

Our Methodology

A successful SEO strategy is about building a company's online presence. Cyber Web Guru works to audit your current website and SEO tactics to determine whether you are currently doing right and what we need to do to improve upon your program. During our audit, we look at the following:

Discovery & Initial Business Analysis

The first step is to determine how your website is currently ranked. We will do this by searching keywords that are associated with your business and finding out how your website stacks up against your competition. We will start by analyzing your business and researching your industry. From this, we will find the perfect keywords. In addition to competitive insights, we use industry-leading tools to discover more about your customer's online activities, interests, and demographics. We dive deep into your website and online presence to discover what's working well and identify new opportunities. All of this combined with our expert keyword insights that allow us to develop a kick-butt digital strategy!

Competitor Analysis

Identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service. A competitive analysis is a critical part of your company marketing plan. For each competitor or strategic group, list their product or service, their profitability, growth pattern, marketing objectives and assumptions, current and past strategies, organizational and cost structure, strengths and weaknesses, and size (in sales) of the competitor's business.

Keyword Research

We research and find out the popular keywords relevant to your service or product and commonly used by your target audience. Reaching the right audience is the key of the Search Engine Marketing process and with frequent keyword research we produce the content the target market is actively seeking for and respond prolifically to the changing market conditions.

On Page Optimization

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. Deployment of traditional SEO techniques often yields different On Page defects that impede a site from ranking higher.

- ✚ Landing page selection and make sure the landing pages are interlinked with all pages, like: header navigation, footer/ in content. Have direct links from your homepage to your most important page. Add in-content links to other relevant pages on your website.
- ✚ Checking of canonical issues and if found, resolution through 301 permanent redirections. https / SSL certificate checking.
- ✚ Checking of duplicate content visible in the website/ targeted pages using Copyscape.
- ✚ Optional: Using static and absolute SEO friendly URLs instead of dynamic and relative URLs.
- ✚ Title tags optimization for all page.
- ✚ Meta Description tag optimization.
- ✚ Header tags optimization, especially H1 tag with primary keyword insertion. Proper keyword distribution of H1–H6 tags.
- ✚ Image ALT tags optimization using relevant and targeted terms.
- ✚ Other Meta tags optimization like Markup, Google Publisher tag, Open Graph tags etc.
- ✚ Google Webmaster Installation to monitor website glitches from search engine's point of view, generated search queries, current website status, crawl errors, 404 / 500 errors, duplicate Meta tags other technical errors etc. Broken links checking and if found, fixing those broken links. Fetching all the web pages through Google Webmaster tools.
- ✚ Optional: Design and optimization of a custom 404 error page.
- ✚ Google Analytics code installation on all the pages to monitor traffic sources and inflow, bounce rates, conversion rates etc.

- ✚ Content optimization that confirms the presence of genuine, unique, original, copy proof, informative and relevant content on all web-pages that satiates a user's appetite for information. Maintaining proper keyword density within the optimized content.
- ✚ Proper anchor text distribution within the content and proper hyper linking with internal resources.
- ✚ Website speed optimization through various tools to gear up website loading time.
- ✚ XML Sitemap creation, uploading to the server and Google submission. Update the XML Sitemap regularly.
- ✚ Robots.txt creation and uploading to the server.
- ✚ Checking of Favicon.
- ✚ Optional: Incorporation of Rich snippets & Structured Data (micro data, micro formats, RDF and Data Highlighter).
- ✚ Geositemap.xml and locations.kml files generation and uploading to the server for local optimization along with GEO & Schema.org tags addition.
- ✚ Taking advantage of any on-site blog if present, otherwise, creation of an onsite blog, if possible. Link back to the important pages from the posts regularly.
- ✚ Add your address and phone number to every page of your website.
- ✚ Social Media Profiles creation and insertion into the website
- ✚ Set-up a Google My Business page for your business. Doing so builds trust with Google and improves rankings for localized keywords.

Apart from the factors mentioned above, there are many others factors that we follow while working for on page optimization.

Content Strategy

Your content marketing strategy is a guiding light when questions like "what are we doing?" or "why are we doing this again?" arise. You want a strategy that is specific enough to your company, audience, and circumstances that it can provide a framework for answering those questions. But you also want a strategy that is nimble enough to flex and change as your company, audience, and circumstances do.

We create engaging, unique & SEO-friendly contents for your website, which helps to communicate with targeted audience. With best and informative content on your site, you can earn trust and reliability across the web. With the aim to create best contents among all, we have a team of professional writers who deliver fresh & informative contents.

