



Search Engine Optimization

Turnkey solutions from fullestop.com



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Overview

One of the most important steps in search engine optimization is selecting the correct keywords. www.fullestop.com researches extensively on the Internet to find the best-suited keywords and phrases for a particular business. More often the keywords/phrases that are actually being used by people to search for site like yours are totally different from how we "think" people do the searches e.g. the key phrase "health nutritional supplement" is not a very popular key phrase in search engines like Alta vista.

The focus is on high ranking in the free search engines and directories.

1. For Search Engines we make use of highly optimized content on all pages, and well made meta-tags for home and internal pages. It is a very tight balance between spamming the meta- tags with keywords and having enough repetitions of the phrase.
2. For Directories, since submissions here are reviewed by human editors as opposed to automatic robots/spiders as in case of search engines, it is important to focus separately on each directory and then submitting. We will correspond and follow up with the editors till we get a solid ranking for our key phrases.

We typically follow density technique, targeting as many as 4 important keywords and key phrases after researching and short-listing them. Each page is optimized separately, with focus on different key phrases. This ensures higher ranking for these key phrases and also for the brand name of your product.

The following steps are evident in our process to promote your site:

- Proper groundwork and research in identifying the proper keywords and phrases.
- Removing/ changing any hindrances to search engines placements, which might be there in the existing site.
- Proper meta-tags on each page. We will be optimizing each of your pages differently.
- Content optimization on the visible part of the page. This is extremely important as search engines are paying a good amount of focus on "relevance" of search results. So simply tweaking the meta-tags would not be good enough.
- Making changes in the alt tags of images.



- Reciprocal Links: this helps improve the link popularity of the site and hence get more targeted audience from other sites and higher ranking on search engines, which pay a high attention to link popularity.
- Web Ring Marketing: we will identify major portals, directories and search engines, which specifically deal with your businesses, and manually submit the site here. This is a very sound technique of getting "Targeted" audience to your website.

It is important for the site to use correct techniques for higher ranking. Search Engines and directories do not look doorway pages, mirror site and other techniques positively. You run a high risk of getting your site banned by trying to fool search engines by using the above and other related techniques.



Fullestop's Online Promotion Service Pack

The online promotion service pack involves the following:

1. Strategic Optimization and Meta Tag Development: This task will involve
 - a. Web page optimization for the Homepage: The task involves properly positioning visible keyword descriptive text to the homepage. Each search engine has a different algorithm for content, body text, html code and other factors. These factors change frequently and we stay on top of the changes. Highly optimized sites get better rankings! Once your site is solidly optimized, the next step is finely tuned meta tags with correct syntax, key terms, words and phrases. Search engines like some words better than others; certain engines pay attention to case sensitivity and others do not. Getting high rankings in search engines is improved with good meta tags
 - b. Professionally Written Meta Tags for the Homepage: The task will involve writing Title Tag, writing Meta Keyword Tag and writing Meta Description Tag.
 - c. Optimization steps to be implemented on your web site before Promotion: This task will involve
 - HTML Optimization.
 - Image Optimization.
 - Theme.
 - Site Consistency.
 - Fine Tuning.
 - Meta Tags.
 - Web Site Tracking and Monitoring (if the site is being designed by Fullestop)
2. **Search Engine Submissions and Placement:** This task will involve hand submission to top 150-200 Search Engines and Directories. Submissions allowing category placement are researched for increased targeted traffic to your site. **This task does not include engines requiring pay for placement such as Yahoo¹.** The largest engines prefer (and some require) hand submissions done according to their unique format to get a listing.

¹ For submissions to paid search engines/indexes, the client will have to pay additional.

3. **Web Ring marketing:** This task will involve



- a. Research and hand submit to ALL directories specific to your industry.
 - b. These free directories will only accept sites from that industry.
 - c. These top directories will help your link popularity with many having great placement in the major portals allowing you to be found via their top placement too.
4. **Mass Search Engine placement:** Mass submissions of your site to 200+ search engines and classified ad sites. Getting listed on the top search engines and directories is vital to driving traffic to your site. Almost 85% of all Web users rely on search engines to find Websites. With numbers like that, it's not difficult to see how important it is to get a good listing on search engines and directories. Search engines are a great place to find information related to many interesting topics. For businesses, it is especially important to be listed in every search engine so additional qualified Website traffic may be acquired. With millions of Websites indexed by search engines, most individuals and businesses find it extremely difficult to find any of their WebPages when they perform a search using keywords associated with their Websites. For this reason, Fullestop does offer submissions to all of the prominent search engines and directories to improve rankings for our clients.
5. **Maintenance:** For continuous results, the site has to be submitted to all the search engines and directories, at the very least, four times a year. One of the criteria that determines a site's ranking is how long ago the search engine indexed it. In other words, if you never resubmit your site, over time it will fall further and further down the list. To keep your listing fresh, we will resubmit regularly. This has another benefit if you regularly update your site's content, as the search engine will index the new material as well. Submitting a web site weekly or monthly serves no purpose and can adversely affect the web site. After the initial submission of a site it should only be re-submitted for the following reasons:

The site's index counts drop

The rankings fall

There are substantial content changes to the pages.

