



ISHIR SEO Services

Introduction

The success of any Business on the internet largely depends on the effectiveness of its 'Web Presence'. Top rankings on search engines enable high degree visibility for websites and hence generation of greater profitability for companies.

The ISHIR Search Engine Optimization methodology is targeted towards designing a comprehensive Web positioning model. ISHIR's expertise in Web Dynamics provided noticeable rankings for varied Businesses on important search engines. Generation of qualified traffic on the websites helped the revenues of many companies, escalate radically.

Overview

ISHIR SEO strategy gains its effectiveness from a complete understanding of the Web Operation mechanics. Web Dynamic experts at ISHIR have extensive knowledge and apt experience to build 'Web positioning power' and 'High-degree visibility' for wide ranging Businesses. The adept Internet Marketing Strategists at ISHIR work towards building a comprehensive and reliable Web positioning model. This model ensures a prominent presence for the website after a thorough market analysis and in-depth R&D of the competitors for the Business.

Benefits

Comprehensive Online Promotions

ISHIR SEO Services cover the entire gamut of promotions on the search engines. The Services are 'end-to-end' as they cover all the aspects like website analysis, site optimization, keyword selection, search engine submission, rankings attainment, re-submissions and rankings maintenance. We ensure durability of results with dedicated efforts towards maintenance of rankings. ISHIR SEO goes way beyond the search engine results, we help you effectively position your business on the web and build your brand.

Result-Oriented Services

Our services are highly result-oriented as they deliver results in terms of top search engine rankings using the right and relevant key-words. Our keyword selection strategy is totally oriented towards giving your business an edge over your competitor's. The key differentiator is our capability to attain and sustain top rankings which ultimately lead to greater traffic on your website.

Cost-effective

In terms of ROI, ISHIR SEO is a highly cost-effective services which helps you grow your business on the web-based model. The web is a limitless world and we specialize in bringing eyeballs on your website. The high online traffic leads to increase in the number of enquiries, which if translated into tangible business opportunity presents you with an unlimited potential to grow your business by finding more buyers and partners online. So what you invest in your web promotion efforts, benefits you in the long-term by accelerating the pace of your business growth.

Services Plans

URL based Plan for Starters

Definition:



This package is priced based on the **number of pages** (URL's) of your site to be promoted. We recommend a minimum of 8-page (URL) site promotion because to reach critical mass, at least 8 pages of a site must be promoted.

Activities:

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

- Keyword and Search Engine Selection
- Site optimisation
- 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. We select a handful of relevant search engines and keywords (Depending the number of pages to be promoted) and create a matrix. We try and target getting each of these keywords on the first page of all the search engines short-listed. 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

Result based Plan

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.

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- Starting year two we try and maintain the ranking and results and work on constantly improving them.

Business Monthly Plan

The 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 URL/Result based plan, the only difference being that in the Monthly Plan the payment schedule is monthly, whereas, in the URL/Result plan, is milestone based.

SEO Methodology

Our Process

The SEO development life cycle is a sequence of methodical sequence of activities that ensures enhanced web presence and smooth navigability. Weightage is given to studying the current market trends to determine the level of competency and derive an unfailing strategy to gain an edge over competitors.

The Phases 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 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 Samplers

ISHIR has brought tremendous success to more than 35 clients world-wide through dedicated online promotion efforts. The results are there online for you to see. In the tables below, you can see the search engine rankings that we have been able to bring for various clients:

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

Transindiaholidays.com (as on August, 2003)

Keywords	MSN	AOL	Yahoo	Google
Discover India Airfares	1,2,3	1,2	1	1,2
Airticket from India	1,2	1	1	1,2
India Travel Agents	8	7	7	7
India Tour Operator	4,9	6	6	6,7
Airticket from India	1,2	1	1	1,2

Peace4World.org (as on March 2003)

Keywords	Google
india pakistan peace	1,3,11
india pakistan crisis	1,2
india pakistan events	2
india peace initiatives	1
india pakistan peace	1,2,11
india pakistan history	1,2
situation in Kashmir	2
india pakistan relations	1,2,3,4

Discountdressesonline.com (as on August 2003)

Keywords	Google
online discount dresses	1, 2
plus size dresses	2
prom size dresses	1
plus size formals	1,2
dresses online	1,2



Heritageoverseas.com (as on August 2003)

Keywords	Google
bangle manufacturers of India	1
indian bangle exporters	1
Indian henna wholesalers	1
bindis in tins exporters	4
Indian heena exporters	1

StudyHall.com (as on August 2003)

Keywords	Google
sat online prep	6
memory improvement tips	1
psat test preparation	6
speed reading tips	11
sat online preparation	6

Clients

Austrian Wilderness	La Passage to India	Aristocraft International
Source Scan Agency	Leisure Hotels	Army Liaison Cell
ULM Internet Pvt. Ltd.	Motivational	Century Overseas
Heritage Overseas	Management	Chariot International
Indebo	Protouch Nurses	D Group International
PKF	Study Hall	Eco Adventures
Portfolio: Sourcing India	Discounteshop	Envoy Tours and Travels
Precision Electronics Ltd.	Flemming Trailer	Erco Travels
Seasia Consulting	Pro Touch Healing	Frolic Online
Pasupati Spinning Mills	Mike Modano	New Age Tours and Travels
Estocorp India	Net Watch Solutions	Sarovar Park Plaza
Ultimate Singles	Tower Hunters	Trans World Travels
Claudette's Décor	Wild Bills	PSI World
Trans India: African	Café Spice	
Safaris	Discount Dresses	

Testimonials

"It was a pleasure working with the team at ISHIR INFOTECH. Not only did they deliver the project on-time but they also delivered a high quality deliverable within our limited budget. Their Internet Marketing team did an excellent job of promoting us on search engines and directories. Within a short period our site was listed on the TOP. ISHIR INFOTECH far exceeded our expectations. We would highly recommend them to anyone."

Rosey Garcia

Discount Dresses Online

I need to comment that ISHIR's team in India

"This small note is just to express our utter satisfaction at our site designed and developed by you and the team at ISHIR INFOTECH. Over the last few months we have been receiving numerous e-mails from our overseas counterparts praising the design and navigation of our site, to the extent that a couple of them have even expressed feelings like, "It seems that Indian web designers have finally come of age, www.transindiaholidays.com is truly world class".

Kapil Goswamy



is doing a very good job. The traffic to my site has gone up tremendously and I am getting lot of enquiries and business. I have also given them another contract for making of my new site and I hope they do the same kind of work as they have done in marketing my site. Your services are good and I wish you all the luck for future.

Keep it up ISHIR!!

Tarun Nayar
C.E.O
Heritage Overseas

Managing Director
Trans India Holidays

It has been a very beneficial arrangement to be associated with ISHIR INFOTECH. I take this opportunity to thank you & your team for all your combined efforts in making sarovarparkplaza.com a successful site.

Ajay K. Bakaya
Executive Director
Sarovar Park Plaza

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