

Search Engine Optimization - AdWords - Map Optimization



An SEO strategy becomes effective only when all the actions/tasks it involves aim to significantly improve the overall quality of a website or a brand's web presence (for the long-term).



SEARCH ENGINE SOLUTIONS

Google



YAHOO!

bing



SEO Tactics Should be

1. Content-driven
2. Technically-focused
3. Brand-centric

Latest Trends in SEO

1. Prioritize Your Mobile Site for Mobile-First Indexing
2. Optimize for Speed
3. Get More SERP Space
4. Structured Data and Schema Markup
5. Think of Videos as the New Content King



CODE OPTIMIZAION

1. JAVA script optimization
2. CSS optimization
3. HTML optimization
4. Sitemap optimization
5. Robot.txt optimization

CONTENT OPTIMIZATION

1. Crawler friendly optimization
2. Keyword density optimization

TAG OPTIMIZATION

1. Title Tag optimization
2. Discription tag optimization
3. Header tag optimization
4. Image optimization
5. Landing page optimization

OTHER TECHNIQUES

1. Server request optimization
2. Server response optimization
3. Leverage browser catching
4. Structured data implementation



AdWords

AdWords, it's simply a pay-per-click service which allows you to create and run ads for your business. These clickable ads are then displayed in Google's search results. By using the right keywords for your target audience, you're already ahead because you're reaching people having an interest in your product or service.



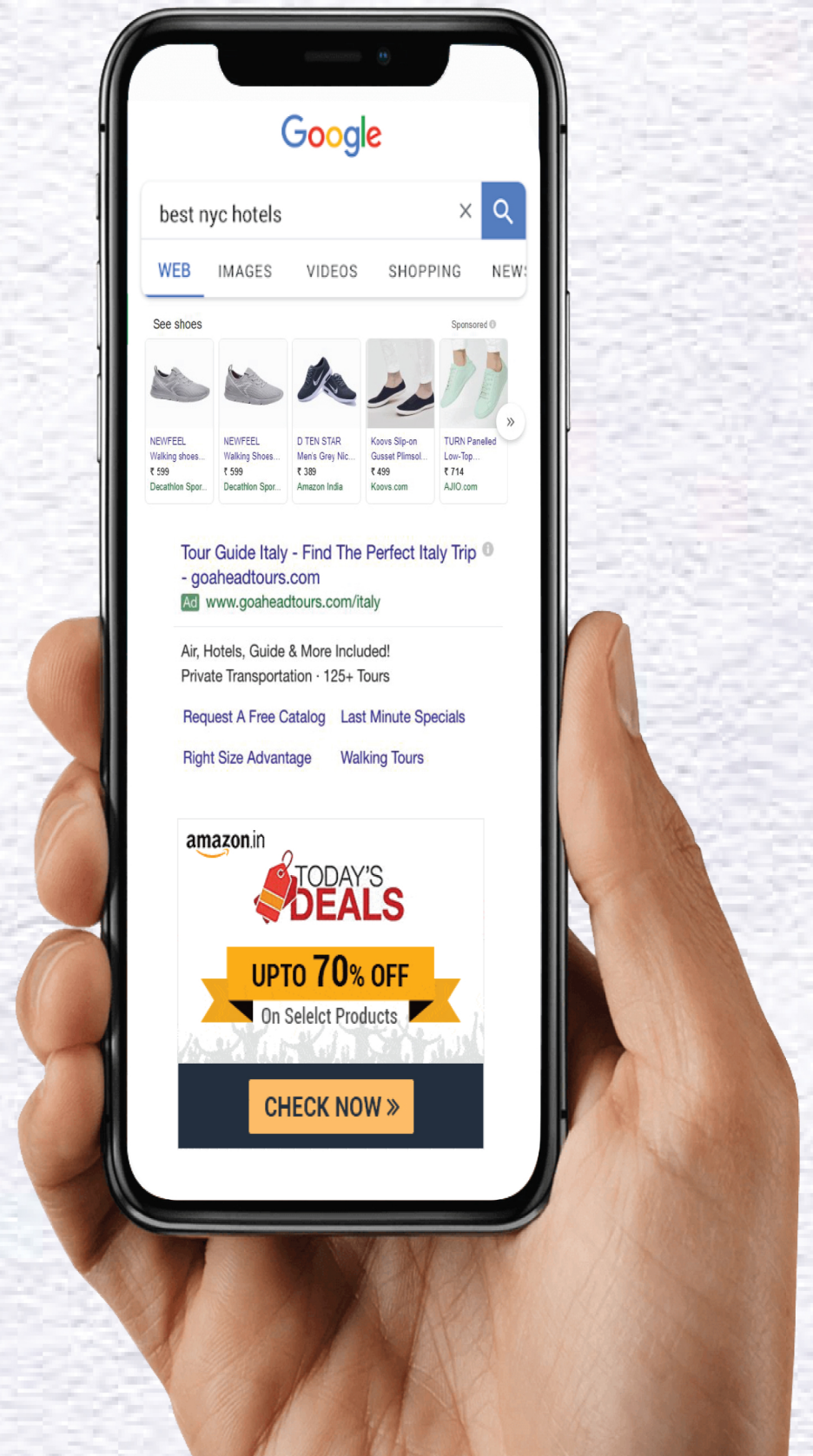
Google Ads

Why Google AdWords

1. AdWords is Measurable and Flexible
2. Faster Than SEO
3. Can Control Your Advertising Costs
4. Helps Beat Your Competitors

Types of Campaign we deal with

- Search Ads
- Display Ads
- Apps campaign
- YouTube Ad
- Product Listing Ads
- Display Remarketing
- RLSA Campaigns



Google AdWords KPI's to Consider

Target CPA (cost-per-acquisition):

If you want to optimize for conversions, you can use Target CPA to help increase conversions while targeting a specific cost-per-acquisition (CPA).

Maximize Conversions:

If you want to optimize for conversions, but just want to spend your entire budget instead of targeting a specific CPA, you can use Maximize Conversions.

Target ROAS (return-on-ad-spend):

If you want to optimize for conversion value, you can use Target ROAS to help increase conversion value while targeting a specific return-on-ad-spend (ROAS).

Enhanced cost-per-click (ECPC):

If you want to automatically adjust your manual bids to try to maximize conversions, you can use ECPC. It's an optional feature you can use with Manual CPC bidding.



Map Optimization

Google My Business is a free tool that helps your local business stand out on Google and attract new customers. Use the Google My Business app to connect with customers and keep your business presence up-to-date on Google Search and Maps.

How it works

1. Manage how your local business appears on Google Search and Maps
2. Edit your business information (e.g. address, phone number, and hours)
3. Respond to reviews, questions, and messages from customers
4. Share new photos and post updates on special offers and events
5. See how customers find and interact with your business on Google



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What we Optimize?

Proximity Based Google Maps Results

The current branding of Google's local product that helps you to be listed in local search results and provides current and future customers information about your business.

Rating

A numerical evaluation on a scale of 1-5. In local search, it refers to consumers ratings of a business quality, standard or performance.

NAP

This refers to 'Name, Address, Phone'. NAP data for any business should be consistent over the web.

Keyword

The word or phrase people enter into search engines to find businesses or websites.

Review

An assessment by customers that summarize their experience with a specific business, which can be done directly in Google to evaluate businesses.



The logo features an orange triangle pointing right, with five white dots of varying sizes arranged in a vertical line to its left.

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we believe in
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