

Internet Marketing AnyLinuxWork Way

What's your challenge? Are you visible to your target audiences? Does your website gives you sales/leads or any other defined Goals? Whether your website has 10 pages or 10 million pages, we boost your organic search engine referrals through an award-winning SEO process.

Our Internet Marketing Service will give you a new vision towards web.



1. UI/UE: This is User Interface and User Experience. We analyze your website that how flexible and attractive it's user interface and how it'll appeal to your target audience.

A smooth user interface is essential to any good e-commerce site. Company officers must remember that a Web site is a doorway to products and services. A user-friendly site invites the customer in. A clumsy interface with slow response times and hard-to-access products and services leaves a user at the doorstep.

We provide usability, UI design, Visual design, web 2.0 design and Marketing services for small, medium and large product/service companies globally.

2.SEM: This is Search Engine Marketing. It is not only about getting your website on very first pages of Search result but it's also important to get visitors on right keyword. Ranking on wrong keyword may take your brand to a wrong direction. When it comes to paid marketing it's altogether different. It's all about ROI, especially when it comes to Pay Per Click (PPC) campaigns. You need in-depth keyword research.

You need actionable customer intelligence. And you need the technology to make it all happen. We go beyond mere bid management to deliver comprehensive, best-in-class paid search solutions. We utilize proven keyword intelligence, in-depth competitive research and intensive analytics to help you reach customers with the right message at the right time.



The Benefits of social media Mktg



3.SMM: This means for Social Media Marketing. Online communities, bookmarking, tagging, rating, Facebook, Twitter, forums – Social Marketing is changing the face of online marketing forever. The Internet is now a network of networks where everyone's opinion matters. Social Marketing also means new rules for maximizing visibility on search engines. Interacting with users, syndicating relevant content and sending important new signals to search engines – based on social media – can catapult your brand to new levels of visibility. Our experts can show you exactly how to achieve this, as well as how to leverage keyword intelligence and consumer feedback to strategically integrate social marketing into your current infrastructure and create the optimal media mix.

Our Expertise: We have a team of Internet Marketing Professionals who individually holds the Google, WebCEO, Yahoo and many other certifications of this arena and more than 4 years of work experience in this industry. Contact us@ info@anylinuxwork.com for a free detailed site analysis.



Website development and SEO are considered as separate activities, but AnyLinuxWork believes in SEO at the coding level itself.

We work on the foundation- 'On-Page SEO from the ground up'

Here are the tips for 'on-page SEO from the ground up' which work for all websites:

- 1 Page naming conventions** – Add relevant keywords to website page names. Google picks on page names.
For example: Instead of products.html >> fitness-products.html
- 2 USE Tableless CSS and XHTML for** -
 - >> Moving important content
 - >> Making pages "lighter", and decreasing the code-to-content ratio.
 - >> Using standard HTML tags, such as <h1>, which search engines recognize as indicators of important content, instead of fancy tags
 - >> Easy Google discovery - Using standard HTML tags, such as and <a> to construct menus that contain standard HTML links to other important areas of the site.
- 3 Keywords rich URL and filenames** - While developing website, keywords should be positioned in the right priority and in the right places. Most important places to have keywords are in <Title> tag, URLs, headings <h1>, <h2>, anchor text, beginning of a document, meta tags etc. Use mod rewrite for SEO friendly URLs.
- 4 Page load time** - One of the most important aspects of website user-friendliness is the page loading time. Not so surprisingly, it is also a very essential aspect while doing SEO. Make sure, that each page size is not more than 100 KB by compressing JS and css files. Also, always use jpeg image format with optimal resolution to save space.
- 5 W3C validation** - W3C Validation ensures for the spider that the xhtml/html and css code is error free and no deprecated tags are used. This ensures higher page rating and site authentication.
- 6 Hyphens in URLs** - Hyphens between the words in an URL increase readability and help with SEO rankings. This applies both to hyphens in domain names and in the rest of the URL.
- 7 Cross browser compatibility** - For better & broader site accessibility this is very important. In order to implement it a web developer should write clean code that corresponds to the W3C standards of browser platform.
- 8 JavaScript** - If used wisely, it will not hurt the SEO and increase the site's attractiveness. But as JS is difficult for Spiders to follow, the JS code should be very clean and as much as possible try combining JS files into a single file.
- 9 Sitemap** - It is great to have a complete and up-to-date sitemap, spiders love it, no matter if it is a plain HTML sitemap or the special Google sitemap format.
- 10 Site Accessibility** - Trap 404/303 errors. If the site (or separate pages) is inaccessible because of broken links, 404 errors, password -protected areas and other similar reasons, then the site simply can't be indexed.