**Main page:** SEO and SEM

75% of users never scroll past the first page of search results. Effective search engine marketing drives first-page traffic to your site. Do you have a strategy in place?

We realize the objective of a business is not to just have an appealing/aesthetic

Website but to have a website that generates sales or leads constantly. The key to this is targeted traffic that is conditioned to be fascinated in your product or service.

**Search Engine Optimization (SEO)**

Of course, you want search-engine traffic, as this generally speaks to your relevance and credibility to a user. We mindfully plan a search-engine-optimization strategy that accounts for key content, usability, and metrics that are required to attain (and keep) valuable SEO rankings. Long gone are the days of focusing on certain keywords; we are in this day and age of content authority and engagement metrics and you need an agency equipped to unlock you the new way.

**Our SEO tasks include:**

* Analyzing your website with various tools & techniques
* Generate a list of keywords & send it to you to give one’s seal of approval.
* Analyze your website with the list of approved keywords & suggest changes to be made on every page
* Modify title, description & alt tags on the pages that are to be optimized
* Run report of how your website is viewed by search crawlers
* Once we are full filled/pleased that the website is perfect, we will manually submit the website to different search engines & directories and closely monitor the inclusion of the pages in the search index
* Start link exchange campaign to get inbound links, to grow the search rank, page rank & traffic
* Analyze the reports & iterate to bring you maximum results

**Search Engine Marketing (SEM)**

The broader category of search engine marketing applies to our strategies for search pay per click (PPC) marketing, contextual text link CPC, Tier 1, Tier 2, and Tier 3 search engine PPC. This marketing does not perform in a silo, and we integrate the resulting data with all other marketing plans. Sem informs our SEO program, our conversion funnel system, and our audience targeting parameters.

**Our SEM services include**

* Keyword research - broad, phrase, and exact match
* Identify negative keywords, negative phrases
* Ad group negative and campaign negatives & update them every day
* Split keywords into small & focused ad groups
* Ad content writing
* Identify better performing ads & improve on them
* Identify competitors and analyze their better-performing ads
* Closely monitor the performance of the keywords, add new negatives and keywords based on reports, and modify ads content based on the performance.
* Configure conversion codes, create funnels.
* Improve ctr & conversion
* Recycle the process, generate new keywords & build more targeted traffic
* Incrementally outperform your competition
* Our proprietary data-mining tools allow us to predict keyword performance across multiple marketing channels. We can test, analyze, and iterate rapidly in our SEM programs, allowing us to optimize faster. There is no set-and-forget here.

Search engine marketing is the most targeted and efficient form of digital advertisement – put your brand in front of customers who are already actively searching on google, Bing, YouTube, or other search engines. Our all-in-one SEO/SEM service handles your search engine marketing strategy from top to bottom: research, execution, testing, and tracking.

**Campaign Strategy**

Set up your SEO/SEM campaigns on google AdWords, Bing Ads, YouTube, and other search engines. Define campaign goals, create conversion tracking in google analytics, geo-target your campaigns, and drive targeted traffic to your website at the lowest cost-per-click possible.

**Keyword Research**

Find low-cost, high-converting keywords that your customers regularly use to find your business online. Set budgets, manage pay-per-click (PPC) keyword bids, and keyword match types to maximize your share of voice on the best performing search phrases.

**A/B Testing**

Tap into our in-house digital copywriting team to create a winning copy for your SEO/SEM text ads that are on brand, on message, and designed to convert. Use proper calls-to-action and emotional triggers to generate more click-throughs. Ab test your ad copy for the best conversion and response rates.

**Tracking & Tools**

Set up campaign conversion and revenue tracking in google analytics, as well as other third-party tools, to get real-time data for optimization. Create dashboard reports to pull api data from various tools and platforms and continuously optimize existing campaigns for maximum roi.