

## SEO Services Company in Delhi NCR, India - Googlez

First of all welcome to Googlez. A leading Digital Marketing Company in Delhi, India. Googlez is an experienced and fastest growing SEO company in Delhi, Gurgaon, Noida, Ghaziabad, Faridabad, Gurugram, India. Googlez is India's first SEO company that delivering advanced seo services in Delhi, Gurgaon, Noida, Ghaziabad, Faridabad, Gurugram, India. We are one of the best seo company in India that is recognized for offering the best search engine optimization services to startups, small & medium businesses, and large enterprises in India.

### What is SEO (Search engine optimization)?

Search engine optimization (SEO) marketing and promotion is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. Search engine optimization (SEO) marketing and promotion is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. SEO is nothing but an effective process of making the website the top most in the list of the websites that are listed by the search engine when a consumer searches a particular product or service. When it comes to internet marketing one thing that cannot be done away with or taken lightly at all is the SEO. SEO or Search Engine Optimization has become as important for internet marketing as the marketing itself. Our company Googlez makes it possible for you to attain the top most position in the search engine without missing out on your important clients and business. Many a time even the top most SEO companies in India do not keep up with the changing trends and fail to give you desired results for your website.

But here at Googlez, we view your business as our business and strive to do everything possible in the best way possible. We leave no stone unturned and ensure that you start getting the result from the day one. We work in collaboration with our clients and ensure that our clients are satisfied with what they are delivered. Search engine optimization is a continuous process. You cannot relax even for a day because the dynamics of SEO change every day without fail. If you become relaxed even for a day you are going to go down in the list of the search results so much so that it may take a lot of hard work yet again for you to come back to the previous position. Your competitions are working on their SEO at all the time and so should you. So the company that you are working with must be so efficient that keep the SEO for your website going on continuously. This is where our SEO Company in Delhi beats our competition. We are at you SEO at all the time and make sure that once you have that top position on the search engine you do not lose it. This will definitely need and effort on your part but that will be all about how you do your business and other important aspects related to your business. We make sure that you do not have to worry about the marketing aspect of the business as far as the SEO is concerned.

## What is On Page Optimization from SEO View?

On Page optimization SEO describes the search engine optimization of your own website. Examples include content adaptation and optimization for as many relevant search terms, the adaptation of URLs, headings, titles and Meta information, alternative texts for graphics, etc.

## What is Off Page Optimization from SEO View?

The Off Page optimization SEO, on the other hand, deals with the measures of search engine optimization, which are not directly related to the design of their own website. This includes e.g. the link building, where the own website is linked to other sites, in order to increase their own "traffic". The task as an online marketing manager is to strategically plan the search engine optimization and to coordinate the operational implementation. In short: all these SEO measures are irrelevant to the human user of a page and Googlez knows very well how to make the best SEO website to attract more and more people to your website – Contact right away in order to have the best SEO services in India.

## What is On Page SEO?

If you are wonder about the On Page SEO, Googlez has all the IT related solutions. On Page SEO is the part of search engine optimization that is never completed and has almost unlimited potential for growth on the web. Your job is to make your website look more relevant to important search terms than competitors' sites. Googlez will help you to lift the content of your website to a new level. Because Google focuses on how satisfied users are with your website, on page optimization is often the same as optimizing user-friendliness. Each element of a page, from the browser title to the flow text to images of an HTML document should provide the user with relevant information about his search term in the shortest possible time. Then you have good chances of improvements in Google Ranking. SEO measures that do not also serve the user's orientation will become irrelevant to the ranking sooner or later or even punished by Google through anti-spam measures Outdated methods in On Page-SEO In the following example, you can see how much Google has evolved and moved closer to the user. A long time no longer effective measure from past times of On Page SEO is, for example, the white text on a white background. Webmasters had discovered in the early days of the search engine optimization that the algorithm also responded to content that the user did not see at all - but only the Google Bot. So, these webmasters bound by lucrative keywords in the background color of their page, to Example under a text with advertising. This high "keyword density" made an HTML document turn around for the optimized search term. The user did not see the superfluous text and was guided by the search results to the mostly thin and in reality little relevant content. Google is no longer "stupid". The search engine understands the actual content of a website always better. Also, old factors such as the keyword density do not tell Google anything about the actual relevance of a page and are ignored at best. That is why we are currently working on the On Page-SEO with Usability, clearly structured documents and complete content on one topic. Google is measuring more and more human signals a visitor makes when using a page. These human signals increasingly displace the purely technical procedures for evaluating the quality of a website. It is good, for example, if users stay long on your website and do not jump back immediately. A positive signal for the search engine is also if the user after the visit of your website not

exactly on the same topic elsewhere researched but obviously after visiting your offer "to the goal" has come. Google also understands better the structure of the web design of a page and whether the design is clear and user-friendly. Design and user experience are strongly underestimated ranking factors according to Google.

