



excellence delivered...

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SEO



About Search Engine Optimization Services

- *SEO is an Internet marketing strategy that uses onsite, offsite and off-line tactics to help drive visitors to your website. The better the SEO, the higher your site will rank when a potential user goes surfing online for something related to your business, your service or a specific product.*
- *Our SEO team uses reliable and proven tactics to improve your search engine rankings. Too many SEO providers like to swamp you with jargon and technical details; however at Itech we would rather help you understand the whole picture, and keep your eyes on the bottom line: your business and your sales.*



SEO TECHNIQUES WE IMPLEMENT



Our team uses proven best practice SEO tactics to help your site rank as well as possible on search engines. The techniques we employ for the SEO will be based on latest search engine algorithms that commonly including On-page optimization- changes on your website to make it as accessible for search engines as possible and Off-page optimization- generating back links to your website to increase your authority and ultimately, rankings, with search engines.

Step by Step SEO

- ✓ Have web analytics in place at the start.
- ✓ Make SEO-friendly URLs.
- ✓ Do keyword research at the start of the project.
- ✓ Include a site map page.
- ✓ Use a unique and relevant title and meta description on every page.
- ✓ Create great, unique content.
- ✓ Use your keywords as anchor text when linking internally.
- ✓ Build links intelligently.
- ✓ Update your site regularly.



BENEFITS OF SEO

- ❖ Create a better and more user friendly website.
- ❖ Find new customers and assist business growth.
- ❖ Explore new markets.
- ❖ Achieve better conversion rates.
- ❖ Build brand awareness through better rankings.
- ❖ Build a dedicated fan base.
- ❖ Stay in-sync with latest developments.
- ❖ Bypass competition.
- ❖ Open your business 24×7.
- ❖ SEO is good for social media.
- ❖ Definite Increase in Traffic.
- ❖ Better ROI (Return On Investment) than normal advertisements.
- ❖ Takes your business to a next level.
- ❖ Increase in the brand credibility.
- ❖ Forces your business to produce content.

SOCIAL MARKETING & NETWORKING



- FACEBOOK & TWITTER
- LINKEDIN & MYSPACE
- BLOGS & FORUMS
- YOUTUBE & FLICKR
- NEWSLETTERS & HTML MAILERS
- TELEMARKETING
- SMS MARKETING
- WEB ANALYTICS & ANALYSIS
- CONTENT STRATEGY & UPDATING
- MEETUP & STUMBLEUPON

OUR SEO EXPERTISE

- Keyword re-search and implementing in meta-tags.
- Website analysis and content writing.
- Ranking rules of thumb for HTML content.
- Alt tag and titles for the images.
- Website URL optimization.
- Link building (on-page & off-page links).
- Site map creation and site registration in webmaster tool.
- Doorway page SEO technique.
- Keyword brainstorming technique.
- Frame support for SEO.



WHY ITECH ?

- *With so much choice available within the Social Media arena it is easy to understand how some of us can seem daunted and confused about starting to use social media for the first time. At Itech solutions, we'll advice you about the most suitable social platforms you may want to consider to help promote your business.*
- *All the search engines will be continually change their algorithms. It's important that you are using the latest SEO tactics and strategies. Our online marketing experts recognize and understand the latest search engines requirements and tailors best practice SEO tactics to help boost our clients' online rankings and stand out from the crowd.*
- *Search engine optimization can often be the difference between having an effective web presence or not. Deciding to hire the right SEO Company is an important decision that can improve your site's online visibility.*
- *Our team uses proven best practice SEO tactics to help your site rank as well as possible on search engines. The techniques we employ for the SEO will be based on latest search engine algorithms that commonly including On-page optimization- changes on your website to make it as accessible for search engines as possible and Off-page optimization- generating back links to your website to increase your authority and ultimately, rankings, with search engines.*

Call us
for a Discussion Today!

