



Dating Promotion Services

Introduction to ISHIR SEO

In a dynamically growing Internet market, generating qualified traffic is crucial for the success of any Online Dating Portal. Dating sites with top rankings on search engines get a high online traffic resulting in increased membership base.

ISHIR SEO offers a result-oriented online promotion strategy through Search Engine Optimization that directs qualified traffic to a website. With proven competencies, ISHIR SEO's methodical strategy has improved rankings of many dating sites on renowned search engines like Google and Yahoo. That yielded phenomenal earnings for them.

Overview

ISHIR's Dating SEO Solution is packed with 'Web positioning power' and 'High-degree visibility'. Our services go beyond the simple attainment of search engine rankings; it builds your dating portals BRAND on the web. The result-oriented approach that is standardized across the solution is built on deep-rooted understanding of Web Dynamics.

Services

Micro-sites development

In the Dating Industry, development of micro-sites is crucial to seize traffic that is specific in terms of locality or community. Past results have proved dating preferences of people to be defined within their community or vicinity. ISHIR can help you build a dense network of micro-sites which are community or region specific and then we will promote them on the search engines with keywords that guarantee results. This is often run in partnership with the site and other advertisers. This presents opportunities for co-branding and data capture. ISHIR's media planning team will be extensively working on the tie-up opportunities that can create the qualified traffic to the site. This is less expensive than creating a stand-alone site.

SEO

The SEO technique deployed for the Dating Industry comprises of marketing, technology, research, re-engineering, positioning, promotion and web branding. The Internet promotion strategy designed for the Dating SEO solution ensures improved ranking and link popularity on the most important search engines in the target market.

Before promoting the sites on the search engines, we optimize them keeping in mind the requirements of the search engines and then accordingly submit them to the search engines for sure-shot top rankings. Once the site attains top rankings in the search engine results, then there is a quantum jump in the level of traffic on the site resulting in increase in the number of registered members.

Newsletter Campaign

The Newsletter Campaign is a successful means to offer the registered members with a distinctive feel. This tool can be used to reach across to the members with personalized messages informing them of the latest updates, events, promotions, schemes etc.

The elegantly designed newsletter can carry an update of the latest events and news about the dating site that is regularly posted to the members. This way you stand to benefit with enhanced member interest and brand recognition.



PPC- purchasing and managing Pay Per Click (PPC) ads

ISHIR can promote your Dating site through PPC advertising on various PPC engines. Following are the major search engines in this market:

- Overture.com
- Google Adwords select
- Espotting
- Findwhat
- Sprinks etc

Here your ranking is determined by how much you've bid for a particular search word compared to other businesses. This can be a cost-effective way to get targeted traffic, since you only pay when someone actually clicks on the link. We will be finding the targeted search terms for you, which can get you best ROI. It is not a good idea always to bid for most popular phrase or for 1st ranking. It is a complete study to ensure best returns in your money. Further the visible descriptions can make it or break it. ISHIR's online media experts will ensure writing killing and enticing (But yet targeted) descriptions so as targeted peoples only click the adv.

Link Exchange Programs

It is a process of exchanging link with the complimentary sites for primarily two objectives:

- Getting traffic from other sites
- Boosting ranking in search engines

Complimentary sites can include the sites having the same target visitors but different objective than dating like Matrimonial and Chat sites.

Banner Advertisements

This is an effective online media tool, when targeted. Some of the places where we can do the banner advertising are:

- Regional rooms of the chat sites
- Local community sites like batchmates.com, matrimonial sites
- Local news paper's sites, Regional classified sites and directories

We will be exchanging/buying banners. This media is relatively cheap and can incorporate basic animation and interactivity. Usually viewers click through to your website. We will also be tracking the effectiveness and Click through rates of the banners advertisement running on various sites.

Affiliate marketing programs

This is a tool where you pay for performance based on the kind of profits you have. Here one of the common practices is pay per lead. Usually while this is very important to find and then maintain a track of what is your per customer acquisition cost and per lead cost. ISHIR will be doing the job of getting qualified affiliates for your site and accepting & approving applications, generating unique sales links, tracking & reporting of results, monitoring their performance, preparing target based reward programs for them etc to ensure the business growth along with best ROI.

Essentially, a retailer's affiliate program pays a commission to other sites whose links to the retailer result in an actual sale. The goal is to build a network of affiliates who have a financial stake in promoting your site.



Benefits

Cost effective Online Promotions

ISHIR's online promotion services through the offshore delivery ensure low cost of implementation. We manage the promotion activities from India and this way are able to deliver high-quality services at a fraction of the cost that you would have to otherwise bear.

Increase in Member Base

Exponential growth in the member database is the objective behind the comprehensive internet marketing strategy of ISHIR's Dating SEO Solution. Thorough analysis and methodical Internet promotion plan ensures maximum traffic directed to the website. This online traffic can be easily converted into member base through compelling value proposition. With the increase in the number of members, what goes up is the revenue stream and this helps in building a durable brand on the web.

