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Internet searches are one of the prominent activities people while surfing the internet. There are many search engines supporting this activity. A single search can yield thousands of results. It is important for a company to be ranked higher if it wants to appear first in the search engine. This can be fulfilled by a technique called as Search Engine Optimization (SEO). SEO is a strong marketing technique to improve the ranking of a website so that a search command will rank the particular website or webpage higher than the other sites.

One of the companies which specialises in SEO is Addpeople. This company offers services of SEO, Link Building, Pay Per Click, marketing through social media, Video SEO and Web designs. SEO services offered by the company have three categories based on the cost: SEO plus, SEO advanced and SEO bespoke. Link Building and Link Management are another important service. Linking different sites to the main site is important as the Google ranking mainly depends on the same. This process of linking is called as backlinking. Add People helps in strategising link building for a business.

Pay Per Click (PPC) is a kind of targeted search marketing. The advertiser only pays only when the advertisements are clicked. PPC helps in attracting the customers to the website. Add People employs a number of PPC Account managers who are Google qualified and specialised in Adwords. The specialists use tools like Google analytics to optimise the campaign.

Social media marketing is another strong marketing tool which can bring the company and the customer closer, which in turn will help in developing relationships, resulting in business growth. Video SEO can help hold the customer for long and can quickly introduce the company's services through a video. Add People are very experienced in video web presenters.

Web design is another important service. A companyâ€™s website should be precise, attractive to the potential customers. Add People provides services of web design, website building, hosting and online marketing. It also has a decade of experience in handling a team of over sixty people and are doing well in the industry.

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