

SEO4India Corporate Profile

SEO4India is the search marketing Company located in Gurgaon, India. With 85 dedicated resources, thousands of satisfied customers across the globe and over 2 years of expertise in the online world, we are leader of LSI compatible SEO services. We are also into Pay-per-click campaign, Natural link building, Content writing and syndication, online submissions, Affiliate marketing and Web consulting services.

Our mission is to serve business enterprises globally to expand their outreach in the Internet world. SEO4INDIA helps you unleash the potential of this relatively new powerful media by best utilizing resources. Our service spectrum includes free consultancy, creation of customized plans and Internet marketing services. We have pioneered in the field of Internet marketing through constant research and refinement of our processes that further helps us tailor a plan as per our customer requirements.

The idea of SEO4INDIA and having an organization working for these services dedicatedly arrives by the existence of internet giants like **Google, Yahoo! and MSN**. The way they are providing platform on Internet for business enterprises to expand their horizon, the same way there arises a need for a shuttle service to reach the platform created by these Internet giants.

Corporate Psychology

Search Engine Optimization, also known as SEO, is the art and science of making web pages attractive to the search engines and achieves organic rankings free of cost. Latent Semantic Indexing (LSI) is a mathematical/statistical concept for extracting and representing the similarity of meaning of words and passages by analysis of large bodies of text.

It uses singular value decomposition, a general form of factor analysis, to condense a very large matrix of word-by-context data into a much smaller dimensional-representation. The right number of dimensions appears to be crucial; the best values yield up to four times as accurate simulation of human judgments as ordinary co-occurrence measures.

With the phenomenon of LSI becoming popular in determining the searcher's behavior and thereby deliver the most relevant search results, many search engines including Google have started incorporating LSI in their algorithms. We adopt only ethical practices while optimizing your websites - organically (SEO) or inorganically (PPC) -on search engines, commonly known as 'white-hat techniques'. We have acquired trust by virtue of truth and simply 'sticking to the basics'.

“We Turn your Ideas into Business”

Mission statement

"To optimize Internet Marketing by virtue of ROI model and provide sufficient consulting effort"

Our vision

SEO4INDIA aims to become the most trusted brand in Search Marketing and Web Consultancy by 2009.

Corporate values

We respect our customers, competitors and manpower resource equally. Human resource is our asset, proprietary technology is our back bone and clientele is our inspiration

Services Spectrum

Search Engine Optimization (SEO) services

We expertise in Latent Semantic Indexing (LSI) based SEO services. All our SEO packages - whether standardized or customized - incorporates LSI as a salient feature. This helps you being a step ahead in the competition - a leading edge in years to come.

Pay Per Click (PPC) Management services

Our Cost per action (CPA) based PPC services empower you to rank atop your competitors as inorganic search results on multiple search engines. Our Google Ad word certified PPC Account managers derive you the most competent strategy to control your online Ad spends optimized while bring you the maximum 'Action driven Clicks' and ROI.

Link Building services

We build One-way (singular), Two-way (reciprocal) and Three-way (Triangular) links for your website. Our process is purely manual to avoid spamming and we never use software to do so. All links are built on singular themes and are permanent in nature. Maintenance is free of cost.

Content Syndication services

'Content is king'. Powerful content developers and editors are part of us. We develop your web-content with I optimum keyword density, proficiency and placement to ensure they are search engine friendly. We develop web-content, web-article, E-book, news letters, Press releases and other internet marketing collaterals as part of our Content Syndication Services.

Submission services

Considered as the most powerful technique of increasing web-traffic and Page Rank (PR) to your website, we pay high importance in doing this assignment. Our submission services include Directory and Product directory submissions, Article submission, E-book submission and Press Release submissions. Increasing your PR and multiplying your web-traffic is our commitment. We have over one million submission database across multiple business verticals.

LSI based SEO Services

The better optimized the page is, the higher a ranking it will achieve in search engine result listings. This is especially critical because most people who use search engines only look at the first page (generally top 10 ranks) or second of the search results; so for a page to get high traffic from a search engine which results into sales, it has to be listed in those first two pages.

Since search engines attract literate and targeted web traffic for any specific keyword, your Return on investment (ROI) is highest compared to any other media counterparts. We expertise in Latent Semantic Indexing (LSI) based SEO services.

LSI is based on singular value decomposition, a mathematical matrix decomposition technique closely akin to factor analysis that has recently become applicable to databases approaching the volume of relevant language experienced by web searchers. Word and discourse meaning representations derived by LSA have been found capable of simulating a variety of human cognitive phenomena, ranging from acquisition of recognition vocabulary to phrase-keyword semantic priming and judgments of quality.

Technology

Latent Semantic Indexing (LSI) based SEO. We have standardized SEO packages and sometimes we do design a customized package to address your specific needs. Our solution is in granular level and exhaustive in nature. While we aim to maximize your ROI, we respect your budget for the same. We command into niche marketing while take care of agencies and retails buyers with utmost attention.

