



"The Thought Leaders"

Investigations - Debt collection - Business Risk Reports

SEO Proposal

Search Engine Optimization for your website

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Why SEO?

Every day, millions of people turn to their computers and look for information on the Web via search engines. It's estimated that more than 350 million English language Web searches are conducted every day.

Statistics from many sources indicate that almost 70% of new visitors to a website will find it via a search engine.

Statistics on how people use search engine indicate that 80% of users never look past the first page.

This means that effectively if your site isn't in the top 20 sites in the search engine for your particular key phrase you will get negligible traffic to the site.

Imagine being in top rank position, while people searching for your service type. Your brand name will receive an extensive international exposure and your company's sales will increase overnight.

Why SEO with GCS?

SEO with GCS is free of any risk. Unless you spam or make obvious mistakes, it cannot damage your business.

SEO with GCS is relatively affordable, especially In comparison to expensive banner ads which will work until the marketing budget depletes

Most importantly we have experience in tailoring and optimizing websites for Search Engines. We have 100% success of bringing websites to top rank positions with specific Key words.

SEO with us is simple. Simply email your request to: admin@gcs-group.com

Global Credit Profile

GCS operates in more than 60 countries around the world, providing premium services to its increasing list of high profile clients. The company is recognised by the International business community as experts in the fields of Investigations, Debt Collection, Credit Reporting & Risk Management services.

Global Credit Solutions continues to invests heavily in Internet technology catering to both local and international requirements. GCS has adopted a range of technology strategies in terms of the GCS website reflecting in increased listings, enquiries and business in the past year. The GCS website is ranked among the first ten within debt collection phrases while searching with major search engines

1. Step one – Keyword Analysis

Keywords are phrases you want your website to be found under

Step one Process: a. identifying the obvious keywords, b. Looking at Web site 's access logs, c. Examining competitors, d. using SEO tools.

2. Step Two – Pages optimization

Step two includes: titles, Keywords Formatting, meta tags, dynamic components, navigation, content, Keywords density, Sitemaps, Structures and Filenames, Images and Alt tag

3. Step Three – Linking

The challenge is to seek links from good pages that are related to the keywords.

The climate surrounding linking between sites has changed remarkably over the past couple of years. The task of finding sites from which to link, and managing them is far more complex than it used to be as search engines started to track websites with pages full of links.

4. Step Four - Summary and Recommendations

Here is an example of what we've achieved in less than two months with GCS Greece partner. Website: www.latsoudislaw.com

Term	19 Jan	8 March
1. Greek lawyers	5th	3th
2. Greece Lawyers	19th	4th
3. Greek law	64th	12th
4. law office Greece	15th	5th

For more information email us @ admin@gcs-group.com