# Attune your goal to Your Bottom Line with Reliable SEO Company by Excellent Solution

Article published on January 2nd 2012 | Seo

Most favorite punch line from clients of SEO Company: I want my website to rank No.1 on Google for (insert highly-competitive keywords in this place). Almost all Companies want that coveted top spot on search engine results, be it MSN, Yahoo, Google or any other. When a client approaches, the so-called best SEO Company India, with their desired goals, it is usually about improving ranking and nothing else. It is an achievement when you accomplish first page rankings for immediate and fast results but clients who need high ranking results are actually concerned about overall return on investment ROI in the light of prevailing financial status.

No.1 rankings are easy to achieve even with novice SEO Companies. It can be proved by writing an article on the most searched keywords and post it on highly-searched websites. The question is what do these rankings accomplish and why do people tend to choose best SEO Company India. We will discuss some of the points to get to the bottom line.

Search engine ranking

Focus of SEO India is exclusively on achieving the goal of high ranking in search engines even though it is not taking the site anywhere significant. Ranking do mean a lot for the Companies but it is just a miniscule part of search engine optimization.

Best SEO Company will improve high quality traffic to clientâ€™s website. This means visitors who approach the website through a search and are already interested in your products or services.

â€œReferredâ€• Search engine traffic

Increase in search engine traffic is not a perfect solution. SEO Company in Delhi NCR gives less importance to such traffic. For example: a medical equipment company is optimized for a famous movie will certainly rank on top for that movie, but there would be nil conversions and business is neglected. Your website will leave a repulsive impact on the visitors leaving a negative impact for the website in long run.

Conversion Ratio

Conversion is defined as the percentage of visitors that follow through with website point-of-action. SEO Company should work on improving the take rate and directing quality traffic who actually convert. A search engine optimization company India will guide you to understand your point-of-action like Contact-Us-link and highlight them. The data available through Contact Us is actual traffic who will be interested in the website and worthy of follow-up.

All SEO stages are equally important but the closer look to ROI will assess the success rate of website in search engines. Ranking of the website is not alone a criterion to judge the success of the website, or search-referred traffic if the visitors are not converting into customers. It requires lot of diligence and online tools to analyze the search engines directing most quality traffic, delivering value of money through quality customers and high retentions.

When you are hiring a SEO Company in Delhi NCR, make sure you are selecting a result-driven search engine optimization company who enables you to attune your goal to the bottom-line i.e. high return on investment through Internet marketing.

Article Source:
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Article Keywords:
seo company india, SEO firm India, Best Seo Company, Seo Services India, best seo services, seo services, seo company, web design services, web designers, web development, online marketing services, web development services, mobile applications

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