

Chaney Systems Inc.

At Chaney Systems, Search Engine Optimization has several levels of implementation and integration with your website. We recognize one leader in the Search Engine market as being Google and therefore focus most of our optimization efforts towards this leading search engine.

Search Engine Optimization at Chaney Systems

Level 1 Optimization: Set up website Meta Tags and HTML tags so that Search Engines can read your site properly.

Level 2 Optimization: Optimize Page Names and Site Content—this is called creating keyword density on your pages. “Web-bots” not only read your coding tags, but also read your content. Content must contain all the relevant words you wish to be listed under at Google.

Level 3 Optimization: Setup your site to work with Google Analytics and monitor activity. It is important to be able to measure user traffic progress. This FREE website tool delivers all the information you need to be able to make optimization decisions and adjustments on your website.

Level 4 Optimization: Set Goals and check to see if goals are met. By analyzing the results of Google Analytics and adjusting Meta Tags, Content and Page Names we can increase the level of visibility at the search engines. We recommend this process happen once a month. Since EVERYONE is doing this including your competitors, it requires ongoing website adjustments to stay ahead of competing websites.

Level 5 Optimization: Coordinate and manage link trading with websites to build up Google Page Ranking.

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