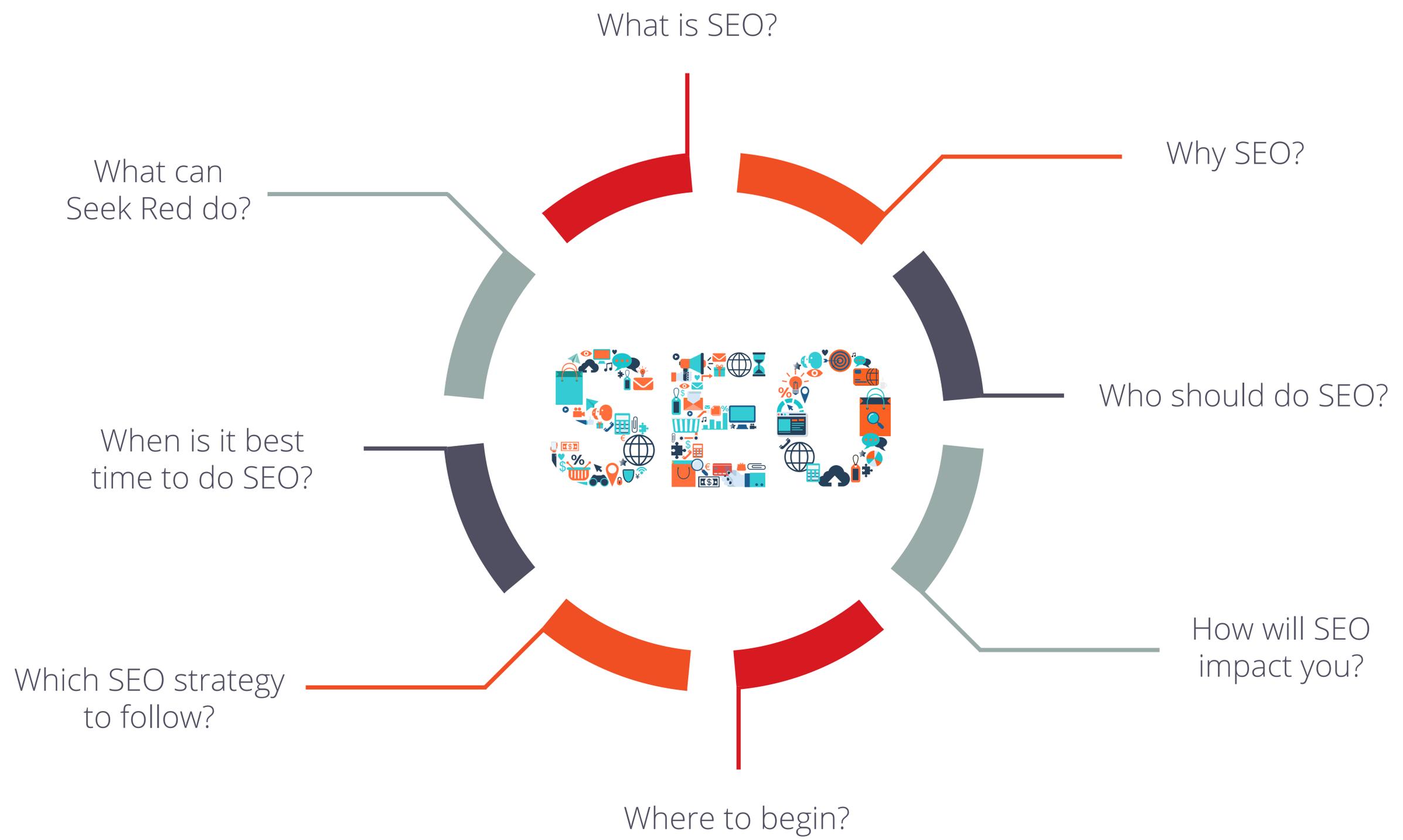




SEARCH ENGINE OPTIMIZATION

Presentation by *seekred*



WHAT IS **SEO** ?

SEO is abbreviation for Search Engine Optimization.

SEO is the process of maximizing the number of visitors to a particular website or webpage by ensuring that the site appears high on the list of results returned by a search engine.

It is both Science and Art - a balance of structured process and creative thinking & implementation.



SEO is what makes your website get noticed by a person who is looking for you on the web search engines like Google, Bing, Yahoo, etc.

WHY SEO ?

Imagine a beautiful museum but with few or no visitor. Or a talented magician but with thin or no audience. Imagine awesome businesses, people, portfolios, arts, ideas, services, and more... but all cocooned in isolation from the people who are looking for them.

