



1. SEO DELIVERABLES AND PROCESS

Search engine optimization is not a process of getting your site to the number one position but to get your web site visible for the right keywords, at the right spot consistently. This is a process that could take weeks or even months, depending on the objectives.

There are no secrets or tricks to getting your site on the first few pages of a search result, it takes thorough understanding of how search engine spiders work and develop pages that are meaningful, primarily to users who would be visiting your pages and second to the search engines who try to locate your page on the internet. The objective is to make all the pages relevant so that search engines have no issues in promoting your pages for the keywords that we target.

1.1

COMPETITION ANALYSIS

The first step in our process would be to identify the place we need to position your website in and determine how crowded it is. The analysis would gather information on strategies used by your competitors and develop a strategy to position your website in a manner that is more appealing to the user and the search engine.

1.2

INITIAL REPORT

The initial report is to document the current standings of Client website before beginning the process of Optimization so that it becomes a comparative data once the process begins. This is a good way to measure the benefits of search engine Optimization and also acts a valid benchmark.

1.3

IDENTIFYING AND ADDRESSING DESIGN ISSUES

Search engines are known to have problem with sites that use flash, frames, long URL's excessive java script, keyword stuffing, bad navigation schemes etc. These problems restrict the search engines from indexing your site and placing them in the appropriate categories. Our SEO experts will analyze your site from a search engine perspective and identify problems that need to be fixed so that search engines face no problem in reading your website. Our SEO experts will recommend methods to fix this problem, which can be fixed by your engineers or could even be fixed by our in-house web development team if required.



1.4

IDENTIFYING AND OPTIMIZING FOR THE RIGHT KEYWORDS

Not all sites can expect to rank high for generic keywords, hence niche keywords need to be identified which are used by users and are more meaningful to your products or services. Some of the more generic keywords will also be used to optimize your main pages but the internal pages will be optimized using specific keywords that matter most. The keywords will be researched using industry data available from over 60million searches conducted over the last 60 days across major search engines.

1.5

OPTIMIZING <TITLE TAGS>

This is like the headline to your website. How many times have you been inclined to read an article once you have been attracted to it by its headline? The answer is most of the time. And in exactly the same way, users are more inclined to click on your website when they read an interesting title or an informative title that gives them an idea on what kind of information they would have access to once they click on that link. Our copywriters will work on developing relevant page titles for each of your pages so that search engine listings of your website look more interesting and informative to users.

1.6

PAGE COPY

Our copywriters will analyze your page copy to see if it gives enough information for users to benefit from it and also helps search engines understand the relevance of that page to the keywords used in optimizing the page. Search engines weigh each page by the density of keywords in it, too much is not good and too less can mean you will not be visible. Our copywriters will use the right mix of keywords and content that would make it interesting and informative for users and relevant from a search point of view to spiders.

1.7

META TAGS

Not all search engines use Meta tags to determine the relevance of a page but some still do. This is because many websites misuse this feature and try to stuff loads of information into it. Our objective is to make sure the meta tags are optimized with the right kind of information and keywords so that if search engines want to use the info to gauge the relevance of a page it can do so.



1.8

ALT TAGS

Search engine spiders cannot see images on the website so its always advisable to provide alt tags which act as information to the spiders about the message conveyed in the image. Most of the badly designed graphical sites often have their most important content written in image formats and spiders ignore them. The important thing to do is to have relevant alt tags so that spiders know what kind of information is contained in the image. Spiders use this information to weigh the relevance of a page is some cases.

1.9

HYPERLINKS

Search engines follow hyperlinks to determine the structure of a website. What is written in the hyperlink and around the hyperlink acts as a very important source of information for spiders in determining the relevance of a link and the page that it links to. Our experts will analyze the naming convention used in your hyperlink strategy and recommend a suitable naming convention that would make more sense to the spiders.

1.10 LINK STRATEGY

Search engines give a lot of importance to the number of backward links a web site has and also factors the quality of backward links. Bad links are more dangerous than having no links at all, having sites link to your site that are not relevant to your content can confuse the search engine and force it to consider that as spamming. We understand how important link strategy is to your sites visibility and will work with you to understand what kind of sites would be good for your business to link with. This is a slow process but is very effective when done right.

1.11 SITE MAP

Like a phone index, a sitemap is the most frequented page by spiders. If properly built your site map could be deep indexed on a daily basis by search engines. Once the search engines know that you constantly update your site map with relevant information and your site map is a good way to actually reach any page of your site, it would make sure that the spiders visit that page almost on a daily basis and pick up any updates that you make there. Our experts will study your site structure and create a site map that will be informative to both humans and also spiders. This will go a long way in making your site indexable.



1.12 ROBOTS.TXT FILE

The first page that any spider will look for is the robots.txt file. This file tells the spider what to do and what not to on the site. A very important file, which if wrongly configured can result in making your site invisible to search engines. Our experts will carefully understand and design this file for your website.

