

WHAT IS SEO?

- SEO Stands for Search Engine Optimization.
- It is the process of affecting the brand visibility of a website in a search engine's organic search results.
- The higher the site is ranked on the search results for the page with more number of visitors it will receive.



SEO TECHNIQUES



WHY SEO?

- Internet Growth
- Inbound Marketing
 - Non-Branded Keyword
 - Branded Keyword
- SEO as a part of Digital Marketing Strategy: e-mail, Social Media, Website Development, Conversion Optimization
- New Business Acquisition
- It supports all other channels as a potential path prior to purchase.



SUCCESS



- ✓ Excellent Infrastructure
- ✓ 100% Placement
- ✓ Free Software Installation
- ✓ Interview Guidance

