

(analyse) (optimise) (emphasise)



Search Engine Optimisation

**359 Morcellement
Petit Village
St Antoine
Mauritius**

+230 282 1063 t

+230 910 7156 m

info@intergise.com e

www.intergise.com w

(CONTENTS)

ABOUT INTERGISE	3
SEARCH ENGINE OPTIMISATION	3
Overview	3
Why You Need Search Engine Optimisation	3
Black Hat Vs White Hat	4
OPTIMISATION PROCESS	4
Analyse	4
Optimise	5
Emphasise	6
OPTIMISATION PACKAGES	8
Bronze	8
Silver	9
Gold	9
Platinum	9
FURTHER INFORMATION	10

(ABOUT INTERGISE)

Intergise, an Internet consulting firm, assists businesses to utilise the Internet's potential and achieve a competitive advantage.

Intergise provides business driven Internet solutions, combining business strategy, creative marketing and design, and technical expertise to deliver Internet solutions that deliver results. Whether it is optimising your website for maximum results, producing an e-marketing program that delivers or developing a modern, professional websites we utilise reliable technologies and techniques that really benefit your business and your clients.

It is an all too common practice in the Internet industry for a firm to obtain a client, push out a product or project as quickly as possible and then move on to the next client without regard for the results of the project.

Intergise doesn't operate like that. Your success is our success. We believe in building and maintaining a business relationship with our clients. It's just basic, common sense - if we can help your business to thrive then we're more likely to get repeat business and a referral or two.

David Brown, the Director of Intergise, has a Bachelor of Science degree with a major in Internet computing. Prior to establishing Intergise he has worked as a web developer and consultant, in finance and as a project manager.

(SEARCH ENGINE OPTIMISATION)

Overview

Search engine optimisation (SEO) is a discipline involving a range of tasks and techniques that improve the ranking of a website by the search engines. The goal of effective search engine optimisation is not only to improve the volume of traffic but the quality as well.

The various search engines all use different methods or algorithms to determine the relevancy of a website (and hence it's ranking). In addition, these algorithms are continuously changing which has a follow on effect on a website's ranking. Search engine optimisation considers how search algorithms work and what people search for. Search engine optimisation may involve a website's code, presentation, and structure, as well as fixing issues that could prevent search engines from fully reviewing a site. Other techniques include adding unique content to a site so that it is more relevant to the search engines and users alike as well establishing a considered link development program.

Effective search engine optimisation is an ongoing process and is not a quick fix. It takes time for search engines to revisit a website, time to make necessary amendments to the webpages and time to build a links from other websites. The sooner you get started however, the sooner you can start seeing results.

Why You Need Search Engine Optimisation

Typically, the earlier a website is listed in the search results, or the higher it ranks, the more searchers will visit that website. Research has shown that 80 percent of Internet users start off with a search engine before they buy a product or service online. Not appearing in the top listings

can be the difference between the success or failure of your online business.

Effective search engine optimisation is an investment, both in time and money, but one that will pay for itself. Just a few extra sales can cover the costs of your optimisation program and really bring in a return on your investment. Without an effective, ongoing optimisation program your website can get lost in the crowd, thereby wasting the investment you have already made in your website.

Black Hat Vs White Hat

Search engine optimisation techniques are divided into two broad categories: black hat (techniques prohibited by the search engine or involving deception) and white hat (conforms to the search engine's guidelines and do not involve deception). White hat techniques typically produce longer term results whereas black hat techniques will often lead to penalties or even to a website being banned in the medium term.

Intergise only utilises ethical white hat techniques in its search engine optimisation.

(OPTIMISATION PROCESS)

Analyse

Website Review

A comprehensive analysis of your website is undertaken to establish a baseline to work from and review all aspects of the website that can affect visibility.

The review includes detailed analysis of the website structure, code, META information, keywords, website code, content, internal and external links. We check your current ranking results on top search engines and directories for search results. We review your site's content including specific information on keyword term frequency, placement and prominence.

Once the review is complete, we can then develop an action plan to optimise the website.

We also have access to specialised analytical tools that can generate detailed statistics about visitors to a website. With this information the site optimisation can be monitored and tailored to achieve maximum results.

Keyword Research

Keywords are words or phrases that refer to the content of a web page and are one of the building blocks of search engine optimisation. The days of stuffing as many keywords as possible into the meta tag of a web page are long over, however. Today, its about finding keywords that are relevant to the business and your customers and carefully using them to drive targeted, qualified traffic to your website.

The process of determining the appropriate keywords for a website is known as keyword research. Very simply, it involves undertaking an often painstaking investigation to discover what terms people search for, how often, and how many and which other sites appear for those terms. Keyword research is a strategic exercise that enables you to determine which queries your site is most relevant for and for which you can feasibly expect a return, then optimise your site

accordingly.

