



Delivering **SEO** Excellence



Search Engine Optimization has become widely adopted as an online marketing strategy because of its effectiveness. Digital marketing has been constantly evolving over the years and there has been several alternatives to drive online business but search engine optimization still remains an effective and important marketing strategy. Although there several benefits of SEO but few essentials ones you can get by associating with IntelliPro are:

Increased Traffic:

Top positions on the search engine result pages receive a majority of the impressions and clicks, so ranking in these top positions can result in significant traffic increases for your website.

Return on Investment:

SEO allows tracking of your online marketing activities and provides quantifiable results, regardless of whether you are an ecommerce or non-commerce site. Through SEO their service providers can track almost every aspect of their strategy, like improved rankings, traffic and conversions. Detailed analytics enables drilling down of online strategy and results at granular level and you can view demographic and other engagement metrics for individuals who have visited your website.

Cost Effectiveness:

Search engine optimization is a cost effective online marketing alternative. It targets those users that are seriously looking for your products and services via online medium. SEO's inbound nature helps businesses save money as opposed to outbound strategies like cold-calling. While cold-calling can still be an effective strategy, the leads generated cost 61% more than leads generated by an inbound strategy like SEO.

Increased Site Usability:

In an effort to make your website easier to navigate for the search engines, SEO simultaneously helps to make your website more navigable for users as well.

Brand Awareness:

Your website is your brand on the internet marketplace. Search Engine Optimization enables driving traffic to your website by improved rankings on search engines first page which instils trust towards to brand or products or services offerings since ranking of the first page a considered more relevant to their needs.

Intellipro SEO Expertise:

Intellipro is into business of building online brands through SEO since past 4 years. Our consultants possess excellent communication skill that can translate your requirements into quantifiable results. We are Good adwords, analytics certified and inbound marketing certified from hubspot. Google continuously updates its algorithms and our expertise is in handling such situation and give results in realistic timeframe and ethical way. Intellipro divides online marketing into 3 parts. Firstly, Organic/Natural way to get the good website internet presence and drive quality traffic towards clients' website. Secondly, content marketing and then Pay Per Click option. We help you improve your offering visibility on the internet and by associating with you can avail following expert services:

Local SEO:

- › Google local business listing page for your business
- › Your business listing on premium local websites and directories
- › Build your citation with Photos, Videos , URLs and Accurate information
- › Online review monitoring tool
- › Local competitor analysis

On Page Optimization:

- › Optimize page titles, meta tags, header
- › Optimize image alt tags
- › Ensuring proper URL structure
- › Check keywords density
- › Improve interlinking and page loading time
- › Create Google+ authorship
- › Provide quality seo friendly content

Off Page Optimization:

- › Quality link building, link exchange, link baiting
- › Popular search engine submissions
- › High quality blogs and article submission
- › Forum and directory submission
- › Photo and Video sharing and promotion
- › Local listing and yellow page submissions
- › Press Release Promotion
- › Document Sharing on popular networks
- › Social media posting and bookmarking

Keyword Research and Analysis:

- › Keyword research using Google AdWords Keyword Planner, WordTracker etc.
- › Refine list of popular keywords targeting your business
- › Competitive Analysis for selected Keywords
- › Check content for keywords accuracy
- › Ongoing keywords trends monitoring

Synchronization with current trends:

Search engine optimisation is a key tool to ensure that websites and webpages rank higher in the search engines like Google, Yahoo and Bing. Staying current with the ever-changing developments in SEO trends can be a time-consuming challenge in itself. But we keep ourselves updated with recent trends by following industry leaders Google webmaster tools blogs, participating in conversation on SEO focused social media groups and communities, or other reliable information sources dealing with expertise in SEO like e-books, whitepapers and research material.