

White Paper – Search Engine Optimization (SEO)



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Search Engine Optimization (SEO)

Search engine optimization (SEO) is a well defined and managed process which helps to increase the volume or improve quality of traffic to a web site from search engines. SEO activity helps to increase the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user.

Search Engine Optimization involves the careful optimization of corporate web sites to effectively increase their visibility in the major search engines such as Google, Yahoo, Alta-Vista, Inktomi and many others. It makes the difference between a web site that has very little visibility and one that will be seen and found by millions of people.

What we do for you?

- Understand your business objectives and goals.
- Identify the right kind of visitor who should be coming to your website.
- Analyzing your site's content to see if the current content is adequate to attract visitors, and make them stay interested in your website.
- Discuss with you and narrow down the right titles, descriptions, keywords and meta tags for optimal ranking in search engines.
- Analyze your competitor's websites to see how they fare in search engine rankings.
- Analyze your website technically to optimize the code of each page for optimum results.
- Regularly submit your site to search engines, after analyzing your current visitor patterns, and after tuning your web pages continuously to improve your rankings.

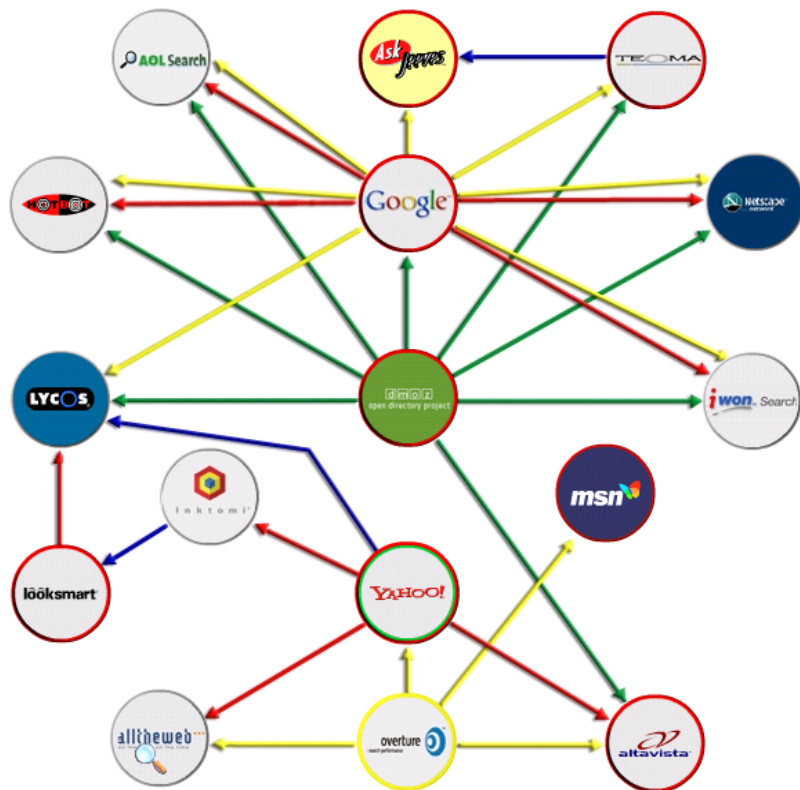
It is time to conquer the search engines!

We believe in working with those companies who understand the value of a high search engine ranking. This would require constant consultation and dedication from the part of our client, his public relations team, his marketing team and often, technical team. It also requires enormous patience.

Processes

There are four main page-centric processes used by SEO firms:

1. **Edit Client site pages:** the revisions made to a client site's pages so that they may rank higher in the search engine. This is "honest" SEO work and involves editing real "honest" web site pages. This is the "bread-and-butter" of legitimate SEO firms and is the clear winner when it comes to obtaining meaningful and long-lasting rankings.
2. **Man Made Pages:** commonly a "doorway-like" technology (Shadow Page) that is keyword intensive and that if visited should present an "honest" site page. This is a labor intensive process where a copy of a real "honest" page is made, then that copy is altered to emphasize keywords found on the "honest" page (page presented). In some implementations, this page loads the page to be presented into a frameset, and some redirect. This is not to be confused with "web design" where additional content is added to the site and that is intended for human visitors. ANY man made page that is not intended for human visitors, no matter how great the content, is considered spam by all of the major search engines.
3. **Machine Made Pages:** commonly an "doorway-like" page where the content of the page is derived from other site content based upon keywords and compiled by a software tool. Some implementations generate pages using gibberish or templates that are easily detected by the search engines. This type of tool could literally generate thousands of additional pages in minutes. ANY machine generated page that is not intended for human visitors, no matter how great the content, is considered spam by all of the major search engines.
4. **Cloaking:** this is normally associated with sites doing IP and USER-AGENT serving where the internet server will present a page that will vary based upon the visitor characteristics. This technology is commonly used to present differing content to each search engine or browser, thus a search engine seldom sees the same content that is presented to a browser. ANY cloaked site that filters based upon whether the visitor is a spider or a human, no matter how great the content, is considered spam by all of the major search engines.



L E G E N D

L E G E N D

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS CURSOR OVER A LOGO TO SEE ITS SUPPLIER
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS CLICK ON A LOGO FOR SEARCH ENGINE INFORMATION
- SUPPLIES → RECEIVES DIRECTORY RESULTS CLICK HERE TO SELECT A DIFFERENT CHART
- SUPPLIES → RECEIVES PAID RESULTS

You will receive **the following custom-written reports** that will address the all of the issues unique to your Website:

- Custom Search Engine Optimization Analysis and Review
- Complete SEO Copywriting Analysis
- Keyword Research
- Current Search Engine Rankings
- Full Website Usability Analysis

Directory submissions include:

- Keyphrase research to find the most appropriate keyphrases for your site;
- Carefully crafted directory descriptions utilizing your most important Keyphrases and geared toward each directory's specified criteria;

- Category research to ensure your site is submitted to the most appropriate category in each directory.
 1. Information Technology Product / Services
 2. Law Firms
 3. Advertising and Marketing Agencies
 4. Companies in Hospitality Industry (Hotels, Resorts, Tourist Promotions)
 5. Financial Institutions (Banks, Insurance Companies, Business/Personal Finance Companies).
 6. Entertainment Companies (Lunch of New Movies, Promotions of Movies/Music Albums, Events promotions)
 7. Training Services Companies
 8. Event Promotions (Seminar / Workshop / Business Event promotions)
 9. Health-Care (Pharmaceutical companies, Hospitals, Research Labs)
 10. Travel Industry (Airways, Travel Agencies)
 11. Automobile Industry (Promotion of New product launch)
 12. Electronic and Home Appliances Manufactures
 13. Mobile Services Companies
 14. News Agencies.
 15. Government Organizations.

Here are some facts and figure:

1. More than 80 % of online community uses search engines for online enquiries and visiting website.
2. Only top 30 ranked websites in search engines are really relevant. No one has time for going through pages of search engines.
3. A lot of companies boast for submitting your website in more than 1000 of search engines at a low cost. Please ask them to name 15 of them. 99% will fail to do so.
4. 10 to 12 search engines and directories enjoy 99% of queries.
5. Spamming is a story of historical era.
6. Meta tags are irrelevant.
7. Today nothing is free online. So is your web promotion.

Web promotion Strategy starts before designing of websites or portals. Web promotion is a highly specialized and focused area, which needs a lot of research and online promotion strategy. It is not different from offline promotion strategy.