When you make a website or a webpage, you are putting out information for prospective people who will find value in your information. Your information will either get you business, attention, appreciation and/or things similar.

In absence of SEO, your website or webpage will be seen only by those who have been referred to your domain address through direct marketing or by word of mouth publicity.



SEO helps you get noticed and found on internet.

WHO SHOULD DO SEO ?

Any business or person who wishes his website / webpage / work / message to get high ranking in Search Engine Result Pages (SERP) must do SEO.

If high ranking in SERP is a matter of little or no interest to you then you need not pursue SEO.

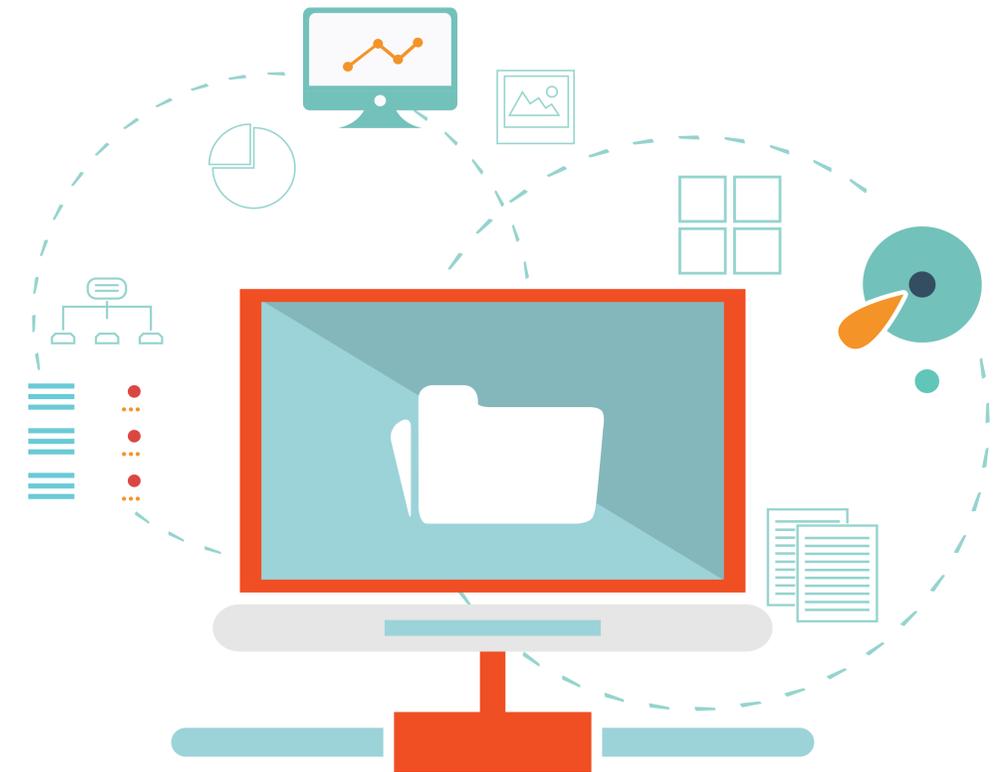


SEO is for businesses and people who want new customers and audiences through their presence on internet.

HOW WILL SEO IMPACT YOU?

SEO impacts you in many ways.

- It makes your website up to date to on-going technology
- It makes your content relevant for searchers
- It makes your site top the SERP rankings
- It makes your website traffic high
- It helps you analyze your website traffic
- It helps you target your prospective customer / audience
- It makes your brand and domain strong
- It makes your web information popular

