

Vg sample review



Before we start any web project we first take a look at the client's business aims and associate related search terms to it after researching relevant click-through rates with Google AdWords as a gauge. We then determine how best to compete and maximise traffic to the site. Each page is then uniquely optimised for indexing by the major search engines. For example, an existing keyword structure for the home page needed to be radically overhauled.

```
<title>XYZ Company - Broadcast services for SMS, email marketing</title>
<meta name="description" content="XYZ Company are an digital marketing
agency specialising in email marketing services, fax marketing broadcasting
and inbound and outbound SMS broadcasts">
<meta name="keywords" content="email marketing system, email marketing
tool, email marketing broadcasts, email marketing broadcasting, fax
marketing, fax broadcasts, fax broadcasting, XYZ Company">
```

Suggested keyword structure:

```
<title>email marketing, XYZ Company</title>
<meta name="description" content="XYZ Company are an digital marketing
agency specialising in email marketing services, />
<meta name="keywords" content="email marketing XYZ Company" />
```

The optimisation of the home page needed to be changed because "email marketing uk" had 24,983 hits on AdWords but the existing site was being optimised for "Broadcast services for SMS", which had very low traffic.

Our review found that the company was using: "email marketing, email marketing system, email marketing services, email marketing broadcasts, email broadcasting, email broadcasts, direct email, email campaigns, email marketing system, email marketing software", which has ten duplicate keywords and that this didn't not bode well for search engine optimisation.

An article published by the Financial Times in late December 2007 reported that: "India's information technology outsourcing sector is heading for crunch time next year, as a rising currency and increasing wage and real estate costs force the industry to rethink how it does business.

"Multinationals continue to view the country as one of the most viable outsourcing destinations, but competitive pressures are making other countries look attractive. Analysts believe that a longer-term shift in strategy is necessary if India's IT companies are to prevent more work going overseas to emerging centres such as Vietnam, China and Brazil."

In fact, we have found many customers complaining that the industry's packages are being inaccurately being sold and unfairly priced as the outsourcing companies tended to view the building of links as if Google's algorithm is perpetually in stasis. This method is not only outdated and opaque, it precludes the advent of social media, blogging and RSS. Vg follows Google's updates rigorously, and every new strategy is always passed on to our clients.