Nobody likes to read a text with many word repetitions. In contrast to previous SEO efforts, make sure that your website is actually relevant to the desired search terms and put you in the position of the seeker: What is the intention of him or her? Make the reading experience pleasant and entertaining by avoiding repetitions. If you use synonyms for the core terms, you create variety, completeness, and open up your content also for alternative search queries on the same topic. Only if your site offers great benefits will Google and users show thumbs up and your ranking successes are sustainable.

The On Page SEO Guide: The Most Important Rules and Tips Present content intelligently, structured and versatile: Your goal in publishing content should not only be well-researched information but also the attractive and versatile editing so that your website can be seen from the crowd. To display your content easily and comprehensibly, you can also use elements such as:

- Tables - Pictures and captions.
- Lists with bullets.
- Videos.
- Graphics.
- Colored highlights such as info boxes.
- Significant interim headings.

Optimize your images: If you use images on your website, for example, in a blog post, you can optimize these images with additional information that Google understands. We at Googlez optimize the images of your content uniquely.

### The importance of the homepage in On Page SEO:

Your home page should not only give a good overview but is also an important place for your On Page optimization. Usually, there are certain subpages that you want to use to search for different keywords on Google. Your main bottoms should be reachable from your home page with few clicks. You should link your most important subpages and articles directly from the homepage to direct the stream of visitors and to signal to Google that this content is particularly important. Except for links from navigation, you should surround referrals from your home page with relevant text so that Google can make the reference better. For users, it is also important to know exactly what is behind the link and whether a click is worth it. Therefore, always select a strong anchor text for internal links, if possible. Also with the anchor text, you signal Google, for which search term the linked bottom is particularly relevant. Important: Make references to other sites only if you provide relevant, additional information, and offers to the user. Your goal should always be to bind the user to your site, to direct it - click-to-click - deeper and deeper into your site structure. Professional Tip: Study Wikipedia and the precise kind of internal linking, as you've always known from the encyclopedia. Here, no link is set too little or too

much. Thanks to exclusively relevant links and clear anchor texts with matching keywords, each internal link from Wikipedia leads to exactly the right information. This makes the site for users to the permanent date and services is honored by the search engine. If you are looking for a real professional help regarding the On Page SEO, you should contact Googlez right away.

## What is Off Page SEO?

Googlez is expert in off page SEO optimization so your website and its content can get maximum optimization. Off page optimization, SEO means the Off Page optimization. On the other hand, deals with the measures of search engine optimization, which are not directly related to the design of their own website. This includes e.g. the link building, where the own website is linked to other sites, in order to increase their own "traffic". If you will read on the Google about the 6 biggest mistakes in link building, you may have read what actions and tactics you should avoid avoiding Google's elimination. This article is intended to give you tips on what you should do if you want to strengthen your site with links, increase visitor traffic, and improve Google rankings for your offer. Nobody can tell you how much a single link counts for this or that goal in your SEO campaign. What is certain, however, is that Google links for the evaluation of pages. The old statement of the search engine that it links as recommendations remain in the room and provide for all possible attempts to artificially build links for the own website. Do not make links to a religion where nothing else matters but be aware of the importance of a link.

## What can bring a link to your page in general?

Higher frequency of Google Bots of your site and benefits in Google search results, new visitors who get to know your company or offer, other webmasters, who come to your offer through links from other sites, also find it good and link to it. Backlinks can be understood as an older form of Likes and Shares. If for example, one of your blog articles is frequently linked; many users will have clicked on the like, +1 or Share button, because there seems to be something that other user's find useful in your content. Links, social signals, high visits, all these are signals for the search engine, to look at your content very closely and to include in the ranking.

Recommendation: Do not consider links isolated as a measure or a separate goal in online marketing. Ask yourself why webmasters - journalists, bloggers, sites of clubs, public institutions etc. should link you. Put the focus on the goal of the links - your website - not on the pure generating of a link. You can generate a handful of links with great efforts in a seeding action - success in ranking uncertain. Or you put the bulk of your work into the design of your campaign, and you just have to get the stone rolling with some communication.

Publish Regardless of whether you are able to program and develop a particularly useful tool, whether you want to put special photos on the web, or if you like to write and maintain a great blog - publish on your website more and better content than your competitors.

Please take the following tips: Create content that does not exist yet. Occupy themes that target and inspire your target group; you attach great importance to the preparation of your content. A 3,000-word

article is only read when its information is of great explosiveness or any line full of immediately recognizable utility. We at Googlez is a master in website related all the little points. Be as creative as an advertising agency and as accurate and careful as a neurosurgeon when you create editorial content. If you provide an irreplaceable benefit on your part, the likelihood that other sites will make a recommendation to your visitors and link you. In your creativity, you should not restrict yourself to editorial content. The coronation for building links and popularity are unique info graphics, tools, videos or services. Anyone who offers a unique computer or another digital helper which facilitates daily work for a target group can be sure of links. However, this content must also be made known first. But we'll get to that later. In general, consider actions you can take to attract the attention of other webmasters. Perhaps your company has been involved in social issues for many years but do you know that only the specialized press? Information yourself about it in your blog or create an e-book for download, where you will be informed about the projects in which your company is engaged. Do not make such an action for an advertising event but provide insights and background information that could be worth mentioning the public, likes and links.

