

Nepallink Search Engine Optimization Approach

SEO Value Package

Search engines are the gateway through which potential customers find your product. Placement in the top ten rankings for relevant keywords is crucial for any business wishing to continue being competitive in the 21st century.

After implementing a customized, well-researched and executed search engine optimization campaign your business will see a massive influx of new leads. Nepallink Network has the expertise, dedication, and proven track record of excellence to make sure your online search engine optimization campaign is successful and profitable.

The steps we take to optimize your website:

1. Competitive Analysis

We first pick a list of keywords that relate to your business and see where your competitors rank, as well as identify any new competitors. We can then organize a list of the top five websites that appear after conducting each search and gauge the competitiveness of your online search market.

2. Keyphrase Research and Identification

The most relevant and specific keyphrases are selected, incorporating information from your existing analytics data (if available), competitor's meta tags, and keyword discovery tools.

Nepallink Network then chooses the best keyphrases depending on the competitiveness of your search market. Ideal keyphrases range from extremely general (more competitive) to very specific (less competitive). Specific keyphrases do not necessarily mean fewer conversions: the more specific the keyword, the more focused the traffic.

If your search market is saturated with businesses optimizing for your keyphrases, Nepallink Network researches your market intensely to select keyphrases with high search volume that have been overlooked by competitors. If your competition has not been taken the steps to optimize their websites, ranking for general keyphrases terms comes very easily to your new website.

3. Title and Meta Tag Optimization

Next, Nepallink Network implements your researched keyphrases in the necessary places on your site. Perhaps the most important place to put your keyphrases is within your titles. We determine a hierarchy for the pages in your site, placing the more general keywords on pages with the most links.

Although Meta description tags (the descriptions under search results) do not matter in terms of help in search engine optimization rankings-wise, they are very important at getting people

to click on your site. Nepallink Network puts your heavily-researched keywords in all the right places.

4. Keyphrase Incorporation into Website Copy

The copy of each page of your site must incorporate the keywords located in title tags. Nepallink Network's professional SEO copywriters craft your content to represent your business in a professional manner while maintaining the correct instances of keywords. If you'd rather write the content yourself, Nepallink Network can add your keywords to your copy, taking care to preserve the flow of your website copy.

5. Website Submittal to Search Engines

Once your site is optimized, then we submit your site to major search engines. It typically takes from 2 to 4 weeks before they are able to index your site completely.

6. Linkbuilding

Search engines measure the importance of each website through the number and quality of inbound links it receives. Relevant inbound links can do wonders for search engine rankings.

Nepallink Network can procure many one-way, high-quality links to your website. Our leading linkbuilding strategies set us apart from other internet marketers.

7. Statistics, Trends and Metrics Monitoring

Nepallink Network converts the data obtained from your site into valuable intellectual information.

Our search engine monitoring tools keep track of every visitor that comes to your site. Based on the reports our tools generate, we tweak your website to maximize conversions and keep targeted traffic streaming into your website.

Pleasing to your visitors is much easier when your website is designed with search engine optimization in mind.