



## WHITE PAPER

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# What are SEO and SEM?

Search engine optimization (SEO) is the practice of maximizing the volume or quality of traffic to a web site (such as a blog) from search engines via “natural” or un-paid (“organic” or “algorithmic”) search results as opposed to other forms of search engine marketing (“SEM”) which may deal with paid inclusion.

## Search Engine Optimization (SEO) Versus Traditional Advertising

A low cost per impression of online marketing with SEO is appealing, in comparison with other traditional marketing such as TV commercials or print ads etc. These are published once a week; SEO is “always on” 24 hours per day, seven days per week.

Additionally, only those users who are searching for specific terms see the listing, making it significantly more relevant than any of the above listed tactics.



With **traditional marketing** your brand is exposed to many potential customers and clients, but how many of these people are actually interested in what you are selling? Using the Internet and search engines as a medium to reach your target market, you guarantee that people find you when they’re interested in the service you have to offer. Think of it as something akin to proactive yellow pages.

The higher the magazines readership, the more you pay. Even with pay-per-click (PPC) and other forms of paid online marketing you only pay for the views of people who are interested in your service/products. SEO is even more cost-effective, in the long run, providing quality exposure for a relatively small financial investment.

SEO / SEM definitely is a **great for big businesses**, with large quantities of money to sink into massive marketing schemes, but for the **small-to mid-sized businesses, online marketing is the only way to go**, providing a level and quality of exposure comparable to that of big businesses for a relatively small investment.



## SERVICES

We are offering following services alone and in bundle offer as per your requirements.

- 1. Website Optimization**
- 2. Link building**
- 3. Social media marketing**

### Website Optimization

Experts with a clear understanding about search engine crawling will optimize your website in a way that is going to get you the most targeted search engine traffic.

### Techniques We Use

We are aimed at focus on following techniques and tactics to optimize the website:

1. Meta-tagging
2. Re-writing your URLs
3. Image optimization
4. Internal link architecture
5. Web usability
6. In some cases, we have had to restructure an entire website or in others we have had to add hundreds of pages of extra content.

### Result and Outcome

This website optimization will improve the chances to get targeted traffic and business from the search engines.

### Link Building

Link building is actually an important part of SEO campaign. It is very important to focus on building links in relevant and secure web communities that must resulted on targeted traffic to your website.

### Our Strategy

Our link building approach is different for every site keeps in view the industry style, targeted audience and relevancy of information available.

### Result and Rewards

A successful link building campaign can lead to sustainable search engine rankings, targeted traffic and lots of sales. We have the experience and the contacts to make it happen.

### Social Media Marketing

CGS helps our clients to setup Social Media Marketing campaigns with a decent publishing platform along with great content that is suitable for social media websites. Social media sites can potentially send you thousands of visitors, plus sites that do well on social networks gain lots of organic links which help with SEO.

## **SMM techniques**

SMM involve with blogs and / or articles for relevant information for your product or services. Once we setup these blogs and articles, we will be posting interesting news, bizarre and comments to it on regular basis that will naturally do well on social sites such as:

1. Twitter
2. Face book
3. Reedit