E-Books or Whitepaper have generally proved themselves as suitable formats to be linked from other sites. Because the user can download something almost tangible in product form, content in this form is a particularly great added value and is often referenced by organizations or journalists.

Guest posts: - You may have heard that guest reviews are a way to build links for your brand or business. If you have knowledge that you want to share with others to promote it, guest books are a first-class addition to publications on your own page. Smaller blogs, as well as larger portals and editorial offices, are often grateful to guest authors who contribute content with high-quality articles. You profit from the range of the third offer while your guest contribution offers added value for the publishing page and its readers. Marketing with guest contributions belong both to the publishing and to the following point to the online PR. Observe the following rules when planning, bidding and creating guest contributions: Look carefully at the pages and blogs on which a guest contribution on your behalf might be interesting. Optimally, your target group is already on the targeted portal and you generate not only a link (for example under your author description) during the publication but also reach potential customers and other multipliers which can be interesting for your project on the net. Editors and bloggers suffer from full mailboxes and receive mostly many other inquiries behind which a link building strategy immediately becomes recognizable. It's frustrating. Be different from everyone else. For example, you would like to send an editorial team to a specific topic for an already finished draft of your article that you would like to publish. Then the likelihood that the editorial team or the blogger actually deals with your inquiry will increase.

We at Googlez.co.in deliver everything that is important for a publication. This includes, for example, pictures, also by you as an author. Include an author description under the text and make suggestions for a heading, image captions, and subtitles. The higher the uniqueness and the value of your contribution to visitors to the desired blog or portal, the more likely the other side will hand you the document with hand-kiss and publish it.

How SEO Works?

We at Google know how SEO works in a better way. SEO (search engine optimization) means measures to be taken when designing and programming a website in order to get as far up as possible in the search results of search engines. Since SEO (search engine optimization) is a very comprehensive subject, we cannot provide you with any final documentation. However, we want to list the most important things to consider when creating a website.

Sometimes you must be wondering – Why SEO you need for your website?

Why and who runs a commercial website is usually dependent on visitors. If you are good at Google for important search terms, you get these visitors for free and can save money on advertising elsewhere. To be good at Google means being listed on the first page of the search results. Almost no one is bothering on page 2. In particular, it is important to know that first search result gets around 40% of all clicks. For relevant search terms to get up far, so is very worthwhile. However, keep in mind that it may take time before your search engine placements rise. Once you have reached the top ranks at Google, you usually keep this position for a long time - and this is a very comfortable situation you should work towards.

### How to get a good position in the search engines?

Search engines evaluate websites mainly by means of the incoming links from other sites. Another criterion is recommendations about social media channels. Good links are, of course, only available for good content - the very first task is to create content that is also linked. The link is to provide your visitor with added value that he does not get anywhere else. A blog is often a very good way to provide such content. Of course, it is clear that there are big differences in the diversity of topics depending on the sector. Take the following example: if you are looking for a joiner to create a cabinet. Schreiner A runs a blog and regularly reports on the creation of his work pieces and his love for the material wood. Found it through a Google research. Schreiner B has only a standard homepage and is almost not on the net. Who would get your order in the end? You should also work on a network with other website owners - but only those who also provide good content. If you are not totally new in your industry, you may already have a network to other self-employed people with whom you can link each other. Otherwise, it is almost always the case: the heavier the link is, the more valuable it is. Linkages from technical articles, so-called editorial links, weigh heavier than an entry in arbitrary website directories.

Structure in the code:-

Search engines scour the content of your page. The clean and better structured you program a website; the more effective are the evaluations. Use the HTML tags in the intended function, page titles and headings should be related to the content of the website, use meta tags in a meaningful way to briefly describe your page with keywords, design the website search engines place modern web pages higher. This applies in particular to the technical side of the design.

- Observe current standards in programming.
- Correctly integrating images, videos, and links.
- Site-responsive, so that it is clearly displayed on all devices.
- Attention to accessibility.

Also, the speed of your website has an influence. The faster a page can be displayed, the better the score. We at Googlez will give you tips to optimize your website accordingly. Websites that are protected by https with an SSL certificate prevent abuse and thus make the Internet safer. Reason enough for the search engines to also evaluate this positively. Since offering free SSL certificates, it is very easy to secure your website. If your website is protected with an SSL certificate, we deliver it automatically via HTTP / 2, which also gives you faster loading times. "Duplicate Content", for "double content", refers to the representation of the same content on different websites. This means that the same website or a subpage is stored under different URLs. This is often the case when several domains are set up on an existing domain, also called "redirect domains" or "alias domains". There are two most important factors of the SEO which we will learn here for your better knowledge about the SEO:

#### On-page optimization SEO:-

On-page optimization implements all important aspects of Google. This is a one-time process but should be reviewed annually (minor adjustments according to the latest findings). This requires good and SEO optimized texts, Metadata and many more technical details. We at Googlez can make such an optimization for you.