Affiliate Marketing

Affiliates can also provide an increased traffic to the website with a nominal commission. The Dating SEO Solution can also find genuine affiliates to provide links and promotional banners on their websites. This will send qualified traffic to your dating website being promoted. This way, ISHIR can help you find the right partners in your domain and undertake careful steps to forge a win-win relationship with high traffic dating hubs.

SEO Methodology

Our Process

The SEO life cycle is a sequence of methodical steps of activities that ensure enhanced web presence. Weightage is given to studying the current market trends to determine the level of competency and forging an unflinching strategy to gain an edge over competitors.

The sequences of our SEO Methodology are as under:

a. Web Site Analysis

In-depth analysis of the current site, level of competency and study of the existing traffic are the steps during the first phase of the SEO life cycle.

b. Client Interaction

A better understanding of the client's business, objectives, target customers and market competency is analyzed during this phase. A feedback for key word preferences is taken from the clients.

c. Keyword Selection

This is the most crucial stage that finalizes the keywords capable of capturing most of the qualified traffic. The keyword finalization is followed by phrase positioning according to the competition on search engines.

d. Description Making

Descriptions are modified to fit in the approved keywords for improved rankings.

e. Site Optimization

This is a vital phase to make the site Search engine friendly. Creation of doorway pages, insertion of Meta tags, and optimization of Images etc. are some of the steps in this phase towards optimizing a site.

f. Search Engine Submissions

Key word and description insertion are executed during this phase. The site is uploaded and search engine submission is fully performed manually.

g. Re-Submissions

Web traffic is analyzed and monitored during this phase. Search engine submission is repeated and even the content is rewritten, if required.



Search Engines and Directories

Directories are a compilation of category-wise sites listed by human editors. ISHIR's Dating SEO Solution will boost the link popularity by adding it to relevant directories on popular search engines. There are different category based directories on the Internet, which sends qualified traffic to various sites placed in respective categories. Some of the famous directories are:

- Yahoo
- Looksmart
- ODP or Dmoz
- Business.com Etc.

Our experts will be writing the Killer descriptions and then submit your site in these directories to get the maximum qualified traffic. Some of these directories are paid but worth.

Result Samples

ISHIR has brought tremendous success to UltimateSingles.com through the launch of 60 micro-sites. The results are there online for you to see. In the table below, you can see the search engine rankings that we have been able to bring for various micro-sites of UltimateSingles.com.

Boston-personals.net (as on July, 2003)

Keywords	Google
boston dating personals	2,3
boston dating singles	10
boston dating agency	1,2
boston dating services	6
boston singles men	1
ma dating services	4
boston singles women	6
boston singles men & women	3
dating in boston	10
boston catholic singles	1
boston christian dating	12
boston catholic dating	1
boston christian singles	3,4
boston christian personals	1,2
boston dating	9
boston internet dating	1

Houston-personals.com (as on August, 2003)

Keywords	Google
Houston Christian Dating	1,2
Houston Online Date	1,2
Houston personals site	1,2
Houston Christian personals	1,2
Houston dating personals	3,4
Houston Personal Dating	1,2
Houston Dating Agency	1,2



Packages

ISHIR offers you three attractive packages:

Result Based

Definition:

- In this package, we first, based on our understanding of your requirements, come up with a list of keywords using which people would be searching for your dating site on the Internet.
- Then we identify the search engines relevant for the dating industry.
- We then form a grid with the two and then ask you to pick and choose the permutations and combinations.
- We try and get you to the first page of these search engines using the keywords selected.

Activities:

The following are the activities that we cover in our Internet Marketing package:

- Keyword and Search Engine Selection
- Site optimization
- Search engine and directory submission
- Pay Per Click as well as paid submission consultancy
- Resubmission as well as Quarterly statistics on results
- One year maintenance

Deliverables:

We define the criteria of success before we start the project. Our targets for the three reviews mentioned above are:

- First Review: Achieve 25% of the target
- Second Review: Achieve 50% of the target
- Third Review: Achieve 65% of the target
- Over all strive to achieve 100% the end of one year
- Starting year two we try and maintain the ranking and results and work on constantly improving them.

Monthly Billing

Business Monthly plan facilitates the client to pay the total payment for the website promotion in economical monthly installments. Reasonably priced, the monthly installments are less burdensome in terms of payments.

The methodology in this Plan is the same as Result-based plan, the only difference being that in the Monthly Plan, the payment schedule is monthly, whereas, in the Result plan, is milestone based.

Project Based

We also work with clients on Project basis. This means that for specific online promotion needs of Dating sites, we list down the activities that we will perform on an agreed upon time frame and charge a fixed amount of money for rendering the services. This is a highly customized plan in which we carry out specific promotion activities that cater to the online promotion needs of our clients.



Clients

UltimateSingles.com
FellowshipSingles.com
EbonyChristianSingles.com

Testimonials

Waiting on Client.

References

UltimateSingles.com

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