



// Analyse. Optimise. Deliver //

*Search Engine Optimization | Search Engine Marketing | Social Media*

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**[www.solidradicle.com](http://www.solidradicle.com)**

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## About SolidRadicle

Solid Radicle personifies strong rooted internet marketing which emancipates rock solid results.

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We are a group of internet geeks with exposure to online marketing endeavours with expertise in

- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Social media optimization (SMO)
- Online Reputation Management (ORM)
- Online Brand Management (OBM).
- SEO Content Writing

We also provide consultancy and services in Website Design, Development, Evaluation and Analytics thus making your site more optimized for the Search Engines.

### Solid Radicle Solutions

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## Services

### Search Engine Optimization (SEO)

In today's competitive world it pays most to be ranking among the top three results on the first search engine result page (SERP) for the ideal keyword related to your business, products, services and solutions. These results either on Google, Yahoo or MSN / Live / Bing are definitely going to ensure your success over the internet.

In order to achieve these desired results one needs to embark on SEO for the website. Search Engine Optimisation is a process of getting the website optimized for relevant keyword phrases and getting it to rank on top of the search result pages in the organic / natural results of the SERPs

Solid Radicle renders the entire gamut of SEO services namely:

- Website Evaluation and Analysis
- Technical Guidance on Website Development
- Keyword Research and Analysis
- Adhering Webmaster Guidelines for Search Engines
- Industry and Geography Specific Solutions
- Optimisation Strategies – On page & Off Page
- and More.....

We consider SEO to be an amalgamation of science and art. No SEO company can guarantee #1 search engine rankings; we show a sizeable improvement within the first 3 months and recommend the SEO activities to be on for at least a year.

With search engine algorithms being subjected to ongoing up-gradation / changes / logic, SEO happens to be a on-going process and maintenance with the objective of not just achieving the desired rankings but holding on to it consistently. We assure of following the white hat SEO techniques and recommend SEO to be a part of long-term marketing strategies.

#### Sample Website Evaluation Report

### Website Evaluation Report

#### Introduction

This website evaluation report for **WV** includes over 50 visitor sensitive fact importance. Where necessary we a improvement. The work conducted cover

1. Web design
2. Search engine visibility
3. User experience
4. Visitor measurement
5. Website hosting performance

**Website Score Card**

Below is a summary and coded:

<b>Visitor Measurement Assessment</b>	
Resource 1	Configuration of Google Analytics, Site Wide
Resource 2	Page Tagging
Priority 1a	Complex Tracking Issues
Priority 1b	Account Configuration
<b>Search Engine</b>	<b>Analytics of Visitor Behaviour, Marketing &amp; Website Conversion Metrics</b>
Current Keyword	Traffic Metrics <small>(Data Not Available)</small>
Clarity of Primary	Conversion Metrics <small>(Data Not Available)</small>
Current Visibility	Funnel Analysis <small>(Data Not Available)</small>
<b>Hosting Performance Assessment</b>	
Paid & Not	Server Monitoring every 2 minutes for 30 Days - <small>Data need to Tested</small>
Search Ma	Hosting Speed and Uptime Report - <small>Data need to Tested</small>
Google Pa	
Index Sate	
Link Backs	
<b>Web Design Assessment</b>	
Landing Page Fo	Consistency of Branding Across pages and Sites
Content Cl	Quality of Information (Clarity & Readability)
Search Engine R	Images/Graphics Quality
Search En	Page Download Size
Title & Met	Layout and Positioning of Content
Heading T	Document Layout
Duplicate I	Document Code - CSS/Tables
Site Structure & I	Site Map - "Family Tree" Format to Print
Internal Nu	<b>User Experience Assessment</b>
Directory B	Navigation Structure
Dynamic L	Website Accessibility
Redirector	Custom Error Pages
Robots.txt	Basic Element
Link Popularity	Site Search
External Li	Contact Us Page
Directory L	Privacy Statement
Detection of Non	Site Map

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## Services

### Pay Per Click Advertising (PPC)

Search engines, ad-networks, content websites and blogs provide pay-per-click advertising model. You are to pay only if your advert has been clicked, enabling the visitor to reach your product or services page. Hence the keywords selected, keyword bids and ad-copy for specific geographic locations plays an integral role. These ads are known as paid or sponsored ads.