It is suggested to do the submissions every quarter.



Timeline for delivery

1.	Web Site optimization	1-2 week
2.	Mass submissions to search engines and Indexes	3 Weeks
3.	Web Ring marketing: Research and Hand Submit to your Top Industry Specific Directories.	2 weeks
4.	Confirmation from search engines (post submission)	2 to 6 weeks
5.	Testing and checking the listing (post confirmation)	1 week
6.	Final delivery and closure	

Search Engine for Submissions

Web spiders & Robots (Search Engines)

[Aeiji](#)

[Alexa](#)

[AllTheWeb](#)

[AltaVista](#)

[AOL Search](#)

[Answers](#)

[DirectHit](#)

[Excite](#)

[Goto.com](#)

[Google](#)

[HotBot](#)

[Lycos](#)

[MasterSite](#)

[National Directory](#)

[Northern Light](#)

[SearchIt](#)

[Subjex](#)

[WebsMostLinked](#)

[WebTop](#)

[WiseNut](#)



[What-U-Seek](#)

Indexes & Catalogs (Major)

[About.com \(formerly, The Mining Company\)](#)

[Ask.com \(aka Ask Jeeves\)](#)

[Jayde](#)

[JoeAnt.com](#)

[GoGuides.org](#)

[LookSmart](#)

[MSN Search Index](#)

[Open Directory Project](#)

[Rex](#)

[TurnPike](#)

[Yahoo](#)

Indexes & Catalogs (General, Part 1)

[Ah-Ha](#)

[BigWhat](#)

[Constellation](#)

[CyberDirectory](#)

[DirectFind](#)

Indexes & Catalogs (General, Part 4)

[PowerSearch](#)

[Qango](#)

[QuestFinder](#)

[Scrub The Web](#)

[SearchHound](#)

[SearchKing](#)

[SearchTheWeb](#)

Indexes & Catalogs (General, Part 5)

[Win4Win](#)

[WithOneClick](#)

[ZippyFinder](#)

[Eye On The Web](#)



Indexes & Catalogs (General Business Related)

[411Locate](#)

[4SmallBusiness](#)

[AllBusiness](#)

[BizCardz](#)

[BizExpose](#)

[Goto](#)

[InfoMarket](#)

[ShopMyState](#)

[USA Online](#)

[GTE Yellow Pages](#)

[Where2Go](#)

Asian Search Engines & Indexes (excluding Japan)

[123 India](#)

[AppuOnline \(India\)](#)

[AsiaGuide](#)

[Essence of India](#)

[Gappu \(India\)](#)

[Hong Kong Search Engine](#)

[IndiaBook \(India\)](#)

[IndiaTimes \(India\)](#)

[Jadoo \(India\)](#)

[Khoj \(India\)](#)

[Orientation Asia](#)

[Mahanagar \(India\)](#)

[Mukil \(India\)](#)

[Rediff \(India\)](#)

[South Asian Milan \(Indian Subcontinent\)](#)

Examples

- Debt relief (yahoo) www.emergencydebtrelief.com (over 5million results for this site on google and Yahoo.com)
- Web design India (all engines) www.fullestop.com (over 30 results for this site on all engines)
 - Website design India
 - Outsourcing India
- Kyanite
 - www.kyanitegems.com
- lapidary machines
 - www.rajtools.com
- online trading futures
 - www.spiketradings.com (over 10 results on google.com for this site)

None of these are from paid submissions or sponsored links.

FAQ

1.How long after the web site is submitted will you see results?

We find AltaVista indexing website in 21 to 28 days. Three to six weeks is not uncommon for many of the other search engines and in some cases up to 90 days. It varies by quite a lot among the different search engines and directories. With search engines, submissions can take anywhere from a few days to several weeks to appear. Because people manage directories, it usually takes a few weeks to several months to get listed with them. You will be constantly informed by Fullestop about the progress of these submissions.

2.What do we need from the client

We need a list of 6-8 keywords (The keys and phrases that are related to the business) in a priority order.