

SEO Services India Firm Now Serves Clientele From Multiple Industries

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Bangalore, India: India-based SEO Services business, RankHigher.in and Guha Raunak, CEO and founder, are pleased to announce that their search engine optimization services now span multiple industries, including retail stores, financial institutions, home services, home décor, real estate and travel. The leading service provider in India has a portfolio of clients with more than twenty satisfied customers hailing from India, the United States, United Kingdom and Canada. The company's record of customer satisfaction has resulted in being named one of India's Top 5 Most Promising SEO Companies for 2014.

The company says that search engine optimization services are crucial for placing businesses on the first page of Google search engine results page (SERP). Most individuals who use a search engine such as Google will not move beyond the first page of the results for a specific search term. For online businesses, there is a need to acquire customers by moving rankings to the top of the list. The most cost-effective way of ensuring that top ranking is the use of search engine optimization for the client's website.

SEO should not be viewed as a get-rich quick plan, the company says, but is best viewed as a long-term business investment that will bring benefits for months and years to come. RankHigher.in begins the process of SEO strategy development by understanding the company's value, audience, geographic locale and competitors or peers.

RankHigher.in uses a multi-step policy to enhance the showing of client businesses. The process begins with keyword research, which helps to identify the behaviour of users. Filtering of the commonly used search terms helps to identify the architecture of the website. Optimization of on-page search terms uses meta tags, as well as content. Once the terms are in place, the professional team works to improve technical aspects and performance of the website. The performance of the competitors are analysed to determine what works and what can be improved. The team also improves the off-page SEO showing.

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