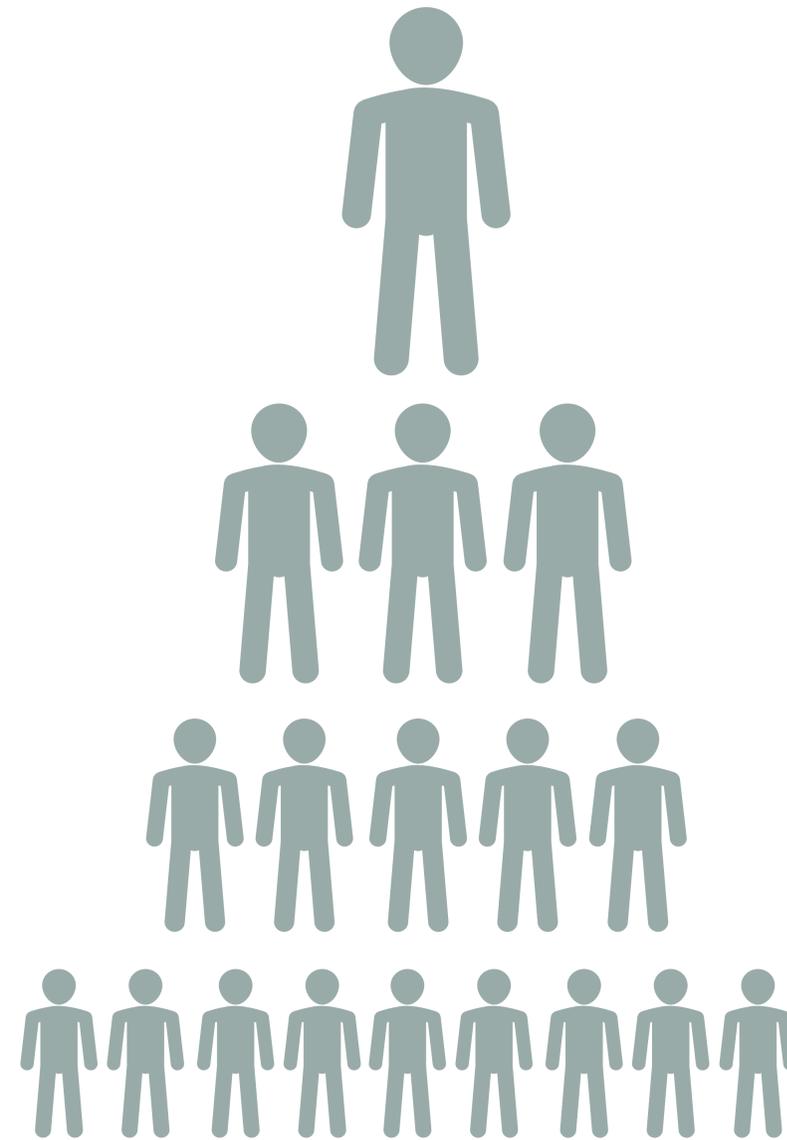


SEO makes your business / audience / followers grow by leaps and bounds.

WHERE TO BEGIN ?

SEO begins by understanding details of what goes into the process, planning, execution and maintenance of Search Engine Optimization. If you have time and inclination towards website development, SEO optimization and related services then you can do SEO yourself by implementing research and training information... plenty of which are already available on the internet.

However if your business and your work keeps you occupied or you have little inclination towards details of SEO then you need to begin by finding the right service partner. Your SEO service partner will guide and help you through the SEO process. Your partner will keep you informed through regular updates at each step.



Begin your SEO journey with awareness by finding the Right Partner.

WHICH SEO STRATEGY TO FOLLOW?

In the world of SEO, no one rule applies to all. Each business is unique. Each person is different. Therefore, the strategy applicable to you will be designed specifically for your SEO requirement.

However there are few golden rules which need to be followed universally by all seeking SERP rankings. We call these SEO hygiene factors. Thereafter are steps that need to be followed specific to your business, industry, group or person.

SEO may be done organically without any advert spend or inorganically with advert spends. Ideally it is a mix of both approaches.



Be informed, plan well, take the right steps, understand results and harness the potential of online marketing through SEO.

WHEN IS IT THE **BEST TIME** TO DO SEO?

The right time to start the SEO process is when you are ready to acquire more customers and audiences from your online asset(s). These new prospective customers and audiences will be the ones who are looking for you on the internet by keying in keywords that are relevant for them ... and mapped to the skills and description that defines you.

SEO enables new customer acquisitions by Pull Marketing.



**The best time was when your online digital asset went live.
The second best time is now.**

WHAT CAN **SEEK RED** DO?

We guide you through the whole process of SEO. Then we maintain your web presence by constantly tweaking it as per industry benchmark and standards. Throughout the process we keep you informed and maintain 100% transparency.

Our aim is to get your website / webpage SERP rankings progressively better and better.



SEO delivery process and service boutique



SEO PLANS available at *seekred*

	BASIC	OPTIMAL	ADVANCED
Assess Client Requirement	X	X	X
Website Analysis	X	X	X
Website Development			X
Website Optimization		X	X
Content Strategy	X	X	X
SEO Submissions	X	X	X
Competition Analysis	X	X	X
Keywords Research	X	X	X
Traffic Analytics	X	X	X
Link Building			X
Reporting		X	X
Maintaining Standards		X	X
Advert Strategy		X	X
Advert Spends			X
FEE * Taxes extra	Rs 7,500/- per month for 3 months	Starts at Rs 15,000/- per month for at least 6 months	Starts at Rs 25,000/- per month for at least 12 months

WOW !

LET'S BEGIN...

We agree completely!

Kindly contact Seek Red for suggestions and possibilities for co-operation for making your web presence noticed better.



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