

SEO @ Newbit Technology

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results as opposed to search engine marketing (SEM) which deals with paid inclusion. Typically, the earlier (or higher) a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. This gives a web site web presence.



Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results.

Newbit Technology applies following strategies to your website, blogs etc., to get top ranking in the leading search engines.

A. Off Page Optimization

❖ Article writing

We are using SEO article for Article submission. Article submission has become the greatest method for escalating traffic to your website. We write the article on basis of the keyword selected so you can get more and more traffic from our article and your ranking improve in major search engine like as Google, Yahoo, MSN.

❖ Article Submission

Articles are text content about your website or business. It is a great SEO tool that is very important to your business and websites. Search engines love content and the article directories have been around for a long time. In the articles that we submit for you, you place links and URL's to your website within the article.

In Article Submissions, you get links from content (as you actually submit an article) this adds a lot of weight in search engines. With article submissions (SEO Tool) you will increase your links as well as your PR. Article submissions can also simply be for you to increase visibility to articles that you wrote and looking for feedback and interaction.

❖ **Directory Submission**

Link plays a big role for site ranking position on different search engines. Inbound and outbound links give influence search engine rank. One of them technology for that to get links is Directory Submission and no one can ignore this for SEO. In this we submit site to different directories and more users can show your website and you will get more traffic on your website.

❖ **Social Bookmaking**

Social bookmaking is a fabulous method for web users to organize, store, search, and manage bookmarks of web pages on the Internet with the help of tags and keywords. This is one of the most popular services at this time in SEO. From this link will be notice very quickly by the site and search engines and you continuously get good traffic from the search engines.

❖ **Forum Posting**

Forum posting means that we are discussing online in the related site. This is the right place for making popularity of your site and promotes your business. It's one type of direct advertising of business. But most important is that your forums in the similar category.

❖ Blogs with Link Wheel

This is one of the most powerful technique of SEO for boost up ranking and traffic of your site. You can also get good traffic from the search engines in few days by this blog posting service.



This service we can also updated with the link wheel services and you will get 4 times link from this and we are expert in this service.

❖ Blog commenting

Not only making blog is important it's also important to make comments in the different blogs related to the keyword. From this service you will get targeted link in quick time to your website and gating rank better for your site.

❖ Directory Submission

Directory submission is proven to be a wonderful method for gaining quality one-way incoming back links. Even newbie SEOs (Search Engine Optimizing people) knows how incoming links play an important role in today's search engine optimization procedure. Higher the quality of incoming links better your search engine rankings and internet visibility.

Submitting to directories is the simplest way to get quality incoming links. We offer professional, manual hand submission service to free SEO friendly directories.

❖ **Link Building**

How link Building Works?

- Based on your requirement, we dedicate a team to conduct extensive research on the Net to identify relevant Affinity Sites.
- We can then contact them on a one-to-one basis and establish a dialogue. This inevitably leads to certain specific types of marketing arrangements that vary depending on the partner.
- After the links are established our quality assurance systems checks a link against various attributes to see the quality of the links.
- All this is done to aid reciprocal link building - a sustained campaign over a period of a few months that also pays off in terms of enhanced search engine performance.
- The more inbound links a company establishes on other sites, the more qualified visitors the site attracts.

Link building Quality Assurance Parameters

- Theme relevancy of the page
- Google Page Rank of website and page
- Indexing status of the URL
- Outgoing links from the page
- Anchor text analysis

❖ Website Promotions

(1) eBay Page Promotion

- Increase your eBay page traffic and visitors.
- Get your eBay web page indexed in all search engines.
- Increase your eBay web page visibility and exposure.
- Gain more customers.
- Gain more links to your eBay site or web page.

(2) YouTube Promotion

- Increase your YouTube page traffic and visitors.
- Get your YouTube web page indexed in all search engines.
- Increase your YouTube web page visibility and exposure.
- Increase your YouTube web page subscriptions and video views.
- More interaction.
- More links to your YouTube page.

(3) MySpace Promotion

- Increase your MySpace web page traffic and visitors.
- Get your MySpace page indexed in all search engines.
- Increase your MySpace page visibility and exposure.
- More friends and interaction.
- More links to your MySpace Web Page.

B. On Page Optimization

On Page Optimization includes following features

- We will develop or redesign your site make it SEO friendly.
- We will add dynamic pages to cover all possible aspects of receiving targeted visitors from the search engines.
- Video tagging and optimization.
- Website image optimization and tagging.
- Robot.txt Optimization
- Cover all keywords for targeted visitors and implement all necessarily steps to your site to accommodate all search engines.
- Content writing & development - To accommodate exposure and at the same time insure simplicity to your visitors. Includes SEO Content Writing and Ad Copy

C. Pay Per Click

Newbit Technology offers Pay Per Click as follows

- Full account set-up
- Extensive keyword research from actual search engine data
- Ad creation
- Pay Per Click bid management and maintenance
- Detailed monthly reports.