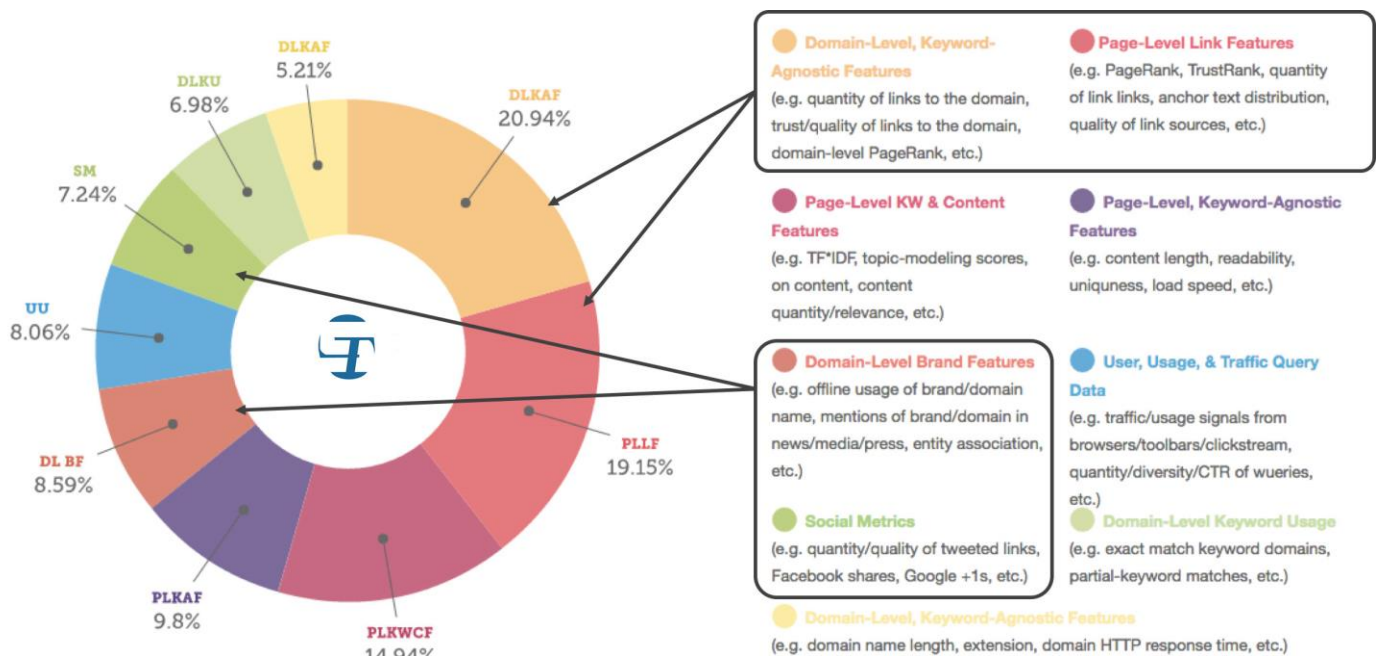
Off Page SEO & Link Building

"Off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively "vouching" for the quality of your content. Search Engines evaluate the popularity of a website through the quality and number of backlinks that are linked to it.

There are three main types of links, defined by how they were earned: natural links, manually built links, or self-created links.

- + **Natural links** are editorially given without any action on the part of a page owner. For example, a food blogger adding a link to a post that points toward their favorite produce farms is a natural link.
- + **Manually built links** are acquired through deliberate link-building activities. This includes things like getting customers to link to your website or asking influencers to share your content.
- + **Self-created links** are created by practices such as adding a backlink in an online directory, forum, blog comment signature, or a press release with optimized anchor text. Some self-created link building tactics tend toward black hat SEO and are frowned upon by search engines, so tread lightly here.



We offer wide range of Off-page services to all our clients to ensure best outcomes. Have a look at the range of services we offer in the section below.

- ✚ Most of your backlinks should be branded. A backlink profile without lots of branded links (like
- ✚ ‘Company Name’ and ‘www.companyname.co.uk’) signals to search engines that you’ve been
- ✚ Using manipulative link building tactics.
- ✚ Proper Keyword distribution in link profiles. Exact match terms should not be used more than
- ✚ 15-20% times, rather we use mid tail/ long tail keyword phrases of the primary keywords.
- ✚ Guest Posting
- ✚ External Blog Creation. Web 2.0 Marketing
- ✚ Article Writing and Submission
- ✚ Blog Post Writing and Submission
- ✚ Press Release Creation and Submission
- ✚ Tier Link Building
- ✚ Company Profile creation in relevant websites from Knowem list
- ✚ Business Directory Submissions
- ✚ Local Directory Submission
- ✚ Niche Directory Submission
- ✚ Classified Ads Posting
- ✚ Blog Commenting on relevant topics

- ✚ Participating in Forum discussion
- ✚ Site review posting
- ✚ Ask customers to leave reviews on Google My Business and local directories. Positive reviews
- ✚ Improve your rankings in Google's listings and can be accessed directly from the search results.
- ✚ Social bookmarking for important pages
- ✚ Question and Answering is also very important now
- ✚ Video Promotion to different Video Sharing sites
- ✚ Image sharing on popular sites
- ✚ Info graphics creation and submission
- ✚ Document & PowerPoint Presentation creation and submission
- ✚ Micro Blog creation and submission
- ✚ RSS Feed creation and submission

Social Media Marketing

The above-mentioned process is incomplete without SMO (Social Media Optimization). We are very thorough with SMO activities because this is what gives exposure to the site in-spite of the fact that it doesn't fetch the rank and provides no follow links.

- ✚ Business Page Creation
- ✚ Posting Regular Updates

- ✚ Inviting Geo-Location Friends and Increasing “Likes” and “Shares”
- ✚ Promoting Business Page
- ✚ Joining and interacting with related groups
- ✚ Social Bookmarking

Analytics & Reporting

Customer preferences and behaviors are changing. While businesses have limited power to control these changes, Google Analytics is a world-class tool for in-depth analytics without any cost to users.

With Google Analytics, you can identify page popularity, the time users spent on your site, entrances, conversions, bounce rate, exit rate, users' geographical locations, device use (mobile, tablet or desktop), landing pages and behavior flow. Most likely, you wouldn't be able to generate such deep data on your own. And if you're not familiar with your data, you don't know for sure whether your actions are in the best interest of your business.

How do you know if all of this is working or not? Don't worry - we provide weekly/monthly reports including valuable metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which keywords are performing the best, and what we are doing to deliver the most conversions.