The most important aspects of on-page optimization are:

- The website must be visitor-friendly and mobile-optimized (e.g., fully responsive).
- Title, Meta description, H1-H6 Tags, and images must be correctly labeled. –
- Keyword-based text in the correct form and length in the right place.
- Useful internal links.
- Good structure of the website with keyword-matching pages (landing pages) and menus.
- Google Analytics and Google Webmaster Tool are installed and evaluated.

#### Off-page optimization SEO:-

In the long term, the goal should be to go to Google on the first page (even better among the top 3). However, this route is rather lengthy and cost-intensive and time-consuming, depending on the competition. It is achieved through a good backlash strategy which consists of a mixture of social media activities and media and PR work.

The most important aspects of off-page optimization are:

- Good links from the most relevant websites to your site (backlinks).
- Google+ Account / Google My Business / Google+ Page.
- Google Webmaster Tools and Analytics.
- Important branch directories and associations.
- Link and verify all Google accounts.
- Active and successful social media activity.
- Good press and PR work.

The SEO measures usually do not work immediately and it is also advisable not to do too much at once. A realistic time frame is 1 - 4 months until the SEO measures have an effect. However, some good results can be obtained after 48 hours. We at Googlez know very better how SEO works faster.

## Why you need SEO Services Company in Delhi, India?

Search engine optimization (SEO) describes measures that are used to place websites in the ranking of the unpaid search results of the search engines better. This is a medium to long term process. With SEO, it is not only important to increase the traffic of the website (the number of site calls) but also the visitors, the potential customers, to move a certain transaction, a so-called conversion. A conversion can be, for example, sending a contact form, downloading a file, online booking or purchasing a product. Search engine optimization helps you get to the top spots on Google & Co. with your most important search terms. Statistics have shown that 95% of users only pay attention to the first 10 search results on Google. When searching with the smartphone, the observation of the results is even more limited. By optimizing your website for the search engines you get a higher visibility and thus more attention on the internet. Every new visitor you win is a potential new customer for your service or product. This means for you: more sales! Whoever is afraid of investing in SEO, let's say that in most cases it is profitable. After just a few months, you can balance your costs with SEO, and then make a profit. Do not give your competitors any advantage by dispensing with search engine optimization.

The importance of social media SEO in social media monitoring is often underestimated. User opinions are highly ranked by search engines such as Google because they often have a higher rate of change and timeliness than corporate websites. This way they are found by other users in search engines. This leads to a higher range of these contributions. In short, the company's message which is actually placed on the company's own website is hardly or not at all perceived by the target group. The original idea of SEO was that with SEO first a pure increase in visitor numbers of the site should be achieved. The idea was that the target group should then be targeted to the company's product. In the third stage, SEO should even create a demand for the user which eventually attracts the company in the search for related products. The original idea of SEO was that with SEO first a pure increase in visitor numbers of the site should be achieved. The idea was that the target group should then be targeted to the company's product. In the third stage, SEO should even create a demand for the user which eventually attracts the company in the search for related products.

Search engines are among the most important reasons for the continued success and development of the Internet. Only they open up the different online offers to the users because the billions of websites which alone the index of Google counts is the probability that users without Google & Co. find. The visibility in the search results is, therefore, a prerequisite for success on the Internet. A large part of the online activities - whether it is online shopping or the simple information search - starts with the search at one of the big search engines. If your own content is not found there for the right SEO keywords, you are virtually invisible to the users and (potential) customers and the online success is not enough. To prevent this, among other things, the search engine optimization (SEO) is used. It is one of the most

efficient forms of Internet advertising as it is used to position websites for the matching keywords in the leading positions within the search results. In doing so, different measures are set up on the Internet site itself as well as in the relevant environment which is summarized under the terms of On Page and Off Page Optimization SEO. Googlez helps you to capture the search results of Google & Co. through a professional search engine optimization. Thanks to our team of Googlez, many years of experience and the associated know-how, you are on the safe side to reach your trafficking positions.

There are various benefits of SEO:

- An increased attention is achieved by the thematic presence in the search results.
- An increase in visitor numbers.
- An increase in sales.
- Increased confidence from the users.
- More attention, greater visibility and increased reach on the Internet with minimal scatter loss.
- Top rankings for relevant keywords in the search results of Google & Co.
- More traffic, higher sales, and increased sales.
- Improved digital reputation and image.

The advantages of the companies in the classic and natural SEO ranking were listed as follows: -

- No running costs.
- Not visible as a display.
- Independence of SEO technology.
- Your existing website does not have to be changed.