Optimise

Web Site Architecture

The way a website is built can have a strong impact on the effectiveness of the website. An unoptimised structure or invalid code can reduce the visibility of a website and counter the effectiveness of other optimisation efforts. Most of these issues will be invisible to website owners and users alike but they have a real impact.

We look at:

- >> **Optimising XHTML Code:** It only makes sense that the better built and cleaner the code is, the less digging search engines have to do to find what they are looking for. Also, invalid code can cause the search engines to skip content and that content's value for optimisation purposes.
- >> **XHTML META Information:** Within the code that creates a Web page there is meta information, some of which is used by the search engines. Incorrect usage will lead to no benefit or even a penalty to a site's ranking. We tailor each page's meta information to the page's content and targeted keywords ensuring each page of your website is effectively optimised.
- >> **Internal Linking:** Linking of pages within a website is also important and aids the search engines to find all of the site's content.
- >> **Website Structure:** Site layout, file names, URL's, link updating.

Content Copywriting

Expert copywriting makes your site stand out to both search engines and customers alike.

Search engine friendly text is a vital requirement for a website to achieve good search engine rankings. High search engine rankings means more traffic and therefore more customers. Accordingly, copywriting the website content is an important element of any search engine optimisation program and the success of your website. Using targeted keywords in the page content helps search engine to identify relevant searches for all of your pages. When copywriting content, we ensure each page has an optimal keyword density as well being just the right length - neither too short to be effective nor too long to be unwieldy or boring.

Good, well written content is important for your customers, not just the search engines. Informative, well-structured content will attract and retain the interest of customers motivating them to stay longer on your website and to return time and again. Having many visitors coming to your website is great but good copywriting helps to convert these visitors into customers. With persuasive content and calls to action your website content will drive sales and ensure the success of your online business.

Emphasise

Search Engine Submission

Your website is registered with the four major search engines, Google, Yahoo, MSN and Ask. This process includes the creation and registration of a protocol compliant sitemap to enable the search engines to more effectively index the site.

Furthermore, we hand pick major secondary search engines for submissions. Never underestimate the power of these engines, they account for 11% of Internet traffic representing approximately 62 million queries per day.

Link Development

Link development is one of the most important and challenging aspects of search engine optimisation.

With the dominance of Google and its PageRank algorithm link development has gained in importance over the years. In Google's own words:

“PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves “important” weigh more heavily and help to make other pages ‘important’.”

Quality is more important than quantity. PageRank considers the text in the link, the text around links, the value of sites linking in, the relevance of sites linking in and many more aspects. Some of the factors that increase the 'value' of a website are: a plethora of useful and fresh content, high Google PageRank, a significant amount of inbound links, and useful outbound links. Relevancy means that a website for a hotel would benefit more from a link from a tourism website than it would for a link from a furniture removalist.

Active Link Development

As part of our link development program we would approach:

- >> **Authority Websites:** High ranking websites for a particular industry, typically organisational or informational resource websites.
- >> **Directories:** Websites listing and categorising other websites.
- >> **Educational and Government Websites:** A higher weighting is often given to links from these websites.
- >> **Media Websites:** News sites, useful for articles and press releases linking back to the target website.
- >> **Social websites:** A Web 2.0 site dependent on user generated content. Forums and comments with signature lines can be an effective tool to gain exposure.

Link Bait

Apart from actively developing inbound links another way to build links is to make the website so

interesting and useful that people want to link to it. It falls back to the maxim: 'Content is king'. Types of content that naturally promote links include:

- >> **Whitepapers:** Informative, essay-style papers about a particular topic. When the subject matter is relevant and interesting they can generate links. Interested parties may link to them, bloggers and forums may discuss them and link to them and news sites can note and comment on them.
- >> **Articles:** Short news or editorial articles Again, these are often picked and discussed by interested parties, blogs, forums and news sites.
- >> **Controversial Topics:** Controversial items can attract a lot of attention and links. Not suitable for every site they can be effective.
- >> **Creative Content:** Catchy, creative content can lead to natural links. i.e. contests, games, top ten lists, stories, image galleries, slideshows.
- >> **Tools:** Website tools can make a the site useful and can be a good source of links. They can require a greater investment of resources but they can have significant long-term benefits.
- >> **Vanity Content:** People like to see themselves and hear about themselves and then share it with others. For example a visitor sees their photo on a website, links to it, then emails friends and families.

