

Services

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These are the services we provide ..

Web Site Promotions for Targeted Traffic to Your Site

- Search Engine Marketing

→ Keyword Research - This is the first and most important part of search engine marketing. You need to be sure you're using effective keyword phrases that your targeted market are using to find you.

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→ Search Engine Optimization - Optimizing your web site for the search engines makes your pages search engine friendly, thus a lot easier to find your site.

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→ Link Building - This is yet another important method to help get you ranked higher in the search engines. We link your web site to link partners relevant to your site.

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→ Directory Submissions - We manually submit your web site to directories.

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→ Web Site Traffic Analysis and Tracking - We analyze your existing traffic on the optimized pages, to check your visitors' behavior, i.e. find out which pages they are entering and exiting most from your site, the length of their stay, what part of the pages they are most interested in, etc.

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- Usability Evaluation - It's important that your visitors find what they're looking for as quickly as possible on your site, else they'll move on to the next site that is more user friendly. Many online businesses who are listed on top of the search engines think they are getting all the revenues possible. However, if the site isn't professionally done and/or difficult to navigate, or your landing pages for the particular keyword phrases don't have an effective call to action, leaving them clueless, this can amount to a substantial loss of revenues.

- Article Marketing - Submitting articles to ezines and websites is a powerful form of promoting and getting targeted traffic to your site. Some people use this method exclusively with much success.

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- Consulting Services -

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