How SEO Company benefits Small Businesses

Small businesses can achieve a lot from SEO. Search engine optimization helps small businesses build fast, user-friendly and robust websites. Hire the best SEO company in Delhi NCR now for better results Search engine optimization is an art and a science. This is the art of ranking higher websites in Search Engines. And there is a whole science behind it to do it correctly. Fortunately, we are both good. We know exactly what to do to bring websites to a higher level for keywords required in search engines. We are one of the best SEO company in Delhi NCR to help you rank better.

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Most SEO companies in Delhi claim to do On Page and Off Page SEO, but what about Technical SEO? This is one of the most important aspects of SEO, which is understood to be minimal. We know how to do technical SEO. We take care of all aspects of technical SEO, such as ensuring your sitemaps and robots. Text files are search engines compliant, add canonical URLs, and more. We will help you in all aspects of technical SEO.

Keyword Research - Keyword Research is the most important part of SEO. Before you start optimizing your website for search engines, it's very important to know exactly which keywords

you want to optimize for. And keywords should be such that they type your users into search engines looking for a product or service like yours.

Sometimes that means ignoring high-volume keywords, because they may not be entirely relevant to you, and instead going for long-tailed keywords that better represent your business. As one of the [SEO agency in Delhi](), we know how to do keyword research to find the right keywords for your website. Rankings for those keywords make sure you get organic traffic from search engines that are right for your website.

Keyword Difficulty Analysis - Most SEO agencies in Delhi only prevent keywords from being found. However, a very important aspect of keyword research is keyword difficulty analysis. We determine keyword difficulty analysis for each keyword to determine how easy or difficult it is for a keyword to rank. Once we have this information, we're able to easily determine which keywords are less hanging keywords for which rank is faster, and which keywords will take longer to rank.

Keyword Mapping - Once we've recognized all the keywords on your website, the next important step is to map keywords to relevant pages on your website. We don't attempt to create only the homepage of your website for all keywords, instead, we find the relevant page of your website for each keyword. After that, we start doing SEO activities accordingly so that different pages on your website rank for different keywords.

For example, one can search to understand how products like yours work, so we customize your FAQ page for questions so that your potential customers can get the answers they're looking for. Similarly, we map keywords to relevant pages of the website, which best suits those keywords.

On Page SEO - Too often customers come to us for their SEO needs, but they tell us that their on-page SEO has already been done, and it requires no further optimization. However, we still analyze their current on-page SEO, and find that most times it hasn't been done correctly. Either the meta tag is not properly setup, or the meta tag does not correspond to the content on the page, or headings such as H1, H2, etc. are missing, or sometimes many H1 titles also exist on one page. As your knowledgeable SEO partner in Delhi, we know exactly what to look for on-page SEO, and what to fix.

Off Page SEO - Once On Page SEO is done, we move to Off Page SEO. Off Page SEO is what most people believe is SEO. Off-page SEO are SEO activities that are carried out away from your main website pages. A major part of off-page SEO includes link building, but also other important aspects. This SEO company in Delhi is the first to create a link strategy to find

links to which page, which keywords are used in link text, and which websites get links and then we start implementing that strategy.

Technical SEO - Most SEO companies in Delhi focus only on On Page and Off Page SEO, and they completely miss technical SEO. In today's world, tech SEO is just as important, if not more, as on-page and off-page SEO. Technical SEO ensures that everything on your website technically conforms entirely to what search engines expect.

This includes an entire sitemap, which includes the Google Search Console, rss feed of your rapidly changing content by RSS, the Google Search Console, Google structured data markup, as well as the Facebook Open Graph tag, the right Robots .txt file and more. As one of delhi's top SEO company, we take care of all aspects of technical SEO. We check and fix your website to ensure that there are no technical SEO errors that can negatively affect your website's ranking.

SERP - When doing SEO, it's very important to regularly track how keywords are performing. It is important to regularly monitor the keyword status in search engines. A lot of SEO companies do this manually, but we use sophisticated tools that monitor daily status, and alert us whenever a keyword goes up or down. If we see that a keyword has gone down, we immediately take the necessary action to reclaim our lost position.

Competitor Backlink Watch - When doing SEO, it's very important to keep an eye on what your competitors are doing. We continue to do competitive analysis as well as competitive backlink watches to see where your competitors are getting backlinks from. This gives us potential backlink targets for your website, so that it can be ranked higher. Also, if your competitor starts ranking for some new keywords, we also get to know about that, and then try to beat their competitors.

Whatever your competitors in the SEO world do, we keep a close watch on it, and try to beat them. As one of the best SEO company in India, we know how to do it. And we know what are the right tools and techniques for which benefits should be taken.

Link Building Techniques - There are many link building techniques that we work with. While traditional SEO companies only focus on outdated technologies like article submission etc., we use some really cutting-edge link creation techniques to get Do Follow backlinks to link websites. For example, one of the techniques we employ is broken link building. Basically, we find websites whose links are on their resource pages, and we encourage them to replace those broken links with links to your website.

This ensures that your website is able to get a quality backlink from a website, from which otherwise it's difficult to get backlinks. Similarly, there are many other unique and innovative link creation techniques that we use to get some great backlinks on your website as a use of your favorite SEO company Delhi.

Interlinking - While getting links to their website, a lot of SEO companies in Delhi only focus on getting links from external websites. However, they miss a very important resource for backlinks your own website. Yes, you also need to get links from the internal pages of your website to the homepage of your website. If you have a blog, it can give you even more links that can go to the internal pages of your website as well as the homepage.

Local SEO - If you're selling anything that's specific to a location, or multiple locations, local SEO is something that's so important to your website. Local SEO ensures that your website can rank better in questions with location based intent. For example, restaurants around me, pest control in Delhi, etc. we make sure all your locations are properly tagged in local SEO, so that Google can show relevant locations based on the location from which the user is searching.

This is a very important part of SEO, and if done right, you can actually stand apart from your competitors. As a leading local SEO agency in Delhi, we know how to do it. We have a team of passionate digital marketers with decades of digital marketing experience. With a team of Google AdWords certified professionals, we can take care of all your digital marketing needs, such as PPC, SEO, SMO, Content Marketing, Video Marketing, Email Marketing, ASO and more. Contact us to get the best ROI for your digital marketing activities.