

## **SEO Service Provider in India**

Weox technologies is a leading SEO agency from the Manchester of South India, Coimbatore. We provide remarkable SEO services for your business with our well-experienced team of SEO experts. The success of a business online depends on exposure. As there is a massive drift of markets online these days, it is necessary to have your business with high exposure online. Internet users begin a solution for their needs with search. Nearly 75% of people complete their search in the first search result. That being the case, it is necessary to focus on the exposure and ranking of your business with high-quality SEO assistance. With a professional experience in the IT sector and prioritizing Digital marketing as our primary goal, we popularize your online presence with our effective SEO strategies and provide better visibility with better rankings of your websites in search results. We are extending our services in India to Chennai, Bengaluru, and Hyderabad.

## **What is SEO?**

Search Engine Optimization (SEO) is a process to optimize your business website to get higher rankings in search results and increase user traffic. SEO focuses mainly on organic search, meaning traffic gained through unpaid search results. SEO is the pillar to the success of your business online. A properly optimized website is achieved by implementing various tactics structured by our well-experienced team of SEO experts.

SEO is broadly divided into two segments, On-Page SEO and Off-Page SEO. On-Page SEO is optimizing your web pages for better rankings and visibility. HTML code, images, content, internal links, title tags, and User

Experience (UX) are the essential factors in an On-page SEO. In contrast to On-Page SEO, Off-Page SEO deals with an optimization that does not involve the content of your website. Promoting your business via podcasts, social media, and hosting events are some essential tactics of Off-Page SEO. Depending on your needs, our SEO experts draft the tactics emphasizing more on any one of them or both.

## **How does SEO work?**

It starts with crawling for the keywords entered in the search engine. Search engine sends out crawlers to perform crawling. Web crawlers or spiders download the robots.txt file embedded in your website, containing a list of related links for which a crawler can crawl—the crawlers index the pages relevant to the search terms by following the search engine's search algorithm. The ranking is done after crawling and indexing of webpages. The order is the crucial part of Optimization. Websites are ranked based on criteria like the presence of keywords in the title tags, the loading speed of the webpage, and many more. More than 200 ranking signals are used to determine the ranking of your website. Our SEO consultants manipulate the best tactics to pull up your website to fit into more ranking signals. Most search engines transform their search algorithms to meet user demands. Therefore, it is necessary to keep our optimization strategies up to date. Weox provides a sustainable professional SEO service for a hassle-free flow of your business.

## **Growing your business with proper SEO**

Google holds an aggregate of 91.43% of the globe's search engine market. Most of the world searches for their needs at least once using the google website. Nearly 8.5 billion searches are made on google every day. It is vital to get better visibility among your competitors with the assistance of SEO experts providing

the best google ranking service, strong long-tail and short-tail keywords, and many related services. User experience and localization are also the factors that determine the ranking of your website. Localization helps users nearby to find you easily. Collaborating with an SEO service provider who is proficient in providing local SEO services and a good user experience enables you to stand out from the crowd. Ensuring a relevant and concise meta description helps users to proceed in exploring their queries. Contrary to paid searches, SEO is relatively inexpensive and provides numerous benefits in terms of local searches and content marketing.

## **Why need SEO?**

Digitalization leads to the emergence of various online commodities. To preserve your business standards, having an online presence is a vital part. For better functionality implementing the Digital marketing strategies such as SEO helps you to pass with flying colors among the competitors. SEO is a long-term process but helps reach more people and build strong credibility. It improves user engagement with your site with updated, relevant content, strong backlinks, and your site images. SEO is inexpensive, makes your site search-engine friendly, and can lead to the rapid growth of your business in the long run. Due to its acceleration online, research is a critical element for companies. Using proper SEO tactics makes your brand visible and paves the way to users to purchase a perfect match for their needs. Undoubtedly, it results in a positive buying cycle and social engagement with potential customers.