

# SEARCH ENGINE OPTIMIZATION

## Overview & Case Studies

The DLT has extensive experience in achieving outstanding search engine ranking results for its clients.

One of the key differentiators of our work in this arena that is all done in-house by our specialist staff. This process ensures that our digital strategy, website design, copy-writing and web development team and tasks are all in sync to achieve the required outcomes.

## Our Purpose and Philosophy

The purpose of search engine optimization is the perfection of a clients' website to consistently deliver potent and targeted business benefits. Overall, our aim is to deliver websites that deliver maximum search engine visibility (owning spaces on the Internet above the competition), display excellence in web design and content, and ensure pivotal marketing effectiveness.

## Web Marketing Strategies

Ensuring your website contributes to overall sales and marketing plans. Maximizing the real marketing potential that an effective web site can deliver.

Typically, our work begins with the client's marketing objectives and the sub-set of these that are assigned specifically to the web.

Where these are not yet fully defined, a member of our own marketing specialist team can help in their review and formulation. This is undertaken using a well proven process we call the "marketing audit". Quite naturally, the same hands on assistance can also be provided wherever there is concern that the web's own substantial capabilities are not being sufficiently harnessed. In any instance, the output from our marketing objectives review is a fully documented and agreed web site strategy brief. A document that is the bible for all subsequent work.

## Web Design

Guaranteeing that your web design powerfully enhances your corporate and product image ... that it is effectively delivering all set objectives ... and that it makes your site a pleasure to visit and navigate.

Next, the strategy brief is used as the fundamental blueprint for the actual web design. An iterative process in which client feedback and review is a part and parcel of each step. The web pages are then built, to design, and with the web strategy brief still remaining as the fundamental foundation for everything that is done. And as clients will have now come to expect, their critical review will again be an inherent part of this important work.

## Search Engine Ranking

Being seen by your target audience at the top of a search engine search listing is a sure path for a web site to deliver qualified prospects.

The crucial search engine optimization work is all about manipulating and re-writing the website's content so that will achieve a top search ranking.

Here, we not only study the client's own web marketing strategies, but also the sites of the competition - both direct marketplace competitors and those who are clearly competing for the web space that the client wishes to "own". Our very powerful software tools analyse each of the competitive web sites involved, allowing us to find niche "marketing holes" in the Internet. We also scope the web strength of all such competition.

All of these observations are collected into the overall website strategy and are used to prepare the website ready for the search engine crawlers (spiders or robots) so that your site will be well ranked in their search database.

## Our SEO Process

### Ascertain client brief

- What is the product/service/sale emphasis?
- Has any research been done into keywords?
- What digital channels does the client currently have?
- What is the client's objectives/preferred outcomes?
  - ✓ What is the budget?
  - ✓ What is the campaign timeframe?
- Who are your key competitors doing well in your SEO keyword-space?

### Key phases

#### *Research and Analysis phase;*

- Undertake research into keywords that relate to the client brief/product/service
- Produce report and recommendations for what the keywords should be

#### *Implementation and monitoring;*

- Create SEO copy for keyword landing pages
- Integrate SEO copy into the website
- Generate Google Sitemap XML • Integrate SEO monitoring tools;
  - ✓ Google Analytics
  - ✓ Google Webmaster Tools
- Monitor results

## 1. Your IT Guy

**Website:** [www.youritguy.com.au](http://www.youritguy.com.au)

We got Your IT Guy in January 2014, their main concern was to get on top asap, as they really need fast results. They deals in IT support and services and they were spending a lot on Google Adwords to generate queries. We discussed with them their monthly budget and targeted keywords.

### Selected 5 Keywords:

- ✓ **Computer Repairs Melbourne** (Rank 1 - Google.com.au)
- ✓ **PC Repairs Melbourne** (Rank 1 - Google.com.au)
- ✓ **Computer Services Melbourne** (Rank 1 - Google.com.au)
- ✓ **Computer Support Melbourne** (Rank 1 - Google.com.au)
- ✓ **Computer Repairs** (Rank 2 - Google.com.au)
- ✓ **PC Repairs** (Rank 1 - Google.com.au)

We were able to deliver top 10 results in first 4 months for all 5 keywords. And continuously working on it to maintain top ranking.

**Main Strategy:** Quality link building for instant fruitful results.

**Main Activities we focused:**

- ✓ Links from High PR Tech Directories
- ✓ Classified Ads
- ✓ Forum Links
- ✓ Articles and Press Release
- ✓ Facebook & Twitter activities
- ✓ Google Plus & Google Local listing
- ✓ Google Reviews.

