 Badge Implementation	No	Yes	Yes	Yes
Social Bookmarking	10	15	20	20
Directory Submission	40	70	120	200
Article Submission(Content provide by Client)	1x5	3x5	5x5	8x5
Link Wheel Creation(Content provide by Client)	1	3	5	8
Blog Submission(Content provide by Client)	2	4	6	8
infographic Submission(Content provide by Client)	No	Yes	yes	Yes
Classified Submission (Advertising)	2	4	6	8
Local Business Listing	15	20	25	35
Press Release Distribution(Content provide by Client)	No	No	Yes	Yes
Video Optimization & Submission	No	No	1	3
Social Media Marketing	No	No	Yes	Yes
Phase 4: Tracking & Monitoring	No	Yes	Yes	Yes
Google Analytics Installation	Yes	Yes	Yes	Yes
Google Webmaster tool Monitoring	Yes	Yes	Yes	Yes
Monthly Ranking & Traffic Reports	Yes	Yes	Yes	Yes
Work Status Reports	Monthly	Monthly	Monthly	Monthly
Minimum Contract Duration	3 months	3 months	3 months	3 months
Work Status				
Price (Monthly)	\$300	\$600	\$1200	\$2400

MONITORING AND REPORTS

The development of your website will be constantly monitored by our SEO services, by using certain benchmark data that have been created at the commencement of the whole procedure. Weekly and monthly reports will be generated to keep a track of vital data and data flow. This information will be accessible to you, so that you get an accurate picture of how much progress has been made on the task being performed.

Observe and Improvise

As stated in the first few lines, **website optimization** and getting it as number one on search engine results does not hold any special tricks or paths, instead one can keep a tab on the progress being made and recommend changes to be carried out in order to increase the value of the site's development. These alterations might have to be done on a few pages that require rework done subsequent to a review of how the search engine looks at those particular pages. This is a very vital task, as the process of website optimization does not cease after the initial jobs are done. The process is a continuing one that keeps itself apace with all the latest technologies being used by search engines for website listing

We will provide an Excel document, which summarizes the following items:-

1. Date submitted
2. URL of verified link (when attainable)
3. Traffic report analysis on monthly basis

Monthly Keyword Ranking Reports/SERP report: -

We will provide an Excel document, which summarizes the following items:

1. The site URL
2. Rank achieved
3. Page Number on which keyword is ranking

To better understand the attention to detail provided in the promotional strategy, it is helpful for you to understand the process. During the course of the promotional campaign, we update you monthly with an email on the progress of your campaign.

CONCLUSION

Eleganz IT Solutions Pvt. Ltd. adhere to provide the ever best Search engine optimization services that would enable your business to attain high search engine placements, aid in website promotion, and overall improving visibility of your organization in the online world. All this is accomplished without any concession on the quality of either your establishment or our services.

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