



5 Step SEO Process

Our Search Engine Optimization (SEO) Process has a long term focus but requires both short-term and ongoing attention. In our opinion, SEO is something that you are never completely done with. There are always more words you could target, you can obtain more backlinks to help increase your ranking for existing pages and the list could go on and on. Our SEO services are many and our process is as follows:

Step 1. Discovery and SEO Analysis Phase

Where does your site currently rank in each of the major three search engines (Google, Yahoo, and Bing) for your keywords and phrases? Where would you like to rank for these same words and phrases? What, if anything, have you done to optimize your site for the search engines? These are just a few examples of questions we delve into during the SEO analysis and discovery phase in order to understand your current situation and your wants and needs.

Step 2. Keyword Research & Content Updates

Taking the information garnered during the discovery phase, we use proprietary technology combined with other tools to evaluate the best keywords and phrases for your SEO strategy. These keywords are selected based on your business model, keyword competition and search volume and other factors. Our technology allows us to select keywords for which high search engine result rankings are realistic and the resulting traffic will drive the right kind of visitor to your site.

Once the appropriate keywords are determined for each page of your website to be optimized, these keywords must be inserted into the text on those pages. We also perform other optimization techniques using these keywords.

Step 3. Site Optimization

During the site optimization phase of your SEO program we implement the content changes from step 2 as well as other necessary changes. This is where the biggest impact will be felt. Some of our changes will be obvious, text changes for example, while others will be behind the scenes. It is often the behind the scenes changes which can have the biggest impact on your SEO results. Additionally, we consider whether a domain name change would benefit your SEO results. Domain names are an often overlooked item in the search engine optimization world and even if you have the perfect domain name, the structure of the links within your site can have a huge impact on the success of for SEO strategy.

Basically, we make sure each keyword we optimize for your website will have a page supporting it and will have the best possible change for success.

Step 4. Reporting

We install and use Google Analytics to monitor your site and provide you with full access to this information. We could have developed our own system and charged you for it, but why when Google has done the work for us and given it to the world for free. What could be better?

Google Analytics provides information such as what country, state and city your visitors came from, what pages on your site they visited, how long they stayed on each page and loads of other great information.

Step 5. Backlinks, Backlinks, Backlinks

We could have typed that 50 times and still not have stressed the importance of backlinks to the success of your search engine optimization strategy. Search engines view a link to your site from another site as a vote of confidence for your site. Each and every vote is important and improves the likelihood of your site ranking higher for the linked page. However, all backlinks are not created equal. A link from a site that the search engine likes more is weighted more heavily than one that it likes less. Also, a backlink from a site that is of similar theme to your site is given more weight. All that said, any link is a good link. At NetAlly we believe that you have the best likelihood of getting good high quality links for your site. To assist you in accomplishing this, we will provide you with a detailed tutorial and ensure that you understand what you are trying to accomplish and how to do it. If this proves to be too time consuming or difficult for some reason; we have other ways of helping you get links including our "Guaranteed Backlink Building Program". We have several different guaranteed link building plans available should you need this assistance.

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