



What is search engine optimization?

SEO is the process in which your website undergoes redevelopment to properly and best communicate your keywords to search engines. In order for your website to rank highly among major search engines, you must understand how they become ranked. Search engines rank Websites based on two major factors: Unique content with pertinent keywords in the body, and link popularity - the number of quality incoming links your website has. Other important algorithms that determine your ranking with search engines are the architecture of the site, visibility of your content, underlying code and how natural your site appears to the engines.

Initial Consultation & Keywords

Our technical staff begins by checking the current status of your website to ensure that the optimization process will not be encumbered by any unforeseen problems of function. Then, using manual searches as well as custom research software, an optimizer on our staff will take the gathered data and create a list of the most highly trafficked and targeted words in your industry and consult with you to choose the final keywords.

Content Creation

After a list of keywords has been generated for your website, it is passed along to our content writers, who create unique content. Using their training and experience, our writers will ensure that your copy utilizes the keywords in accordance with the right densities and marketing of your site. In addition, they will consult you before getting started on your content to be confident that the essence of your website is not compromised.



Website Redevelopment

Our optimization engineers will work with our copy writers to integrate the optimized content within your Website. Our technicians will redevelop your site to optimally communicate your keywords with search engines. Moreover, all aspects of a website, including its architecture, meta tags, alt tags, graphic-text, internal link structure and sub-pages will be modified to be spider friendly and best meet search engine algorithms. The staff of webapptron.COM Inc. is dedicated to maintaining the design integrity and essence of your website.

Link Development

One of the major variables in attaining high rankings is developing incoming links from other Websites that are well established and have commonality with your website. As a major part of the service that we offer, link development is absolutely essential to the success of your website and can be done in various ways. One-way links from Directories and other related sites, Reciprocal Link Exchange with related sites, fee-based directory submissions and targeted link buys are all effective ways of developing quality links in high quantity.

Reporting

Before we start the optimization process, it is essential for us to run a ranking report to show where your website ranks with the various search engines. Once this process is complete, we send you the report so you can see the results. Once optimization is complete, we run reports again every 30 days to check on the progress of your website - you will be updated on these monthly ranking report results via e-mail. In addition to the monthly ranking reports, our staff runs weekly search engine monitoring to verify that your site has not been dropped by any of the major search engines. To ensure your satisfaction, our technicians will periodically e-mail you just to check in, and we also invite you to e-mail our staff anytime with questions.

eCommerce Search Engine Optimization





eCommerce is a booming industry! Make sure you are fully optimizing the potential of your eCommerce website. webapptron.COM Inc. Systems are on the leading edge of eCommerce search engine optimization and we are constantly developing new techniques to meet the challenges of our clients.

If your eCommerce shopping cart solution is not performing or if you are spending all your profits on your PPC campaign let webapptron.COM Inc. help.

We can:

Drive Natural Search Engine Traffic to Your Site

eCommerce search engine optimization can make your shopping cart more spider friendly and raise your visibility in the search engines. We will ensure all your pages are accessible to the search engine spiders and that all your products appear in the organic search results. Some shopping carts are difficult for search engines to spider, we will ensure your site is deep-indexed by the major search engine spiders and ensure your product and category pages are indexed by Yahoo, Google, and Teoma.

We have extensive experience in search engine optimization for osCommerce, VP-ASP, PDG Cart, Dansie, and others. We can even SEO eCommerce solutions that are precompiled commercial applications with no access to the source code.

Drive Paid Search Engine Traffic to Your Site

If you're not already using PPC to drive traffic to your site we can help you set up and run an effective eCommerce search engine marketing campaign to maximize your revenues while minimizing your outlay. If you already run a PPC campaign, we can help ensure you get the maximum return on your PPC investment.

Shopping Engine Feeds

In order to lessen your reliance on organic (non-paid) search engine results placement we will also supply data feeds to one or more of the major shopping engines. Shopping engines allow visitors to compare prices and features of products, when they find a product they like they can access the suppliers website and make an order. Traffic from shopping engines is highly targeted and is either researching a purchase or purchasing. For more information on shopping engines click [here](#).

Ensure The Traffic Converts

There may be hundreds of sites on the Internet selling exactly the same good as you are, sometimes it takes a third party to notice the road blocks on your site that will cause a visitor to hit the back button and go elsewhere. Any one of these can stop someone parting with their credit card number:

Is your shopping cart too difficult to use?

Is it obvious how to check out?

Tel: (416) 246-8288 Web: www.webapptron.com E-mail: info@webapptron.com
Chat with us LIVE!! (Mon – Fri 9:00 am-5:00 pm) EST through our website.



Do you display the shipping and sales tax rates?

Do you come across as trustworthy?

Monitor Conversions

Do you know where your sales are coming from, or perhaps you're getting plenty of traffic but no sales - do you know why?

Why Use webapptron.COM Inc.?

webapptron.COM Inc. is an experienced eCommerce search engine optimization firm. We have optimized sites of all sizes from many different industries. We are experts in the field of eCommerce search engine optimization. By signing with us you will receive prompt and courteous attention. You will be in direct contact with the person doing your SEO throughout the process. Throughout the process we encourage you to provide input to ensure that our services meet your goals.

Optimization Fees

Fees will depend on how competitive your keywords are. If you are interested in a quote, please request a quote online or e-mail us at: info@webapptron.com with keywords and the URL for your website. Also, provide your phone number and when the best time is to reach you. One of our analysts will evaluate your page and get back to you via e-mail or phone.

For a quick response you can call us below and talk to one of our analysts:

24 Hours Support Number: 416-246-8288

Office Hours: M-F 9:00am-5:00pm (EST)