

MARKETING SERVICES



What Is SEO

SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.



On-Page SEO

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

Off-Page SEO

Off-page SEO (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

On-Page SEO

Activities performed

XML Sitemap

An XML sitemap is a file that lists a website's important pages, making sure search engine can find and crawl them all.

Breadcrumbs

A breadcrumb is a type of secondary navigation scheme that reveals the user's location in a website or Web application.

Canonical Issue

Canonical issues most commonly occur when a website has more than one URL that displays similar or identical content. This can negative impact your SEO.

On-Page SEO

Activities performed

Image Alt & Title Tags

Image Alt is a text code that helps search engine crawlers to understand as to what image is related to.

404 Error Page

A 404 page is a landing page that tells your site viewers the requested page is unavailable or, in some cases, doesn't exist.

Header Tags

HTML header tags are used to differentiate the headings (h1) and subheadings (h2-h6) of a page from the rest of the content.

On-Page SEO

Activities performed

Meta Tags

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code.

Schema Code Implementation

Schema markup is code (semantic vocabulary) that you place on your website to help the search engines return more informative results for users.

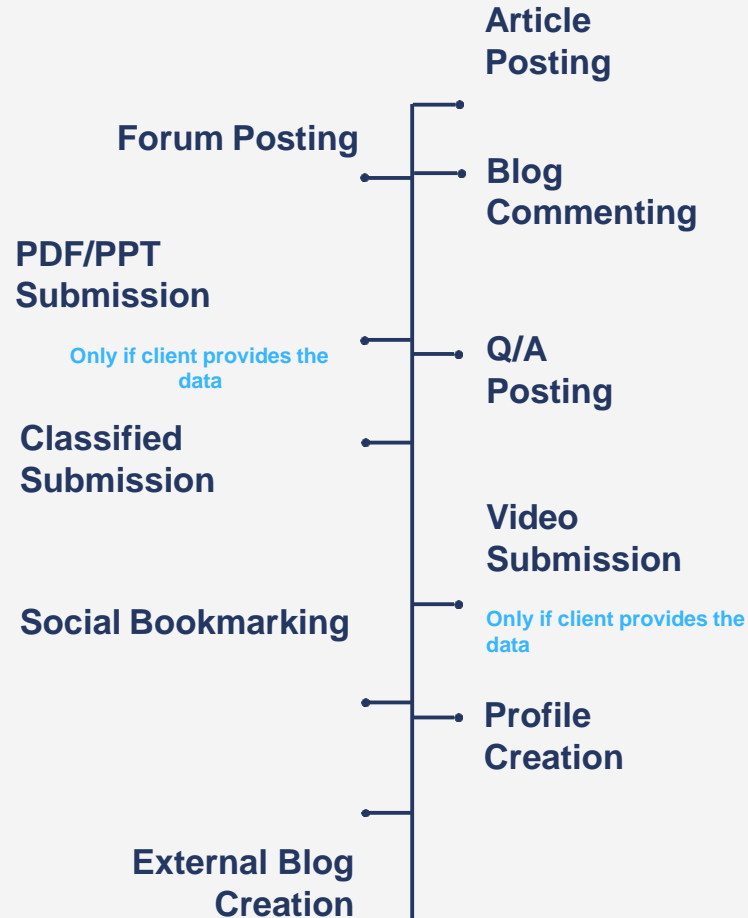
Language Tags

Language tags are used to indicate the language of text or other items in HTML and XML documents.

Off-Page SEO

Activities Performed

(Every month a set of activities are performed depending on the requirement)



Reporting

**On-Page
Activities**

**Monthly Link
Building Report**

**Weekly
Report**

Tools Used By US



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