

The right Internet marketing should aim to optimize your web rankings on all the top search engines. There are two ways to achieve this and while they have essential differences, they both have a final objective of increasing your online visibility. One is considered “organic” marketing, and the other is considered “pay per click.”

- **Search Engine Optimization (SEO)** is intended to improve the quantity of traffic to a website from search engines by means of "natural" or un-paid search results.
- **Search Engine Marketing (SEM)** involves paid inclusion in the search results, such as pay per click



Consumers mainly rely on Google and other search engines to make their online purchases. If a store doesn't appear at the top of the search engine page, or at least very close, shoppers are unlikely to ever visit that store. It's similar to being lost in a crowd. Online merchants must invest a lot of time, money, energy, and resources to make a high page rank a reality. But with this energy and input, the results will be significant and will catapult your e-Commerce success.

Internet marketing is not just for the e-Commerce sites. Even static websites, such as online catalogs, would benefit from higher search engine rankings and can benefit greatly from our Internet marketing services. Kaizen's highly skilled, SEO experts work hard to offer you the right Internet marketing service for your business. Our services come with a guarantee to increase your online traffic, visibility, and search engine rankings.

The right web developer should offer the best search engine optimization services in order to provide you with a complete package.



Kaizen's Internet Marketing Packages include the following benefits:

- Optimization of each page on your website, for both the search engines and your audience.
- Creation and implementation of any apps or functionalities that essentially enhance your bottom lines and profit margins.
- The best possible SEO services and other tools for your business

Have your store stand out in the crowd—Hire Kaizen today for all your Internet Marketing needs.

We are seasoned providers of all e-Commerce services and are experts at tweaking every aspect of your website—from every page, every headline, every image, and even every line to ensure your page ranks high on the largest search engines on the web.

Why source Internet marketing services from Kaizen?

- There are absolutely no black hat techniques used during our optimization.
- Our professionals are proficient in SEO, design, web development, and customer service.
- We take meticulous care to create and build your online presence.
- We specialize in and offer only organic and other legitimate internet marketing services, never cutting corners to save time.
- We are a small team of about 150 professional experts dedicated to providing you with the best quality web development on the market.
- We provide complete e-Commerce packages—ranging from Yahoo Store design, e-Suite e-Commerce development, eBay Prostores design and even customized website needs.
- **"Reliability, Expertise, Quality, and Customer Satisfaction"** — these qualities, coupled with our strong work ethic, come standard with all of our projects and are part of our commitment to you.
- A dedicated project manager and small team of experts oversee each assignment we take on, ensuring quality work and speedy turn around times.
- **At Kaizen it's all about the team:** some of these e-Commerce experts are based off-shore to keep your cost low and affordable, while other team members are based in the United States.
- We work with both "new" and "established" businesses to increase visibility, increase online traffic, increase sales, and ultimately assist in company growth.

*A beautifully designed web store is just an abstract piece of art until it's marketed properly—
and that's exactly where our experts come in.*



What services does Kaizen offer for Internet Marketing?

Kaizen offers the following Internet Marketing services:

- **Search Engine Optimization** – The following tasks are covered: Website Analysis, Strategy Planning, Keyword Research, Title Tag Creation, Meta Tag Creation, Content Optimization, Image Optimization, Link Building, Robot.txt and Site Map Creation, Google Analytics, SEO Reporting, and SEO Maintenance.
- **Social Media Optimization** – Management and proactive input to your blogs and presence on social media platforms, such as Facebook, Twitter, LinkedIn, and Pinterest, as well as linking and managing these sites for optimal advantage on search engines.
- **Pay Per Click** – Creation and deployment of pay-per-click advertisements on all prominent search engines. Plus due reporting to provide insight into the impact of your PPC campaigns.
- **Competitor Analysis** – Extensive reporting capabilities built into your Internet marketing service from Kaizen. Comparison with your competitors for rare insight into the direction your business is taking and what steps need to be taken for improvement.
- **Feed Management** – Appropriate management of your daily feeds to disseminate your content to larger audiences and increase visibility for your products on search engines.
- **Web Analytics** – Measurement, analysis, and reporting of Internet data for comprehensive, detailed understanding of your rankings. Optimization of your web usage to help better address your visitors' expectations.
- **Email Marketing** – Email Marketing services comprise a custom solution to conduct email marketing campaigns, creation of unique content for your email messages, and overall management of your campaign.
- **Affiliate Marketing** – Complete management and deployment of affiliate channels for expanding your clientele base, and significantly contribute to your bottom line – plus custom solutions to help you manage your affiliate networks.



**Boost
Your Business
with
Internet
Marketing**



Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

Contact

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