



# Web Promotion & Online Internet Marketing



*"**Idhasoft** is a global world-class organization providing best-of-breed localized business and technology solutions, with continuous innovation and quality backed by best-in-class people"*

## SEO (Search Engine Optimization)

If you want to be found on the web then you will first have to be found by the search engines. SEO is a process to increase volume of quality traffic or visitor for your business.

GMI Specializes in Organic/Natural (White Hat SEO Techniques) Search Engine Optimization Services, we follow Search Engine Algorithm & Guidelines to optimize your site



White hat SEO is not just about following guidelines, but is about ensuring that the content a search engine indexes & subsequently ranks is the same content a user will see. GMI SEO Expert provides your **Free SEO Analysis** Report of your website before they optimize your website.

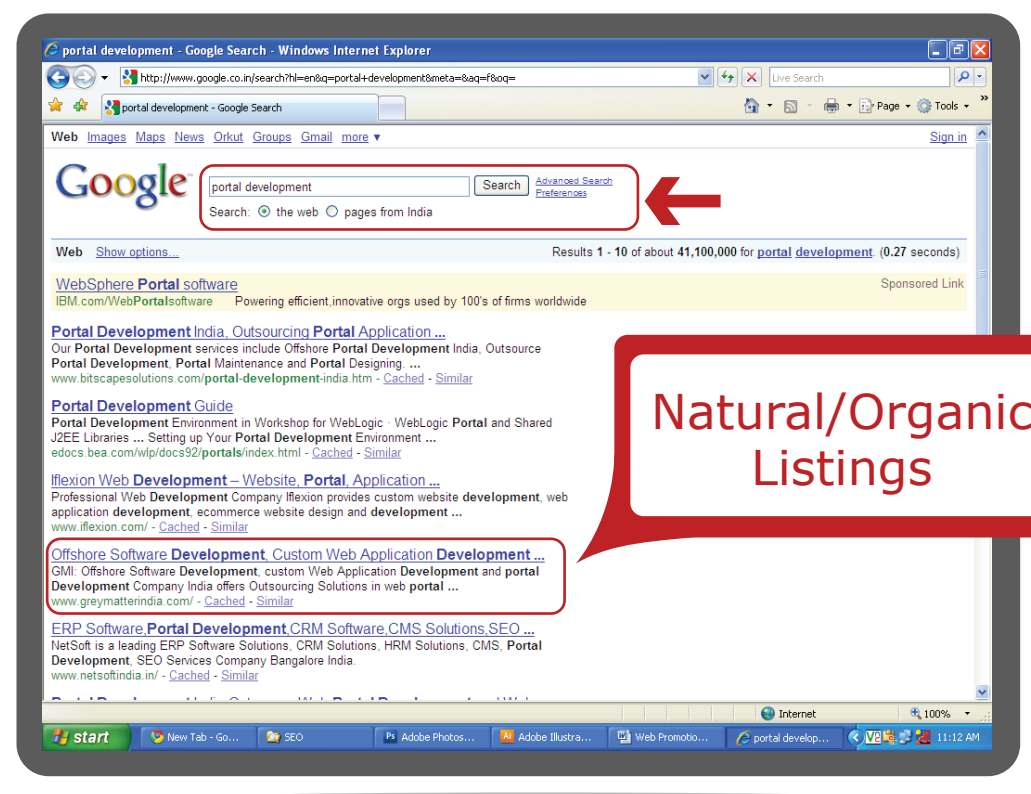
We offer our clients a range of specialist search engine optimization services, focusing on marketing your business web site through both on page & off page factors.

- Analysis & Research
- On & Off Page Optimization
- Technical Optimization
- Analytic & Goal Conversion Setup
- Reports Design & Submission

- Analysis & Research
  - o Keyword / Key Phrase Analysis
  - o Detail Site Analysis
  - o Competitive Analysis
  - o Initial Position Analysis Report
  - o Extensive Competitive Analysis for better search engine ranking performance
  - o Personalized Report Analysis & Monitoring
  - o Keyword / Key Phase Research using Keyword Tools & Software (Word Tracker, Overture & Google Keyword Tool)

- ON Page Optimization
  - o Meta Data (Title & Description)
  - o Robot Meta Data
  - o Creation of Robot.txt & Validation
  - o Content Optimization
  - o Code Verification (Error Free)
  - o Source Code Optimization
  - o Table Optimization
  - o Image Optimize
  - o Bold | Italic (keyword)
  - o Anchor | Hyper Text
  - o H1 (Heading)

- OFF Page Optimization
  - o Search Engine Submission
  - o National Search Engine Submission
  - o International Search Engine Submission
  - o Directory Submission
  - o Link Building
    - One Way Link Building
    - Two Way | Link Exchange
  - o Classified Ad Posting
  - o Yellow Page Submission
  - o Google Site Map Submission (GWT)
  - o Yahoo Site Map Submission