Statistics

We have a satisfied SEO clientele of 283 all across the globe. We have 256 successful SEO campaigns under our belt and 47 SEO projects in our inventory (as on November 1, 2006).

Service Guarantee

'Your satisfaction is guaranteed with us' is our commitment **Ethical SEO practices**. We adopt 'white-hat techniques' only. Transparency is our truth. **Google Ad word certified Account Managers**
23 certifications among others

CPA based PPC Services

We adopted Revenue (ROI) models for all your immediate inorganic search result rankings. We restrict you spending maximum revenue while enable you maximum 'Action based Clicks' and ROI, meaning not only clicks but also we care you receive maximum actions facilitating sales inquiries and conversion. Suitable composition of PPC with SEO work wonders.

Technology

Cost per action (CPA) based PPC. We have standardized PPC packages and sometimes we do design a customized package to address your specific needs. Our solution is in granular level and exhaustive in nature. While we aim to maximize your ROI, we respect your budget for the same. We command into niche marketing while take care of agencies and retails buyers with utmost attention.

Statistics

We have a satisfied SEO clientele of 107 all across the globe. We have 81 successful PPC campaigns under our belt and 28 PPC projects in our inventory (as on November 1, 2006).

Ethical PPC practices

Transparency is our truth. We do not like you to over-bid for a single keyword; rather spend equivalently on all competitive keywords. This enables you to receive maximum clicks while your Cost per click (CPC) comes down to minimum which helps you to maximize your ROI.

Google Ad word certified Account Managers

We have 23 Google Ad word certified PPC Account managers exclusively to nurture your PPC campaign accounts. They do engage in SEO but PPC is their prime objective.

Thematic Link Building Services

A link popularity service is one of our core competencies to increase your web-traffic, traffic rank and page rank (PR). Google emphasizes more on off-page link popularity compared to other major rivals: Yahoo! and MSN. Good neighborhood is most appreciated in social lives and in online marketing as well.

Types of links

We build One-way (singular), Two-way (reciprocal) and Three-way (Triangular) links for your website. Links are built as per your specific requirements.

Thematic links

All links are built on the theme your business, specific if any and/or the business vertical you dwell. We do not link you up with businesses apart from your own industry type.

Semantic links

As stated while discussing the concept of LSI, optimized off-sets are respected in certain situations. Mobile phone relates to its manufacturers (e.g. Nokia) as well as its service providers (e.g. Vodafone); therefore they may build up semantic link exchange which is well appreciated by search engines. Do build semantic links at your perusal.

Quality confrontation

All links that we build will be of supreme quality and permanent in nature, meaning if any of your links are replaced by your link partner or not recognized by search engines, we replace same PR links at no additional cost one-to-one. We build links up to PR 8.

Links built

We have built more than 70000 links this year (2006) of which are 53000 are one-way links.

Manually process to avert spam our complete process is manual to avoid spamming. We do not use any software to do so.

Content Syndication Services

Thematic Content Development & Syndication SEO4INDIA is committed to develop contents on topic written by industry stalwarts who are our dedicated human resource and reputed consulting partners. We develop web-content, web-article, E-book, news letters, Press releases, blogs and other internet marketing collaterals as part of our Content Syndication Services.

Strategic choice of keywords

By virtue of the SEO and PPC, we are bent towards selecting optimizing keywords as content captions. Proper selection of keywords is important while content development. Our command on LSI methodology helps us developing semantic keywords liked by search engines and human readers together.

Optimization of keyword density

As per ideal scenario it reciprocates between 3 - 7%

Content on singular theme

Systematic placement of keywords

Semantic content development

As discussed, our content takes care of your LSI compliance

One-way link popularity through submissions

Article submission facilitates you building the best quality one-way links in the simplest way.

Submission Services

Submission avails you thematic Singular Links Directory submissions

Most conventional way of getting one-way links is through Directory submissions. We link you to high-traffic and high-PR directories across all geographical boundaries.

Product Directory submission

If you have product driven websites we will help you getting links from related Product directories.

E-book submissions

We offer you to develop E-books and submit them to multiple resources.

Blog submissions

It is another popular way of getting more web traffic and PR. It is easier to rank a blog than a site on search engines.

Article submissions

Article submission is another popular service across the industry and we have a databank of more than 200 thousand article resources.

Press release submissions

One of the most powerful ways of online promotion in this category is Press release submission. We submit them to multiple resources after developing them.

Our Strengths

Multi domain Research and development center for all your Search Marketing and Web consulting needs with strong expertise, trusted global clientele and experienced human resource. SEO4INDIA is an ethical service provider.

Years experience in providing totally customized and innovative E-business solutions and industry specific requirements integrated with finance business model.

200 plus projects delivered - on time and at budget SEO4INDIA has an amazing track record of achieving very high result on hard to achieve keyword by constant research and unique process model. Year-by-year we have achieved a Compounded annual growth rate.

Contact us

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