With the arrival of social media, the principle of classical SEO is basically leveraged. Meanwhile, the target groups determine the reach and the message to products, companies and meanwhile even topics by their contents. Therefore, social media monitoring is not only important to monitor consumer opinions but also to determine their reach, as through search engines.

We at Googlez have a great pool of SEO professionals. Our writers have only one goal in mind; they want to project your website to the top of the hit lists of online search engines. One of the most important elements of good SEO texts is the strategic use of search terms, also called SEO keywords. Search engine optimization will make your company visible on the web and your target group will find your product quickly and easily. So, above are the complete details about the SEO and we have also mentioned why you need SEO services. There are various benefits of SEO and you must invest in SEO and bring more traffic to your website. At Googlez, we have a wide knowledge about SEO and its services, you will be satisfied for sure after contacting us, and our expert team of IT field will help 24x7 throughout the year.

## About Googlez – Digital Marketing Agency in Delhi, India

The leading name in the field of Digital marketing agency in India, We at Googlez, are a young and dynamic team of many professional employees from the fields of search engine optimization, graphics, web development, project management and online marketing. The mixture of a cool and relaxed

atmosphere coupled with professional staff competency is one of our essential characteristics and success secrets. It has been many years and we have been inspiring national and international clients to realize online projects and support customers in the holistic planning, design, and implementation of web-based technologies and online marketing.

As Googlez, we are one of the leading addresses for demanding SEO Company in India from Delhi which offer SEO marketing and promotion services, digital solutions and are also decisively involved in the development of the future-oriented SEO. In addition to developing on the basis of open source technologies, we also offer additional services on the subject of performance marketing such as SEO/SEA, usability and conversion optimization, web tracking, social media as well as others with the Tech Division Digital Consulting Company in India - our online marketing agency services in India at Googlez is one of the world's fastest growing e-commerce platforms with many partners, numerous dealers, and brands and a variety of industry partners who are developing applications and extensions for the Googlez platform. Googlez is now one of the leading SEO marketing and promotion shop systems, which is successfully used by various customers in the B2C and B2B environment. Googlez's focus is on medium-sized customers who need a sustainable online strategy and require a flexible software basis. In the module marketplace "Googlez Connect", there are currently many modules available for download, with which Googlez can be supplemented by various functionalities. Googlez now also belongs to the leading SEO shop solution in the enterprise segment. This is confirmed by current market analyses by internet retailers. The modern architecture of the system offers a high security standard and allows the development of accessible and search engine friendly websites. For several years, we have been developing modules suitable for you, so that your website meets your requirements and stands out from the competition. Whether you already own a website and want to redesign it, or plan a completely new website. We would be glad to provide you with a nonbinding offer for your website. We would be delighted to support you in your next web project!

If you are in search of the highly modern website for your business and the best as cheap as possible, then you have come to the right place because we believe that technically high quality and visually attractive websites do not have to be expensive. Through the use of selected premium themes, we are able to realize highly sophisticated and professional websites at a fraction of the usual cost. We do not reinvent the wheel, we only make it rounder. We are a creative and experienced SEO, Digital Marketing, website designing and website developer agency and have made it our mission to create exceptionally appealing and functional websites for companies. Compared to many other agencies, we take the time to personally and individually advise our customers and rely on the strongest CMS system in the world. Let our websites enchant you and spoil you with our imperial service! We design an attractive, exclusive design for your corporate website. We also work with your graphic designer. Good usability is just as obvious for us as conversational design elements that actively encourage the user to interact. The user of mobile devices is becoming more and more important. With Q-ERGO you get one for all devices. To this end, we use a modern responsive design, which optimally adapts to the respective display size. This way, your web appearance comes with everyone - whether it's a smartphone, tablet, laptop or large desktop screen. For your website, we develop a concept tailored to your company and your needs. The

online presence is intended to represent your company and invite users to contact you. This way, our web design creates a real added value.

For this, we as an SEO marketing and promotion agency plan a perfect information architecture, which will pick up users at their initial interest and lead to the desired goal. Your company is to be found on the web. We stand by you with our expertise in search engine optimization (SEO). We advise you on the creation of content and provide the technical requirements for a top placement on Google. When implementing web design projects, we ensure a clean and technically high-quality implementation. Slim code, a good performance, and a good further development potential are important to us.

We use our specially developed Content Management System (CMS) and Framework Plain for this perfection in web development. We document the progress of the work with the help of versioning software. Online you can always get a picture of the progress of the work on your website. The production of their online presence is preceded by expert advice. In this way, you will get to know the possibilities open to you and can actively contribute your ideas and requirements. A detailed project planning in advance ensures a smooth production process. Unnecessary delays caused by changes and improvements during the production phase are thus avoided. At Googlez always work for an affordable price. Due to a good planning, we can offer website projects at a reasonable price. They save money and do not have to fear cost explosion during the production phase. Maintaining content will be easy for you. Usability is also important in our backend. When implementing web design projects, we ensure a clean and technically high-quality implementation. Slim code, a good performance, and a good further development potential are important to us. We use our specially developed Content Management System (CMS) and Framework Plain for this perfection in web development.