Content Development

Content is king. The importance of a website's content in search engine optimisation can't be overstated. Unfortunately its one area where many websites are lacking. Websites with limited, static content cannot compete with content-rich websites that regularly updated.

The many benefits of incorporating fresh, relevant content include:

- >> **Freshness** – Search engines visit websites that are regularly updated and kept current more frequently. Their goal is to discover as much valuable content as possible on the Web and make it searchable. By constantly adding new content to a website, search engines will see the site as being fresh and relevant.
- >> **Long Tail of Search** – This refers to the traffic that comes to a website from a search engine but not come from the top keywords. A few keywords drive a large percentage of visitors, but many (sometimes thousands) of keywords drive only a few visits. Combined, these low volume keywords can provide more traffic than the top performers. These terms are usually more specific, can have more words in each phrase, and lead to a higher conversion ratio because they are more targeted. The long tail exists based on the size and content of a website. The more content a website has, the more likely it has a long tail of keywords.
- >> **Search Engine Real Estate** – A website's ability to show up in the Search Engine Results Pages (SERPs) is directly related to its size and content. A small five page website may only be able to rank for a handful of keywords. A large site however, can rank for hundreds or thousands of keywords. So as the website grows with keyword rich content, it is more likely to occupy the valued real estate of more SERPs.
- >> **Becoming an Industry Resource** – As a website grows and provides valuable content for users, it has the ability to become an Industry Resource. Search engines rank these types of websites more highly than a typical brochure website that does not offer much

content. Industry Resource websites have the opportunity to generate more free traffic because of the repository of valuable articles and content.

- >> **Visitor Loyalty/Repeat Visitors** – Ultimately, new content generation is for the users. Even if search engine optimisation is the impetus for its creation, new visitors will find the content and read it. If the content is valuable and compelling, it will bring visitors back. Good content can lead to linking, word of mouth advertising, and new streams of visitors to the website. The site can become more engaging. Brand awareness and familiarity can grow with visitor loyalty. Comfort levels with the site users can increase and lead to higher conversions.
- >> **Archived Content** – Companies with a Web presence can document part of their history, development, and growth through archiving content on their websites. This content is valuable for users when analysing and researching the viability of the company. A company that has a News section that dates back multiple years may be an easier choice to do business with than a company who may appear to be a fly-by-night venture. Archiving content is one of the easiest ways for a website to grow steadily.

(OPTIMISATION PACKAGES)

Intergise offers four cost-effective optimisation packages to suit the needs and budgets of our various clients. Due to our low overheads we are able to offer our services at a rate far below our competitors whilst still providing a professional, reliable service.

Search engine optimisation is like most things - the more you put into it, the more you will get out of it. The more hours invested in your optimisation program, the sooner you will reap the benefits.

Each package comprises two components - the initial optimisation of the website and the ongoing optimisation including link development, content management and general maintenance. The package fee is similarly broken down into an initial and ongoing payments. The amount of the initial fee is dependent on the size of the website.

Bronze

- >> Website review and analysis
- >> Keyword research
- >> Optimisation of meta information of all pages
- >> Internal linking
- >> Submission to top tier search engines and directories
- >> Starter link development program
- >> Starter content management program
- >> Starter programs total 4 hours per month
- >> Traffic tracking and analysis

Silver

- >> Website review and analysis
- >> Keyword research
- >> Optimisation of meta information of all pages
- >> Rebuild of site structure and code optimisation of all pages
- >> Internal linking
- >> Submission to top tier search engines and directories
- >> Creation and registration of protocol compliant sitemap
- >> Starter link development program
- >> Starter content management program
- >> Starter programs total 4 hours per month
- >> Traffic tracking and analysis

Gold

- >> Website review and analysis
- >> Keyword research
- >> Optimisation of meta information of all pages
- >> Rebuild of site structure and code optimisation of all pages
- >> Content copywriting for keyword optimisation
- >> Internal linking
- >> Submission to top tier and targeted search engines and directories
- >> Creation and registration of protocol compliant sitemap
- >> Serious link development program
- >> Serious content management program
- >> Serious programs total 10 hours per month
- >> Traffic tracking and analysis

Platinum

- >> Website review and analysis
- >> Keyword research

- >> Optimisation of meta information of all pages
- >> Rebuild of site structure and code optimisation of all pages
- >> Content copywriting for keyword optimisation
- >> Internal linking
- >> Submission to top tier and targeted search engines and directories
- >> Creation and registration of protocol compliant sitemap
- >> Premier link development program
- >> Premier content management program
- >> Premier programs total 20 hours per month
- >> Traffic tracking and analysis

(FURTHER INFORMATION)

Thank you for your interest in Intergise's search engine optimisation service. To find out more or to engage our services, please contact us.