



Web Marketing



In today's market, companies and individuals are now using the World Wide Web (www) as their new advertising medium.

If you feel that you are getting left behind, Prime Outsourcing Inc. can help you promote your products and services online because we want you to be in.

Let Prime Outsourcing take charge when it comes to web developing, programming and hosting.

Prime Outsourcing is a fast growing Business Process Outsourcing (BPO) company based in Manila Philippines which provides offshore business solutions to overseas clients since February 2005.

#### Keyword Research

We'll give you hot and nice keywords to optimize your website.

#### Search Engine Optimization

Got to the top of search engines results pages.

#### Pay-per-Click

We'll plan, coordinate and monitor your PPC campaigns.



#### Blog Writing

We'll set up, and maintain your blog so you can tap the power of blog traffic.

#### Web Copy Writing

Our writer make sure your website contains what users want.

#### Link Building

Get high PageRank. We'll link your website to relevant content websites.

*"I trust Prime Outsourcing to find my company smart, competent and hardworking employees. They professionally manage my team on a daily basis and provide world class service."*

Online Marketing Manager  
Boston, USA

*"I have been leading around 20 staff with Prime Outsourcing for over 2 years now. They handle most of my projects in SEO, dating sites social site marketing. The management people are top notch and reliable. I highly recommend them to online entrepreneurs out there!"*

Online Marketing Manager  
California, USA



## Creative Writer

- ➔ Sales letter writing
- ➔ Newsletter writing
- ➔ Keyword writing
- ➔ Content writing
- ➔ Website copywriting

## Staffing Options

- ➔ Web blogging
- ➔ E-book writing
- ➔ Article writing
- ➔ News writing
- ➔ Products reviews

## Link Builder

- ➔ Link exchange
- ➔ Link trading
- ➔ ABC linking
- ➔ One way links
- ➔ Deep links
- ➔ Chevron links
- ➔ Link popularity



## Online Marketing Consult-

- ➔ Affiliate marketing
- ➔ Social sites marketing
- ➔ Forum marketing
- ➔ Email marketing
- ➔ Referral marketing
- ➔ Online branding
- ➔ Online reputation

## SEO Consultant

- ➔ On-page Optimization
- ➔ Keyword Research
- ➔ Title Tag Optimization
- ➔ Robots.txt Optimization
- ➔ W3c Validation
- ➔ Working on HTML Source Code
- ➔ Image & Hyperlink Optimization
- ➔ PageRank Sculpting
- ➔ Local Search Website Optimization
- ➔ Local Search Engine Submission
- ➔ Customer Review Submission
- ➔ Updating Pages for Local Search
- ➔ Website Usability & Conversion
- ➔ Installing Usability Tool on Website
- ➔ Customer Report on Web Usability & Conversion
- ➔ Monthly Website Conversions Tracking
- ➔ Content Optimization
- ➔ Website Content Writing
- ➔ Blog Writing
- ➔ Article Writing
- ➔ Press Release Writing
- ➔ Web 2.0 and Social Media Optimization
- ➔ Social Bookmarking
- ➔ Blog Submission
- ➔ Press Release Submission
- ➔ Article Submission
- ➔ PowerPoint Presentation Submission
- ➔ Video Submission
- ➔ Photo Sharing
- ➔ RSS Feeds
- ➔ Link Development
- ➔ Manual Link Requests to Related Sites
- ➔ One Way Links from Directory Submissions
- ➔ Other Activities
- ➔ Google, Yahoo & MSN Sitemap Creation
- ➔ Google Base Feeds\*
- ➔ Reports
- ➔ Google Analytics (Statistics)
- ➔ Current Performance
- ➔ Monthly SEO Report
- ➔ Social Media Optimization

Google and other search engines have started including Local search, Press Releases, Videos, Products, etc in their main search results. Hence the overall SEO strategy should include some form of Web 2.0 and Social Media optimization. This can be as simple as submitting your website to select few local directories to a complex task of creating a video about your business and making it popular on sites like YouTube or rank the video on Google search for your website keywords.

NOTE:

\*Google base feeds - If you are offering products.

\*Video Optimization - If you have video presentation of your business, we shall submit to various sites with optimized tags.

## Why Prime Outsourcing

- ➔ Our staff are competent web marketing experts that are well-versed on the most effective ways to strengthen your presence in the web
- ➔ Writers, link builders, marketing consultants, and SEO consultants advocate ethical yet effective techniques in providing content and increasing web traffic.
- ➔ Reduce overhead and operational costs up to 70%
- ➔ Lesser risks financially and productively
- ➔ Outsourced web marketers are well-versed in the ins and outs of the industry
- ➔ Your hired staff members report to you directly



We have helped many individuals and companies alike to become some of the biggest name online in their respective industries. So why not try our excellent offshore staffing services?

**Contact Prime Outsourcing now!**

### Case Studies

The client is an owner of a social networking site that needs more search engine visibility, web traffic and membership volume. Prime Outsourcing helped the client to increase the website revenue from 25% to 50% of that year. Since then, the client's profitability increased significantly through the years. The client still uses the services of the company and currently has 20 online marketing assistants in his service.



### Case Studies

Prime Outsourcing provided an SEO solution to a Business to Business (B2B) online directory owner who wishes a higher ranking in the results page of search engines. By knowing the most popular keyword searches about different and specific businesses, Prime Outsourcing was able to help the client to be one of the leading B2B directories that enjoy high ranking in Google's search engine results list up to this day.

#### Prime Outsourcing Inc.

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