Through an issue tracking service, you are in constant contact with your developer team. Quality requirements and the specification of your wishes can also be introduced during the production phase. After completion of the project, changes and enhancements are also managed via issue tracking. Contact Googlez for the better IT experience and a solution of your all kind of queries.

#### Company Profile of Googlez SEO Company in India

The company Googlez is an IT solutions firm in India based search engine optimization marketing and promotion agency in Delhi NCR. After many years as a software developer, the most important criteria for the decision to start a company, the pursuit of more self-responsibility, flexibility, and creativity. We have many years of experience in software development for Microsoft Windows operating systems. We have gone through many development cycles and have been able to acquire basic knowledge of Microsoft technologies. We keep them up-to-date through continuous training. We at Googlez provides a connection and a contract with IT services that build on a shared infrastructure, whether in the cloud or via the Internet. In other words, the software you want is remotely managed and managed by a provider, and you get access to your favorite Internet browser. The quality and performance of the IT systems used to make a significant contribution to the market success of many medium-sized companies. The more the software is able to support processes in different business areas, the more the company can approach the goal of efficient and transparent business processes. However, in order to

achieve the best possible IT benefits, the individual applications and functional areas have to be adequately linked. This seems to be common to many SMEs, as a six-month investigation by Industrial Application shows.

The Internet is growing at a rapid rate of over 40 percent per year. The success lies in a large number of applications and the website. Today having a website is very essential, no matter the size of your business, you must have a website in order to grow your business as today the world has become digital and everyone is using the internet today through their computer, mobile phones or tablets. We develop complete applications, components, and drivers. Our strengths lie in object-oriented software development and in the field of distributed applications. We implement our projects using Visual C / C ++ / C #, Visual Studio Team Suite, SQL Server. In numerous projects, from the field of industrial measurement technology and automation technology, we have successfully used our knowledge. The customers are well-known companies from the automotive industry and their suppliers. As the goal, we have worked with you to develop special software solutions for you. In doing so, we pursue a partnership-based cooperation, from product specification, through product development, to the start of production.

Googlez is a Digital Marketing and software development company in India specializing in customized IT solutions. Individual software solutions and IT consulting are our main focus. With our lean and flexible company structure and many years of experience, we are a proven partner for small and medium sized enterprises as well as for larger institutions such as banks. One of our areas of activity is trading and information systems in the banking sector. But also solutions for application integration, high availability solutions, and technical software are part of our work spectrum. Since last many years a new business area has emerged which has become increasingly important for our business. Together with our partners, we develop and distribute applications in the area of energy efficiency for buildings. Leading manufacturers of the building materials industry also rely on our solutions in this sector as small and medium sized offices.

Customer satisfaction is our company's top priority. We react flexibly to the wishes of our customers. Through convincing, competent services and customer proximity, among which we understand the holistic processing of your inquiries from analysis to implementation, we come to our goal. The SEO marketing and promotion company Googlez is an IT company in the heart of India and has been in existence since last many years. As a technical consultant, we offer innovative services in software development and system administration. By providing software products, training, consulting services and related services, Googlez is an industry leader in the field of reliability engineering. Googlez was founded by Mr. Manish Gahlyan and has developed a comprehensive range of services into a global reliability solutions company to meet the reliability and quality requirements of manufacturers and maintenance organizations worldwide. The reliability of Googlez includes all aspects of reliability, including all phases of product development, sales, and operation.

The Googlez's mission supports the appropriate methodologies of reliability engineering and enables our customers to apply these methods for maximum profitability to ensure the safety, reliability, and quality of products, processes, and services. As the largest global organization dedicated solely to

reliability, Googlez maintains an active and comprehensive research and development program that provides a unique and impressive combination of expertise and expertise combined with the ability to deliver the best application of reliability methodologies Software-based solutions, training, consulting, publications, symposia, certification programs and other initiatives. After the company's founding, Googlez increasingly focused on the requirements of the tool construction sector. Since last many years, a unique product portfolio has been developed for branch-specific ERP / ERP software as well as special solutions for individual business processes.

At present, many employees at Googlez are responsible for more than several companies. With the participation of the company founder software have secured the optimal access to the thinking and action of the industry and the insight into the daily business of the users. The success of the company is based on the pillars: software development and service. Googlez applies following: "The software must be able to adapt to the individual operation, not the customer to the software." Many companies in the industry face the particular challenge of mastering the transformation from a pure product supplier to a service provider in an increasingly difficult competitive and market situation. The new business processes - billing service services, recording maintenance work, building a knowledge database - need new efficient software solutions.

