

SEM (Search Engine Marketing) Services

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Internet is the most convenient and effective marketing tool that help online companies to attain better positions in all major search engines. However, fundamental principles of marketing is applicable to online marketing and companies need an expert search engine marketing optimization service that can help companies to get desired traffic by targeting relevant audiences.

Globalesoft Technology is an expert search engine marketing consulting company that offer appropriate solutions to all small and medium sized companies based in USA, UK, Canada, Australia and others. We have a team of search engine marketing experts holding years of valuable experience in understanding, designing, implementing and maintaining solutions that deliver results with immediate effect. Being one of the progressive SEM consulting company, Globalesoft Technology offers complete search engine marketing service based on a state-of-the-art methodology that can leads to brand awareness and getting relevant traffic towards the site.

SEM: A consolidated search engine service:

Search engine marketing is a consolidated service that includes all services such as search engine optimization (SEO) and pay-per-click (PPC). SEM combines all the aspects of on-page optimization, off-page optimization, and PPC:

On-page optimization:

- Sitemap creation
- Implementation of traffic tracking codes
- Spam removing
- Checking and rectifying broken links
- Checking website load time
- Image optimization
- Junk code removal
- Implementation of robot files etc.

Off-page optimization:

- Article submission
 - Blog submission and maintenance
 - Press release submission
 - Forum and message boards
 - RSS submission
 - Social book marking
 - Link popularity building
- Pay-Per-Click services include:
- Maintaining low bids on selected keywords that define the business of the website
 - Making ad group and campaign with effective ad scheduling and promotion region
 - Regular monitoring and maintenance of bids on keywords
 - User-friendly copywriting for advertisements
 - Tracking and analyzing conversion rates
 - Measuring ROI for clients