



## Search Engine Optimization

According to a report in the 70 new domains are registered and 571 new website are created within a minute online. Now imagine your website jostling with all of them to grab eyeballs every minute, every hour, every day. Sounds daunting? Well , it needn ' t be i f you have a fool-proof Search Engine Optimization (SEO) strategy in place that guarantees results.

SEO is a vast, humongous activity that is beyond just one person and can be very expensive and time-consuming if you have to get it done in-house, particularly for small businesses and entrepreneurs. Hiring experts to assist you with your SEO endeavors is actually a smart way to conserve your finances and time and achieve your marketing goals.

Why does your website need SEO (no, SEO isn't dead!)?

Simple. If you want your product, service or offering to be found online, you need search engines. And search engines are powered by SEO. The majority of web traffic is driven by just a few search engines - Google, Yahoo, and Bing, with Google dominating 80% of all search engine traffic. Despite social media, search engines continue to be the primary go-to option for most web browsers. Search engines guide visitors to find what you are offering. And, if your website cannot be found by search engines it means that you need to work on your SEO!

SEO - if done intelligently and scientifically - can give you an ROI that few other marketing methods can. isynbus.com 's Search Engine Optimization (SEO) team brings its collective 90+ years of digital marketing experience, 9 prestigious international certifications, and invaluable insight gained from having successfully handled clients from a host of industries for over 9 years to help you achieve your marketing goals with us. Whether it is higher Search Engine Results Page (SERPs), increasing leads, or penalty recoveries, our team of vibrant, young but experienced and eager marketers offer Western companies a one-stop solution for all SEO requirements.

SEO is much bigger and a lot more hard work than what you think it is. Our job is to keep up with all the latest algorithm updates and changes that take place in the online space, test new hypotheses, and see how best we can shield our clients from potential future penalties from the search engines. In short, we spend a good chunk of our time keeping up with the trends and honing our craft.

A quick overview of what we are (what we do for you is a bit further down):

- We strictly use only White Hat SEO techniques to give your website the 2 key qualities that search engines so love - relevance and popularity
- A highly experienced senior SEO expert heads the marketing team
- Every client requirement is unique and so we offer customized SEO solutions
- 6-10 years is the average experience of every team member (which is indicative of the amount of rich experience they have accumulated in their field)

That's not all...

Marketing needs add-on support and we have it

In-house Designing team

Your SEO landing pages (the pages on which your organic traffic lands) need to be visually appealing. The principles of psychology are at play even in the design element of a page and our in-house designers are trained to use the right visual cues on every aspect of the landing page. Additionally, to optimize your SEO efforts you also need ads, banner ads, graphics, ebooks, infographics and brochures for remarketing. Our in-house designing team provides ready support for all this.

In-House Development team

Technical SEO is often an under-rated and overlooked aspect of SEO, but also one of the most crucial in terms of influencing how Google views your website. Technical SEO involves things like optimizing your website's page load time, availability of your content to search engines, the quality of the code and semantic markup on your website and checking if your website's architecture is built appropriately. These developers code your SEO landing pages and test it to ensure there are no bugs. Our in-house development team works in close coordination with the marketing team to provide support in all aspects of technical SEO.

## In-house Content/ Copywriting team

Good quality content is at the core of any successful SEO strategy. VE's team of highly experienced and internationally certified Content and Copywriters has a collective 83+ years of writing experience and have mastered the art of integrating SEO into the content writing process. All have University degrees in English and there are several ex-journalists in the team as well. The writers have also undergone extensive training for prestigious international institutes like Meclabs (USA), Udemy (USA) and Lynda .com (USA). They provide a strong content support across the digital services spectrum, be it SEO-rich content for web pages, social media posts for Facebook, Twitter, LinkedIn etc, ebooks.

Getting ranked at the top of the SERPs (Search Engine Results Pages) is actually a race. And , for every day that you delay launching your SEO campaigns , your competitors are gaining that much more headway.

Hiring local SEO experts can be a difficult exercise - deciding on what requirement to open, getting a job description written, searching for resumes, interviewing candidates, selecting them, waiting for them to start, and then training them - sounds time consuming?

## How you Benefit

1. SEO is never constant - It evolves, and evolves fast! Ask yourself if you can keep pace with It. An update by Google states that the search engine giant updates the algorithm over 500 times per year! That is roughly about 10 updates per week. If all you are doing is keeping yourself updated with every tweak and change that Google makes, where does that leave you any time for your business?
2. SEO calls for dedicated consistency - Instead of sporadic efforts. Typically, SEO starts showing results after a minimum of six months. Which means that you have to put in a concerted effort for at least six months. VE's SEO experts have been doing nothing but SEO day In and day out, month after month, year after year, and have sharpened their skills and responses on websites of all shapes and sizes.
3. Link building - used to be every marketer 's favorite task till the Penguin penalty hit it. Today, every SEO expert knows just how risky and dangerous link building can be if not handled ethically. A Penguin whiplash can leave you bleeding for months, doing just link cleanup. It can be immensely frustrating for small and medium sized businesses. Our SEO experts strictly use only White-Hat techniques such as checking the Page Authority (PA) and Domain Authority (DA) before creating links to any website.
4. Google Analytics - is another vast territory and can give rich returns - but in the right hands. An SEO expert can help you make sense out of figures and percentages to understand your website traffic and content trends. You are putting in huge amounts of effort into your SEO campaigns and if you don't

know where the leaks are, all your hard work is going to come to naught. Our Google Analytics experts tell you what is working and what isn't, thus helping you to optimize your efforts.