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## WHAT IS SEO ?

The search engine positioning or search engine optimization (SEO) is the process of improving the visibility of a website in different search engines such as Google, Yahoo or organically Bing (free).

The task of optimizing the structure of a website and content thereof, and the use of various techniques of link building, viral linkbaiting or content in order to appear on the top of search engine results (when a user searches for a particular word or keyword), is known as SEO, an acronym in English that means Search Engine Optimization, or "search engine optimization. "

The application of SEO techniques usually more intense on websites with lots of competition and the aim with your application is positioned above the competitors for specific keywords.

## WHAT DO WE OFFER THE CUSTOMER ?

To allow a proper SEO in INDIPROWEB perform the following steps:

### ***1. Preliminary analysis of the website code and current situation.***

The first step is a complete analysis of all pages found within the website that we will apply SEO techniques. To get it, we fully review all the code contained both the HTML and CSS style sheets that make web site design.

Once the study of the code, there is an evaluation of competition that exists for the terms you want to position the website. To do it, we analyze the market and proposed to the client what are the terms that most businesses are looking to find competition, and depending on the number of results displayed, the difficulty of positioning increases or decreases

### ***2. Code and Content Optimization.***

When we finish the study of web code, we will start to optimize your code to ensure that the architecture of the web is the ideal for the crawlers can read it correctly and consistently on the basis of search parameters we want to position.

It is very important and a key point, that the text information found on the web are properly written and useful to users who will enter the site. Sometimes it is necessary to include any additional page in order to position it anywhere.

### ***3. Social Marketing and other activities.***

Once we have completed the previous steps, the next action that we must be is to register the website in different directories, search engines, social networks and Web applications that provides reliable and moving the web site faster.

It is also important to update the site almost weekly with new content, which is the position carries a very high work remains constant along every week and every month.

### ***4. Monitoring and tracking of the positioning of the web.***

The next thing to do, after all the work done above, is to begin to monitor the status of the web regarding the positioning to be achieved.

In the first three months, costs a lot to see progress because the politics of search engines is to give relevance to the websites that are alive with more than 3 months (although that is changing and increasingly go faster).

In conclusion, every month, we send you a detailed report with the evolution of the website and the work done on it.

### ***5. Length of service and maintenance***

Site Optimization and goals are completed within the indicated period in each particular case, since, depending on the number of terms to position of existing search results and the code that the web at that time before to perform the optimization of the same, the period can vary between 6 and 12 months to get to be on the first page of Google.

Remarkably, it takes less time position "dental clinics specializing in orthodontics" that "dental clinic" due to the number of results generated by each search, which is why the period of positioning of the sites depends on several factors.

Therefore, it will provide a guarantee of placement on the front pages of custom to each of our customers in terms of everything mentioned above.