From the joint implementation of several software projects, the idea arose as a software house for business solutions was born. Googlez is SEO marketing and promotion support of high-quality technological software for large-scale image processing. We attach particular importance to increasing productivity, cost efficiency, and color output. Find out more about our comprehensive offer and our services on our website [Googlez.co.in](http://Googlez.co.in)

## Company Process of Googlez

At Googlez, the process is very systematic that our client never feels confusion and uncomfortable through the entire process. The development of enterprise software is today a complex undertaking with a large number of stakeholders. As a software company, we know this only too well. Our solutions not only meet the most diverse customer requirements in the areas of e-mail and workflow management but also work with a wide range of technologies on a variety of platforms. In addition to the employees who carry out the actual programming, numerous colleagues are also involved in testing the software. Product managers are also responsible for setting up the requirements and the acceptance. Depending on the scope of the development project, user interface designers who are responsible for designing the user interface, software architects who design the architecture of the software, and stakeholders can be involved. In order for a software development process to be implemented in a targeted manner, implementation is carried out with the aid of procedural models. Adjustments can be made in the incremental approach models during the course of the project in terms of schedule, economy, and organization. In 2001, six authors defined 12 principles for the development of software within the framework.

These define, among other things, that late changes of requirements are desired that a working version of the software is to be generated on a regular basis that personal conversations within the

development team are to be preferred and that the team checks at regular intervals how it can work more effectively. The goal is to achieve a higher productivity of the team, a faster delivery, a better quality of the software, and ultimately a higher customer satisfaction. These principles can be found in some procedural models. According to a survey conducted by a number of universities, Scrum is the most common approach used in a software development process. This methodology is also used in GBS development. Scrum is an organizational method and a framework for project management. Scrum is based on the idea that the development team itself can organize itself and can also determine the supporting tools themselves.

## The three important roles in Scrum: Product Owner, Scrum Master, Scrum Team

The entire period, which is available from the project start to the end of the project, is divided into iterations. Iteration usually takes one or two weeks. For implementation, the participants in Scrum are divided into three roles. The product owner is responsible for maintaining the requirements. In the project, they represent the customer and define the project objectives and take the results at the end of the iteration. The requirements are defined by the product owner in the form of user stories, in the same way as the acceptance criteria. The user stories are always defined from the perspective of the respective user of the software. In addition to the product owner, there is the Scrum Master which is responsible for the implementation and maintenance of the Scrum process. He is also responsible for the organization of the meetings. The third role is the Scrum Team. It consists of the persons responsible for carrying out the tasks in the project. Software architects, software developers, test engineers, technical editors or UX designers can be part of this. For the project to remain organized, the Scrum Team should ideally be between 3 and 6 people. In a large organization, it may be more than that. At the beginning of iteration, the Scrum team independently defines the tasks of whom in the iteration. At the end of the iteration, the Scrum team will present the results of the review meeting to the product owner who can take the task or make changes. Between the planning and the review meeting, daily Scrum meetings are usually held once a day by reporting to the Scrum Team members about the current status of their tasks and whether problems have occurred. These daily meetings kept short. However, in some complex situation, it can be more. At the end of iteration, a retrospective meeting is held to find obstacles in the past iteration so that they can be avoided in the subsequent iteration. In practice, it has proved useful to use a rigid scrum process for all projects. Instead, the parameters for the scrum process should be defined at the beginning of each project with regard to the project conditions and the available persons.

At Googlez, our software development process is precisely specified in our quality management manual. Each of the sub-processes shown here also follows an exact and detailed specification. Here is a rough overview of the main process. The project set-up includes the organizational and technical implementation of each software or web project. In this phase the project roles are assigned, the concrete process is defined and external and internal kickoffs are organized. After the project set-up, the organizational framework of the project and everyone at our customer site knows exactly what to

do. At the beginning of each project, the target domain and the requirements for the software solution or website to be compiled are analyzed and documented in detail. The process of implementation includes the actual implementation including module related quality management. In the context of quality control, the entire product is tested against the defined requirements. Subsequently, the system is made available to the customer for acceptance on a so-called staging system. Then, the customer has to test the product and take it as part of a defined acceptance period. In the next phase of the rollout, the system is transferred to the productive mode. This includes not only the installation of the productive system but also includes training, data migration, integration into the business processes, etc. The next phase is project management. The project management also follows clearly defined rules and includes daily monitoring of progress, status reports, project controlling etc. Parallel to the technical implementation up to the actual rollout of the software or the website, the project is permanently subjected to a professional quality control. Care is taken to ensure that the code is designed to be clean and match to the coding guidelines and that technical risks are minimized as much as possible. This is the process of Googlez and this is how we go ahead to achieve a systematic website developing that our clients can take maximum benefits of their website because we know the value of your investment.

