

## Search Engine Optimization & E-marketing strategies

We focus on measurable campaigns that help businesses achieve more than an increased ad budget. The web is a big place and without visitors knowing where a company's site is located, little or no traffic will occur. If a site is not going to help generate business, why go through the process of building and maintaining a great website. At TIARA IT Solutions, we help businesses advertise through credible channels that will boost quality traffic to a site. Some of these channels include search engines and directories. With our knowledge, we help businesses determine the most effective advertising slots and keywords while providing the necessary setup.

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- Strong Keyword research and development
- Baseline search engine placement report
- Review of your existing website (usability, navigation, search engine compatibility) OPTIMIZATION :
- Creation of search engine optimized Meta tags
- Editing of your existing pages to update/insert Meta tags
- Optimization of content pages (textual edits to existing pages) SUBMISSION :
- Submission to the top global and international search engines REPORTING, ANALYSIS and MAINTENANCE :
- Summary and detailed search engine ranking report
- Ability to modify campaign as needed, as an example, when a site is redesigned or pages are added
- Conducting SEO on your website is simply not enough if you want sustainable results in the long run. You will need to continuously work on the SEO process in order to sustain your website's top ranking. TIARA IT Solutions offers clients the service of continuous SEO on your website. Our services offer clients a more cost effective solution to having costly in house investments into SEO. Please contact us for more details. TIARA IT Solutions will analyze the reports, make adjustments and resubmit as needed.