



SEARCH ENGINE OPTIMIZATION

What is SEO?

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engines including Google, Bing, Yahoo and other search engines.

What we do?

Website Analysis and Evaluating before doing SEO and Marketing

Setting Goals: Our aim is to provide you with complete web marketing solutions to help your website rank high on the search engines. Before moving on further, we will have a consultation phase where we



will discuss what your website goals are and how we can accomplish them.

Key phrase Research: We do research regarding the use of keywords and we also look at what kind of keywords your clients are using in order to gain traffic. We use significant high traffic keywords that your rival does not know about. The fresh demands of unique and new keywords are also taken into consideration. The keywords with high conversion rate raise you ROI. The key phrase selection is also done for tracking and improving the SEO process.

On Page Optimization:

We incorporate your selected keywords into existing internet pages with keyword saturation and density which is needed to achieve the top rankings by modifying and optimizing the crucial areas in your site's source code. The accurate implementation of server levels adjustments will guarantee your site to be user friendly. Here's what will happen after applying all the above mentioned points:

1. Utilizing key phrase factors like keyword density, relevancy and position.
2. Page markup factors like <title> tags, <meta> tags, hyperlink tags and alt tags.
3. Using H1/H2/H3 HTML Tags.
4. Optimizing home page content

Off Page Optimization:

Silicon is responsible to establish your positive "Online Reputation Management" which is also known as Off Page Optimization. Whether its creating your website's profile on **Facebook, LinkedIn, Twitter and Google+** etc. or blogging your heart out to gain higher SERPs (search engine results pages), we are here to help you out. Some of the other Off Page Optimization techniques are:

1. **Blog/forum marketing**
2. **Search Engine submissions**
3. **Link Baiting**
4. **Video Marketing**
5. **Available on Local listings**
6. **Article Submission**

Social Media Optimization:

One of the toughest things within web marketing is recognizing the right type of link building. Our tactical methods include:

1. Article Submission
2. Social Bookmarking
3. Blog and Forum review posting
4. Relevant partner links
5. Being active on Social Media such as Facebook, Twitter, Google+ and LinkedIn etc.
6. Directory Submission

Reports:

Performance, ranking and SEO results can be seen in reports after certain time.