Solid Radicle renders keyword targeted and content targeted PPC Ad Campaigns. We are adept at running pay-per-click campaigns on several products like Google Adwords, Yahoo! Search Marketing, Microsoft AdCenter, Ask.com, LookSmart, Miva, Yandex, Enhance and Baidu. AdNetworks like Google AdSense and Yahoo! Publisher Network for content targeted campaigns.

Our PPC Services include:

- New Campaign Set Up
- Keyword Analysis and Research
- Ad Copy Creation
- Existing Campaign Management
- Managing Click / Conversion Based Campaigns
- Multiple Ad Groups Management
- Multi Geographic Campaign Management

We thrive at challenges on CTR, CPC, CPA/ CPL and budget management. We recommend pay-per-click advertising as a short term marketing strategy for time-bound/ seasonal objectives and as long term marketing strategy for on-going objectives with reduced costs. We guide you in selecting the time frame and the PPC channels for you.

#### Search Engine Marketing Process

Client Goal	Audit Assessment & Research	Action Planning, Setup & Performance Measurement
Target Keywords	Competitive Analysis	List the final campaign goal / objective
Target Markets	Study & Understand Product, Services & Solutions	Finalize the campaign plan & strategy. Target, Budget, Campaign Groups & Messages
Campaign Action		
Strategy Analysis & Planning (Re-enter Process)		Campaign Structure, Keywords, Ad Text, Landing Pages, Conversion Tracking Analysis & Thank You Page
Schedule Action Items with Co-Accountability		Campaign Setup & Live
Goal Report & Review Process		Monitor & Analyze Traffic. Conversion Data
Divide Actions Items between Client & Solid Radicle		Campaign Optimize, Tweak, Research More Keywords & Achieve Campaign Goals

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## Services

### Social Media Optimisation (SMO)

Generating visibility and publicity for dynamic content related to a brand, product or service through the social media vehicles like user generated content sites; social networking sites, online community sites using set of methodologies is called as social media optimisation. SMO is an integral part of content optimisation tactic aimed at incrementing unique visitors and creating inbound links from a SEO perspective, the only issue being the metrics predictability.

Solid Radicle offers social media optimisation services across a host of social media vehicles:

Our SMO Services include:

- Promotion on Social Networking Sites
  - Utilising Social Bookmarking
  - Setting RSS
  - Blog Writing, Blog Promotion & Blog Optimisation
  - Article Writing & Article Submission
  - Video Syndication and Optimisation
  - Creating User Groups
  - Forum Participation & Comments
- and more....

We have expertise in developing social media marketing mix and leveraging it to the online community with clear defined goal setting thereby improving credibility, visibility and the brand recall whilst being a part of the same community.

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## Services

### SEO Content Optimization

Content is of integral value to the search engines and hence the SEO is faced with the task of content optimization. The search engines read through the title, meta and content on the page, so that the page is displayed in the search engine result pages (SERP's) at the top for the related keyword for which it has been optimized.

Solid Radicle offers content optimization services from the SEO perspective. It does not mean the content is optimized to suit the search engines, but the content is optimized to the search engine for better user experience for the related keyword search by the visitor. Hence inclusion of keywords, the length of content, the keyword density, formatting of text and addition of fresh content are some of the parameters in consideration.

We optimize your content to help you rank better in the search engine results and also help the user/visitor have a better experience of relevant content. Do call/ e-mail / contact us for any further questions, SEO content optimization and availing content services.

We help organizations with online reputation management with proactive communications to re-align brand proposition or re-positioning, with an aim of minimized business loss and elimination of online reputation damage.

#### Sample Content Writing:

Do visit the following sites:

- [GoFortNow.in](http://GoFortNow.in)
- [BestVoIPGuides.com](http://BestVoIPGuides.com)

We provide content writing for the following:

- Article
- Press Release
- Technical Writing
- Electronic Direct Mail (EDM)
- Newsletter
- and more..

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