Search Engine Optimization (SEO) Service

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in web search engines' result.

In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

How search engines can be useful?
Via search engines, by search terms or keyword. If your website is introduced to search engines properly, more prospective customers will direct to your website via search engines.

Which search engines?
In this service, your website will be registered in the leading search engines, such as Google, Bing, and Yahoo, but it does work for almost all popular search engines after months.

What exactly you do for me?
It is an effective package of needs of a business to be success to bring the prospective customers to the business website. Some of the most important items are:

- Doing research to find proper terms or keyword to work on them. Normally the result is some of terms or keywords that people use to find same business in search engines.
- Adding relevant keywords to the web page's meta data, including the title tag and meta description to improve the relevancy of a site's search listings, thus increasing traffic.
- Making account in search engine consoles (Mostly: Google Search Console/ Yahoo Site Explorer/ Bing Master Center).
- Making and updating search engines materials for better results in search
- Dealing with search engine consoles to keep the website in higher position
- Sign up for social media account (Mostly: Facebook, Instagram, YouTube, Google +)
- Preparing and posting limited material for social media and keep them updated
- Registering the business in some important online and local databases
- Updating content so as to keep search engines crawling back frequently can give additional weight to a site.
- URL normalization of web pages accessible via multiple urls, using the canonical link element or via 301 redirects to help make sure links to different versions of the url.
- SSL setup and optimization that can have a positive impact on the rankings, traffic, and website security
- Optimizing a website may involve not only editing its content, but also website re-design, that need other services and they are not part of this service.

Do you provide similar service to my business competitors?
To be sure there is no conflict of interest, we do not accept this service for two businesses in same category (based on the attached list). Therefore, we do our best to bring prospective customer to your website.

How long does it take to see the result?
When a website is registered, normally it is not possible to find the website via search engines, even by entering the domain name in search box! Usually it is somehow impossible to find the business by internet search. By using this service, normally after about 1 to 3 months the website or at least one page with a link to the website appears at the first page of registered search engines results. Continuing using this service for about 10 months, results the website or at least one page with a link to the website at the first page of registered search engines by searching for some specific phrases or keywords. After that, the website's rank will continue increasing in search engines. Although, by stopping the SEO, the rank will be decreased.

How much does this service cost?
SEO is a process that uses a lot of hours of expert worker. This is one of the reason that it is not cheap! On the other hand, better results obtain when these jobs are done step by step. Therefore, customers can pay the cost of this service on a monthly basis.
The cost is depending to many factors. Some of the most important factors are: The business and the business competitions, the current website of the business, and the level of the service.
- The cost of service is more in some businesses because of excessive competitions.
- Some websites are not designed based on search engines needs. Therefore, more work is needed. In some cases, even the business website needs to be re-designed.
- This service can be provided from a very basic level that is just registering the website to a search engine, or just adding meta tags to the webpages, to a complete package even more that what is introduced in this page.
As a rule of thumb, a limited service for a well-designed website uses for a small business will cost about $150 per month and a full service for an old-designed website uses for a regular business will cost about $750 per month.

Is any obligation to continue using this service?
The service contract is for one year fixed-term. After one year it will be renewed automatically to a month-to-month. In month-month term, customer can terminate the contract with a 60 days' notice. After termination, there is no limitation to provide the service to same business.

More questions?
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