

## Choose An Outsourcing Company That Follows Proper Search Engine Optimization Strategy

Selection of an Outsourcing company is a difficult choice especially in the Search Engine Optimization Stream. The decision to select a company should be taken on the basis of services provided as well as strategy followed by it to promote a website.

If it suits your budget and technical requirements, you can try to avail the services of that company. See the basic Web Promotion Techniques followed by that company that will be helpful to not only get you better Search Engine Ranking Position but also increase the page rank of your website. The Search Engine Strategy and services provided by Web Promotion Company must include the following:

1. Design a website that is search engine friendly and make proper navigation structure of the website
2. Go for the domain that matches with a keyword. Generally keyword rich domains are promoted easily.
3. Submit to many quality directories, article sites and press releases. The important point is that all these should have a unique content and anchor text. This is the most crucial point considered as the core of Search Engine Optimization Techniques.
4. Many people think that after submitting articles their job is over but it is not. In order to make the article to hit the headlines, it should be made as unique as possible and also present with an attractive title that catches readers' attention.
5. Try to get more quality link backs to better the Page Rank as well as search engine positioning. Concentrate on the quality of back links not on the quantity.
6. Do not place common anchor text on hundreds and thousands of websites. This can be identified by search engines as link spam or considered as black hat Search Engine Optimization Technique.
7. Always avoid sites that offer hundreds of links simultaneously by placing a folder on your site. This is considered as one of the worst method of getting back links. Always consider page rank and the quality of the back link while submitting to directories.
8. Use all tags like title, description and keywords in the web pages. Also use header and alternate tags images and focus on the basic 10 main keywords for optimization.

Include a site map for website and install a script for it if there are thousands of pages and update it daily in order to get search engines to crawl the website regularly. There are many scripts on the internet on these.

The more unique the content of website is the more are chances for it to rank at the top. Place website content with some unique and catchy words.

So a good outsourcing company must follow such strategies to get your website in the top of search engine rankings.

Source: <http://www.articlecircle.com>

### About the Author

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