1.13 404 PAGE

Websites usually end up with changed or broken URL's that may still be listed on search engines but lead to missing pages that are an eyesore for users and also a way to loose potential customers. Recent updates or re-design could have lead to such issues. Our experts will design a custom 404 page that is displayed when a user find a link that no longer exists on the site. The user will then be directed to the appropriate category, home page or sitemap that can lead him to the information he needs.

1.14 RE-DIRECTS

Our experts will study the site to see if re-directs are being used on your site and also the type of re-directs used. If re-directs are wrongly used it could damage the listings of your site on search engines. Our team will recommend and rectify any such problems that may exist on your site.

1.15 ETHICAL SEO

Search engines have become very strict with sites that attempt to spam the engines for better visibility. Sometimes even with their knowledge or intent to spam site owners end up using techniques that amount to spam. If found spamming search engines can ban you from their list which is not a good thing, because getting out of the spam list is not an easy task. The best way would be make sure that your SEO practices are ethical and meet the standards set by search engines. Our experts constantly document and follow the practices recommended by search engines to avoid listed in the spam list.

1.16 MONITORING AND REPORTS

We will monitor the progress of your site using benchmark data created in the beginning of the process. These reports will be generated weekly and on a monthly basis to track important data. The data will be shared with you so that you can understand how progress is being made on the work that is being carried out.

1.17 OBSERVE AND IMPROVISE

As mentioned earlier, there is no secret way or trick to optimize a site to rank as #1 but we can certainly track the progress of our work and make changes to add more value to the progress being made. Changes will be carried out on some of the pages that may need rework after reviewing the manner in which search engines view them. This is very important because Optimization is a process that does not stop with the initial work; it is



an ongoing process that keeps pace with the techniques used by search engines to list your site.

2. BENEFITS OF DEDICATED SEO

The benefits of performing a SEO process on your site would be tightly integrated to the objectives set initially. The following benefits can be seen as a result of this process. Increase the visibility on major search engines and directories; also increase the number of search engines and directories that currently list Client website and its clients. Increase the number of pages that are currently indexed/listed on search engines from Client website Increase the number of relevant backward links that link to Client website Block pages and sections of the site that need not be indexed by search engines Optimize URLs, Tags and content to make the listings on search engines more meaningful to users and search engines. Position Client website on search engines in such a way that the site portrays itself to be an authority in its area of expertise.

Increase the number of site entry points for users to click and enter the site. Usually the home page may not be the best entry point if a user is looking for a specific product or service. The sites navigation will take him/her to the home page if he/she wishes to see it. Our Optimization process will ensure that your site is compliant to most search engine listing norms and is modifiable easily to suit new guidelines listed by search engines.

3. VIRAL MARKETING

In addition to normal SEO and PPC work we will also submit reports on Forum Posting CMT professionals will log into relevant forums of goggle, yahoo and other major forums and start promoting Client website in a very intelligent way, by talking about different plan and promotions and products of your website Blogging

We create a blog in your website and create profiles and create content and start blogging, we also create other blogs in the Internet with blogger.com and in turn optimize the traffic by routing those blogs to your website bogs and in turn getting more hits.

Orkut Promotion

We create profiles in the community websites like Orkut and scrap others about the website and the Products

Craigslist posting

The largest classifies website, we post about your website and products for people to come and buy, inturn will generate traffic for your website



Link building

We will build links on your website with good page rank for higher traffic

Article Submission

Articles submitted to various websites on Clients products and new and articles

Press releases

Good exposure to press by PRleap and PRweb websites, we need your assistance in this to submit various press related articles

Adding fresh content

We will write on your products and always keep adding fresh content to your website on different products reviews customer feedbacks etc

Directory Submission

We will submit your website to major directories for you to get traffic

REPORTS

We send daily reports on these different viral marketing, we guarantee that you will get more traffic with the viral marketing efforts.

Finally, INCREASE YOUR VISIBILITY ON SEARCH ENGINES

PAYPER CLICK CAMPAIGN (PPC Search Marketing)

We at CMT, fully understand that good return on investment (ROI) is the most important goal with PPC campaigns. After all, each click costs money.

We have fine-tuned our PPC campaign methodology to high levels of refinement, to ensure good ROI.

Our PPC management methodology

Picking up the right targeted keywords

Development of attention grabbing creatives like titles and description for the Ads
Sticking to an upper bid limit, we don't believe in getting into bid wars as they can lead to a decrease in ROI

Maintaining the cost per click (CPC) at low levels by focusing on less competitive yet targeted keywords.

Tracking the campaign results on a daily basis. With focus on the major variables like click through rate (CTR) and cost per click (CPC)



Updating the client about the progress of his campaign. We believe in being in-sync with the client's expectations.

The PPC services at CMT cover the entire spectrum of PPC marketing; necessarily covering sponsored and content page advertising as offered by Google, Yahoo, and MSN. We also have expertise in managing tier two search engines where the CPC is less and can be used for companies those who don't have good budget for PPC.

We have Goggle Certified professional at CMT to manage your PPC campaigns