



## SEO and Internet marketing

So, you have a great website with adequate content and idiot-proof navigation and are wondering why there are no sales or as many sales as you expected?

Think about it; there are hundreds of sites being added every single minute of every single day. Yours was probably the 50,000<sup>th</sup> site selling shoes or handbags or travel services or whatever.

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### How will the millions of online customers find your site?

Through the search engine of course! The only problem if we might point out, is that the search engines will probably display all 50,000 sites selling shoes and your nice website will be on the 5,000<sup>th</sup> page whereas most customers do not go beyond the 4<sup>th</sup> or 5<sup>th</sup> page.



The only way your website can be within the first five pages of any search engine results is if you advertise with that search engine (very expensive) or, undertake some form of SEO and internet marketing. As a matter of fact, no website can succeed without some form of SEO and internet marketing. Creating a fantastic usable website is just the first step to setting up your online store or office.

SEO and internet marketing begins with researching the keywords that are used by customers to locate the goods or services you sell. All search engines save a list of keywords used by people using the search engines. So, if your website sells shoes, we can find out what keywords were used to locate shoes. What is the maximum number of times specific keywords were used? Where are these customers located? Are they in the US, Europe, Asia or elsewhere?

We seek answers to these and several other questions and then match the answers to your website. We verify that the majority of the top keywords being used to search for shoes are also used in your website. Of course, there's science and technique involved in doing it (called Search Engine Optimization or SEO in short).

We also take a look at the top performing websites that sell shoes i.e., your competitors. We figure out and analyse their performance and then create an internet marketing strategy to beat them.

We also look into the number and quality of incoming links. The larger the number of sites that link to your website, the higher a search engine will rank your website. Of course, the quality of these links matters too. A link from a software site to a shoe selling site (and vice versa) would be treated as irrelevant.

Please do not assume that SEO and internet marketing is a DIY project. Knowing how and what strategy works with top search engines requires thousands of hours of study and testing. SEO and internet marketing is best handled by professionals – that's us!

So, if you have setup an online store (or are planning to), then come, talk to us first - we guarantee success and in your success, lies our own.

Need to promote your website? Call A1WebSystems on +91 9130 15 24 88 / 988 151 4086 or email us at [info@a1websystems.com](mailto:info@a1websystems.com)

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