

An insight of the services offered by**www.Shrushti.com****CONTENTS**

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INTRODUCTION

Shrushti is a leading Search Engine Optimization (SEO) service provider based in Vadodara (Baroda), India. Since our founding in 2002, we have been committed to provide only the best SEO service for our clients inland and overseas too.

We are a group of people expertise in various fields of online marketing with SEO experts, marketers, strategists, designers and thinkers working hard to achieve the goal to boost web rankings and hence, business through an assortment of efforts. We do the kind of work by stirring our client's brand towards their customers and their customers towards client's brand. We love what we do, the team we've built here, and the success of our clients. We make it our business to understand your business: your people, products, services and brand accordingly. We have a wide and diverse client base ranging from small and medium sized businesses which shows our extensive knowledge of Internet marketing and our flexibility in dealing with various challenges that comes with doing business online.

- ✓ We are committed to deliver search engine optimization & positioning requirements of your website and suggest an advertising campaign.
- ✓ Integrated within this proposal is a comprehensive scope of work outlining targeted proposed functions and costs.
- ✓ The scope of task includes website optimization and associated web promotion efforts, search engine friendly article marketing, monitoring to over all leading search engines.
- ✓ On project completion your site would be more visible over the internet in regards to best rankings for targeted keywords across the leading search engines like Google, Yahoo & Bing.

OBJECTIVES

To improve your website search engine visibility and search positions, that will subsequently maximize the volume of people traveling to your website. This gradually improves new clients/customers for your company.

Recommended Services For Your Website:

SERVICE 1 : SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the procedure of generating traffic to your website from the free, organic or natural listings on almost all leading search engines such as Google, Yahoo and Bing. It is a procedure that helps search engines discover and rank your website above the millions of other web sites in response to a search query. Search engine optimization hence helps you obtain visitors from search engines.

STEP 1: KEYWORD & COMPETITION RESEARCH

Find out the most important and less important keywords for your website. We track on your competitor websites and find out the ways for improvements on your website.

STEP2: ON PAGE OPTIMIZATION & INTERNAL LINKING STRUCTURE

On page SEO involves optimizing the website for the search engines which is first crucial step for any successful SEO strategy. Effective on page optimization will enable the search engines to classify your pages depending upon the keywords on your pages.

FOLLOWING IMPROVEMENTS WE DO FOR YOUR WEBSITE

- ✓ Optimize Meta Tags (Title, Description & Keywords) for all pages.
- ✓ Optimize Internal Linking Structure
- ✓ Analyze Google Webmaster Tools for Errors, Pages Indexed

- ✓ Submit XML Sitemap
- ✓ Image Optimization and ALT Text
- ✓ Header Tags Optimization (H1, H2, H3)
- ✓ Keywords Segregation URL wise
- ✓ Keywords Density Set
- ✓ Structures and Filenames
- ✓ 404 Page Error Setup

STEP3: OFF PAGE OPTIMIZATION:

Getting “back links” from other related websites and directories in order to generate link popularity and traffic.

- ✓ Submit website to over 1000+ targeted directories.
- ✓ Local Business listing
- ✓ Submit Press Release to targeted media outlets.
- ✓ Submit Articles in various high pr Article Directories.
- ✓ Social Bookmarking of your website.
- ✓ Social Sharing of your website.
- ✓ Guest Post Submission
- ✓ Hubpage Creation
- ✓ Squidoo Lens Creation
- ✓ We create an Official Blog for your website and Update it regularly.

CONTENT MARKETING/OPTIMIZATION

- ✓ Web Content Rewrite
- ✓ Article Submission
- ✓ Web2.0 Blog Submission (Blogger, WordPress & more)
- ✓ Press Release
- ✓ Hubpage Creation
- ✓ Squidoo Lens

- ✓ Official Blog Updates
- ✓ Guest Post Submission

WEBSITE ANALYSIS :

Before we proceed to your website search engine marketing, our first priority to evaluate your site thoroughly as Google major algorithmic update (Google Panda and Google Penguin) has already affected many sites due to following reasons:

- ✓ Poor Quality Content
- ✓ Wrong Keywords Stuffing
- ✓ External Links from Low Quality Websites
- ✓ Lacking of Internal Linking
- ✓ Junk content to influence search engine
- ✓ Websites with having Unnatural Links such as spam comment links, low quality articles & guest post links

To avoid future penalizing issue, we first analyze your site thoroughly to make you site search engine friendly as well as increase the interaction of your clients/customers. Based on your website analysis, we design convenient proposed search engine marketing strategies to increase the visibility as well as search rankings.

SERVICE 2 : PAY PER CLICK (PPC)

PPC is a key tool to understand to help get traffic to your business website, using it effectively can be invaluable.

PPC stands for Pay Per Click which means you are paying to bring traffic on your website. Pay per click advertising is the marketing option offered to the users by pay-per-click search engines. It is a small ad for specific keywords on the search results page in return for a specific payment when the visitors click on the ad. On Google, which is currently the main provider of this medium (Facebook is hot on their tail), they are also called Sponsored ads and are managed on the platform referred to as 'Google AdWords'.

We offer customized PPC management services designed for enhancing the effectiveness of advertising campaigns:

PAY PER CLICK ACCOUNT SETUP:

- ✓ Account Opening
- ✓ Payment method, Geo-targeting and language settings.
- ✓ Keyword research
- ✓ Campaign, Ad Group and Keyword categorization
- ✓ Two ad copies for each ad group
- ✓ Initial bid set
- ✓ Google analytics tracking setup
- ✓ One Landing page setup

PAY PER CLICK MANAGEMENT:

- ✓ Get high volume of quality visitors by refining your current keyword phrases
- ✓ We maximize your click-through rates by managing your ad copy, ad groups and keywords
- ✓ We help you to increase your sales and get more leads by attractive ads for your target market
- ✓ We optimize your accounts to get more qualified visitors from your advertising budget

WHY USE PPC SERVICE

Why would you need this? Well, say you have a new website and you don't think anyone is visiting it. You have an idea about SEO but know that takes time. You want traffic now! Well in an era of instant gratification you can have it.

SERVICE 3 : LEAD GENERATION

Lead generation is a marketing term, mostly used for the online business. This explains further by generating consumers' interest or inquiry into products or services of a business. Online lead generation is the process of collecting details of customers who have expressed an interest in a particular product or service. Importantly, they have given their express consent to be contacted when submitting their individual data.

Online lead generation is now a fast growing addition/alternative to more traditional offline press-dominated lead generating methods, with the most recent eConsultancy Report findings demonstrating:

- ✓ Key benefits; cost effectiveness, ability to target, increase customer base & prospect list
- ✓ 86% claim online lead generation will become more important over the next 12 months
- ✓ 14% reduction in use of telemarketing
- ✓ 42% of total sales originating from leads generated online

SERVICE 4 : ONLINE REPUTATION MARKETING (ORM)

Reputation management is the practice of understanding or authorizing an individual's or business's reputation. It was originally known as a public relations term, due to the advancement in technology, the cyber and social media made it primarily an issue of search results. Although it is often associated with ethical grey areas, such as reviewing websites, controlling negative complaints or using SEO tactics to game the system and influence results.

An ethical form of reputation management which is :

- ✓ Responding to customer complaints
- ✓ Asking sites to take down incorrect information
- ✓ Using online feedback to influence product development
- ✓ Resolving customers query through online chat, etc.