## Best SEO Services Company in Delhi India

We at Googlez, as your SEO marketing and promotion service provider digital marketing company in Delhi, India we identify with your success. We have one of the best SEO services providers in India. We strive exclusively for long-term partnerships. This only works if you are satisfied with our work. This is why, as an SEO agency from Delhi, we give 100% right from the start in order to get the most out of your web presence. We identify ourselves personally with each of our customer projects. Therefore, we are only satisfied if your Internet presence is optimally positioned and successful. We make your site awesome! The best way to maintain a good position in the search engines is to explain how difficult it is to make the best search engines in the world, as an SEO expert do this for you. We optimize your website both technically and in terms of content, in order to present relevant and usable results to the visitors. The customer is happy. Googlez is happy. You are happy. We are happy. Search engine optimization (SEO) is not a black box magic. As a serious SEO marketing and promotion services provider, we attach great importance to transparency and communication. With the entire process, you always know what measures have been implemented and the success of the previous optimization work. We will gladly take the time and explain to you for each individual measure why it is meaningful and necessary. Googlez knows this and that is why our SEO consulting is aligned exactly thereafter. All our optimization measures are geared towards sustainable and long-term success. As an SEO specialist, we do not use any optimization measures that only bring short-term success. As long-term partnerships and satisfied customers are important to us, it is important to us that your website or your online shop is not only top today or in the next two weeks. What we are implementing today is also to be of benefit to you in long terms.

**How should this work? Read our success strategy**

Again and again, there are discussions that optimization measures on the website are carried out exclusively for search engines and harm the customer or the sale. Such discussions should not exist. What are good for the customer are also the search engines well and vice versa? That is why Googlez has all aspects of website optimization in mind. With our 360 ° -Roundhouse-view, we optimize your Internet pages not only for search engines, but try to coordinate all online disciplines: from usability to conversion optimization to social media marketing. This is the only way to achieve successful search engine optimization in the long term. You would like to appear on your products at the top of Google & Co but they have neither an online shop or a website so far. We will be glad to implement your internet presence - from conception to live. Search engine optimization requires know-how from the online marketing in all areas, from technology to the various online marketing disciplines. As a provider of SEO marketing and promotion services in India, you can expect exactly that at Googlez. This is why we are pleased to be your SEO service provider if we are able to plan your A-Z web project with you so that you are optimally positioned from the outset for the best possible visibility in the big search engines.

Thanks to the over regional reach of SEO-united and its regional agency directory; we have a relatively good overview of the search engines' existing demand in this area. Well, unfortunately, the use of the numerous existing and massively advertised SEO tools on the market does not automatically lead to a better ranking. In fact, search engine optimization often consists of a combination of tool-based analysis and the implementing manpower in the form of content creativity, outreach and the implementation of technical requirements. From a certain level of professionalization, these activities are no longer alone and precisely from this circumstance, and for much existential dependence on Google, the above described demand on the market arises. Demand is also being fueled by the fact that the ratio of agency exchanges in our area is quite high compared to the classic advertising agencies. Virtually every well-established player on the web has already gained experience with an SEO agency and since the success is certainly a failure or, in the best case, stagnation follows, the customer change regularly also the best SEO marketing and promotion agencies in India.

We at Googlez SEO marketing and promotion company advise you regarding search engine optimization: individual, needs oriented, and comprehensible at the pulse of your goals and resources. This significantly improves the standing of your online business. You generate measurable success for your company. Through results oriented knowledge management and a proactive dialogue on the same level, Googlez Company supports the increase of important corporate values. As part of individual SEO training, Googlez SEO Company provides up-to-date know-how in-house seminars, training, and workshops. The SEO training is offered in the areas of on- and Off Page optimization SEO as well as technical optimization. Further content is geared to your wishes whereby every training is built up according to your requirements and your visions, goals, and preferences are taken into account. Unique SEO concepts, effective content building and effective optimization of architecture and user leadership will strengthen your site in major search engines.

Googlez offers on-demand On Page solutions to effectively improve the success of your online business from an SEO perspective. The needs-oriented optimization with regard to the Google quality guidelines is the basis for a successful Off Page optimization SEO. Based on an Off Page analysis and evaluation of the status quo of your online business, Googlez creates a concept for effective link building campaigns.

The focus is on the generation of effective, risk-averse backlinks in order to increase the visitor numbers of your website on an ongoing basis. Googlez creates a comprehensive SEO appraisal for your website. The evaluation is based on a detailed, tried and tested SEO test catalog. All the findings and resulting recommendations for action are comprehensively and comprehensibly summarized in a powerful SEO analysis as a PDF document. Users of the Google search take into account only the first two results pages. This makes it all the more important that your online business is there. Automated, Googlez automatically monitors relevant search engine rankings on your website and selected competitors. Regular benchmark reports inform you about the current status quo of your online business from an SEO perspective. The analysis, evaluation, and elaboration of recommendations for technical barriers from the SEO perspective are an essential part of a technical optimization of Googlez. Required technical optimization potentials are developed in order to increase the relevance in important search engines measurably.

For more information about SEO marketing and promotion services please contact us at Googlez.

Website: - <http://www.googlez.co.in/>