

Organic Search Engine Optimization (SEO)



What is Search Engine Optimization?

SEO is a process of optimizing/customizing the website in order to obtain high ranking in search engines. It comprises of conducting detailed analysis of the site, identifying most effective key words & strategically placing them in the website, building reciprocal links, submitting pages to various search engine directories, analyzing reports and revising pages to position your site on top of search engines.



Why to Optimize a Website?

If your goal is to increase traffic to your website, then we need to customize the website in such a way that search engines could find your website easily. Search engines have 'spiders /robots' those try to locate the most relevant websites specific to the search term placed by a consumer. More your website can be found in search engines higher the traffic to your website will be. Below are a few facts that support why search engine marketing should be an integral part of every web promotion strategy.

- 85% of Internet users find websites through search engines.
- 90% of Internet users do not go past 2 pages or top 30 search engine results. They simply type something else if they can't find a relevant site.
- 75% of Internet users have the intention of purchasing a product or service when using search engines.

Are all the Search Engine Optimizers the Same?

The search engine optimization or internet marketing has evolved into a major branch in the marketing field. Like in any field many claim that they are the experts but only the results can prove it. Internet marketing is still new to many businesses thus making it hard to identify the right experts. We at **Uwin Technologies** harbor over 10 Yrs experienced professionals in their expertise in all areas of internet solutions. We see our growth through our client's success and we take our work serious.



Search Engine Optimization Process and Our Methodology

Phase I

- Detailed Site Analysis.
- Identify the best & effective keywords for the site by analyzing various keywords which the site should be targeting to.

- Examine the present ranking of the website for the given keywords using various strategic algorithms and ranking methods.
- Analyze the site code for correct syntax (this is not meant for front end display but for back end code optimization which is very crucial because the search engines (crawlers) are unaware of what normal users see through their browsers and it's essential to optimize the code for the crawlers without disturbing the current page design).
- Optimize the site by modifying the meta tags, title, keywords, headers, meta description, code analysis etc. without disturbing the existing design.
- Uploading the optimized pages once the process is complete ensuring that they are kept alive.
- Monitor the site and continue analyzing its progress for a period of 1 month. This analysis involves examining the site regularly for rank improvement and search result output. This helps in finalizing essential keywords.
- During and at the end of first month we may need to make further changes to the code and re upload the site.

Phase II

After completing Phase I we will proceed with building valid links and directory submission. We also need to monitor the site periodically to improve its ranking and position. Link building is essential otherwise over a period of time the site ratings will start descending.

Maintenance Phase

Continuous or monthly monitoring of site is also essential to ensure that your site remains on the top. One of our qualified professionals will be allocated to monitor the site on weekly basis.

What to expect?

The website content has to be modified on a continuous basis to comply with algorithms used by search engines to evaluate your site. These algorithms and methods of ranking site change periodically and we have to modify our strategy accordingly. SEO is not a guaranteed process. There is no guarantee that you will be on top and always remain on top.



Although we do not guarantee you a top rating, we do assure you that our efforts will boost up your ranking to a point that will give you the much needed edge over your competitors. We assure you quality results backed by web stats that will provide you a periodic insight into the effects of your site optimization.