## 2. Big Kitchen Events

**Website:** [www.bigkitchen.com.au](http://www.bigkitchen.com.au)

We got Big Kitchen Events in March 2014, their main concern was branding and to bring queries, they were not in hurry but need Good Branding.

**Selected Keywords**

- ✓ **Big Kitchen Events** (Rank 1 - Google.com.au)
- ✓ **Big Kitchen Events Melbourne** (Rank 1 - Google.com.au)
- ✓ **Big Kitchen Event** (Rank 1 - Google.com.au)
- ✓ **Event Catering** (Rank 2 - Google.com.au)
- ✓ **Catering Company Melbourne** (Rank 9 - Google.com.au)

We were able to deliver top 10 results in first 4 months for all 5 keywords. And continued working on it to maintain top results as well as focusing on new keywords.

**Main Strategy:** Quality link building as well as Social Media.

**Main Activities we focused:**

- ✓ Links from High PR Tech Directories
- ✓ Classified Ads
- ✓ Business Listings
- ✓ Social Bookmarking
- ✓ Forum Links
- ✓ Articles and Press Release

- ✓ Facebook & Twitter activities
- ✓ Google Plus & Google Local listing
- ✓ Google Reviews.

### 3. Alfa Spa

Website: [www.alfaspa.ca](http://www.alfaspa.ca)

We got Alfa Spain June 2014, actually site was hit by Google and measured sudden drop in rankings. We communicated with client and checked for the possible reasons. We worked on Google Webmaster and removed bad quality links built for website. We regenerated and optimize website content. There were many OnPage errors on website, we resolved all to make it fit and healthy for SEO.

Selected Keywords

- ✓ **Massage Vaughan** (Rank 8 - Google.ca)
- ✓ **Spa Vaughan** (Rank 8 - Google.ca)
- ✓ **Day spa Vaughan** (Rank 3 - Google.ca)
- ✓ **Spa package Vaughan** (Rank 4 - Google.ca)
- ✓ **Day Spa Richmond Hill** (Rank 8 - Google.ca)

We were able to regain top 10 rankings in just 1 month for all 5 keywords. And continued working on it to maintain top results as well as focusing on new keywords.

### 4. Steven Williams

Website: [www.stevenwilliams.co.uk](http://www.stevenwilliams.co.uk)

We got Stevenwilliams.co.uk in September 2014, actually site was hit by Google and faced sudden drop in rankings. We communicated with client and checked for the possible reasons. We worked on Google Webmaster and removed bad quality links built for website. We regenerated and optimize website content. There were many OnPage errors on website, we resolved all to make it fit and healthy for SEO.

Selected Keywords

- ✓ **Music Producer London** (Rank 2 - Google.co.uk)
- ✓ **Songwriter Producer London** (Rank 2 - Google.co.uk)
- ✓ **Pop Music Producer London** (Rank 4 - Google.co.uk)

We were able to regain top 5 rankings in just 2 month for all 3 keywords. And continued working on it to maintain top results as well as focusing on new keywords.

Similarly Many Other Keywords, with similar stories that we helped to acquire top 10 rankings in Google.

## Our Common SEO Activities for Each Project:

### On-Page SEO: (As per website requirement)

- ✓ Title Tag Optimization
- ✓ Meta Description Optimization
- ✓ URL Rewriting
- ✓ Header Tag Optimization
- ✓ Canonical Issues Fixing
- ✓ XML Sitemap Creation etc.

### Off Page Activities:

- ✓ High PR Directory
- ✓ High PR Bookmarking
- ✓ Blogs
- ✓ Articles
- ✓ Press Release
- ✓ Image Optimization
- ✓ Forum Postings
- ✓ Classifieds
- ✓ Business Listing
- ✓ Video Promotion
- ✓ PDF Promotion
- ✓ Blog Comment / Guest Posting

### Social Media Profiles:

- ✓ FB Posts
- ✓ FB Likes
- ✓ Twitter Tweets

- ✓ Twitter followers
- ✓ Pinterest Profile
- ✓ Scoopit profile and followers
- ✓ Stumbleupon
- ✓ Google Plus Profile
- ✓ Google Reviews

And many other activities as per project requirement.

### Our Strategy:

As per Selected set of Keywords, we perform Competitor Analysis, Analyse Google Marketing Trends check Backlinks of our competitors and Perform Activities according to it.

**Note#** we only work on Google White HAT Techniques follow Google Webmaster Guidelines & Work on Quality Resources with Unique Content for sure and long lasting results.