## Web Promotion & Online Internet Marketing

|              |  |
|--------------|--|
| SEO          | SEO is a process to optimize your site in a way that will give it the best chances of a high search engine listing ahead of your competitors |
| SMO          | Social media optimization (SMO) is a set of methods for generating publicity through Social Media Channel                                    |
| PPC Campaign | Google AdWords is Sponsored search program which has one of the best industries Returns on Investment (ROI).                                 |

## Technologies

|                          |  |
|--------------------------|--|
| Operating Systems        | Linux, Unix, Windows OS, Mac OS, symbian OS, win CE OS, palmOS   |
| Development Environments | LAMP Framework, Microsoft .NET frameworks, Microsoft visual Studio, Symbian Platform, Win CE Ms.Net Platform, J2EE (Java 2 Enterprise Edition), J2SE (Java 2 Standard Edition), JDK Java Development Kit |
| Development Tools        | Visual Studio .NET 2005, Visual Source Safe, C#, Photoshop, CorelDraw, Macromedia Flash CS 3.0, Flex 3.0 , Borland C++. Flash Media Server (FMS), MS-TFS, Eclipse IDE                                    |
| Web 2.0 Platform         | Symfony Framework, Cake PHP, Zend, AJAX (EXT JS, DOJO. Jason, Microsoft.Web.Atlas), Open Social Platform, Facebook Platform, SOA , NHibernate, Lucene Framework, Spring Framework, Struts Framework      |
| Application Development  | ASP. Net 3.5, C#, C, C++, VC++, ADSI, COM & DCOM, WinSock & Win Inet., PHP 5.0, Perl, Win CE 5.0, Symbian series 9.0, palm SDK. JSP, Servlets.   |
| Databases                | Oracle 9i, MS SQL Server 2005, MySQL 5.0, PostGreSQL.  |
| Protocols                | XML/XSL-XSLT, TCP/IP, SOAP-XML, WAP, Blue Tooth, SMS, MMS, P2P , GPRS, VoIP etc.   |


## About Idhasoft

Idhasoft is a software products & IT services provider serving enterprise customers. We offer solutions to industry segments in the United States, Europe & Asia. We provide services to industry segments including Banking & Financial Services, Healthcare, Insurance, Manufacturing, Public Sector, Retail & Telecommunications.

With a reputation for unparalleled service, Idhasoft offers a comprehensive range of technology solutions. From software application development, strategic IT consulting and recruitment process outsourcing to enterprise-wide implementation of third-party vendors, Idhasoft is second to none as the preeminent, complete IT partner. With expertise in robust technologies, and experience in niche domains.



Examples of Current Projects with Keyword Position in Google & Page Rankings:

| <a href="http://www.google.com">www.google.com</a> | Keyword Position on search engines page  |
|--|--|
|  |  |
| <b>Recent Keyword Status</b>                       | <i>Recent</i>  |
| Contemporary Style Cartoon                         | 1  |
| Fun Characters Designer                            | 1  |
| Style Cartoon Design                               | 1  |
| Design Fun Characters                              | 1  |
| Fun Characters Design                              | 1  |



[www.mojizu.com](http://www.mojizu.com)  
Country: USA  
Google PR: 4  
Platform: .Net

| <a href="http://www.google.com">www.google.com</a> | Keyword Position on search engines page  |
|--|--|
|  |  |
| <b>Resent Keyword Status</b>                       | <i>Recent</i>  |
| SAP Solutions                                      | 1  |
| SAP life Sciences Implementation                   | 1  |
| Mobility Division                                  | 1  |
| Mobile Solutions Services                          | 1  |
| Oracle Consulting Experts                          | 1  |
| Portal Solutions                                   | 3  |




[www.idhasoft.com](http://www.idhasoft.com)  
Country: USA  
Google PR: 6  
Platform: PHP

| <a href="http://www.google.com">www.google.com</a> | Keyword Position on search engines page  |
|--|--|
|  |  |
| <b>Recent Keyword Status</b>                       | <i>Recent</i>  |
| Project Outsourcing Sites                          | 1  |
| Project Outsourcing Websites                       | 1  |
| Project Outsourcing                                | 1  |
| Freelance Programming                              | 5  |



[www.vois.com](http://www.vois.com)  
Country: USA  
Google PR: 4  
Platform: PHP

| <a href="http://www.google.com">www.google.com</a> | Keyword Position on search engines page  |
|--|--|
|  |  |
| <b>Recent Keyword Status</b>                       | <i>Recent</i>  |
| Claims Performance Monitor                         | 1  |
| Claims Benchmarking                                | 1  |
| Claims Transformation                              | 2  |
| Claims Leakage                                     | 2  |
| Leakage Assessment                                 | 2  |



[www.futuritygrp.com](http://www.futuritygrp.com)  
Country: USA  
Google PR: 0  
Platform: HTML