

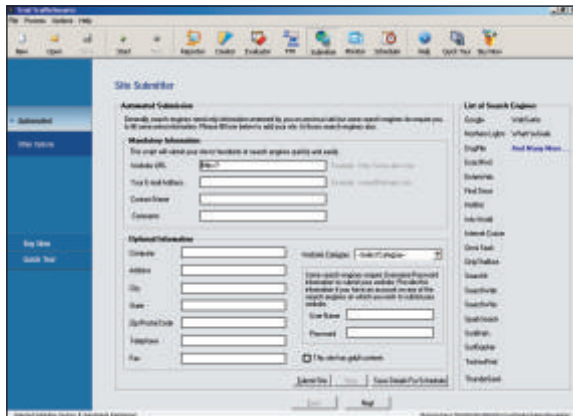
TrafficSmartz



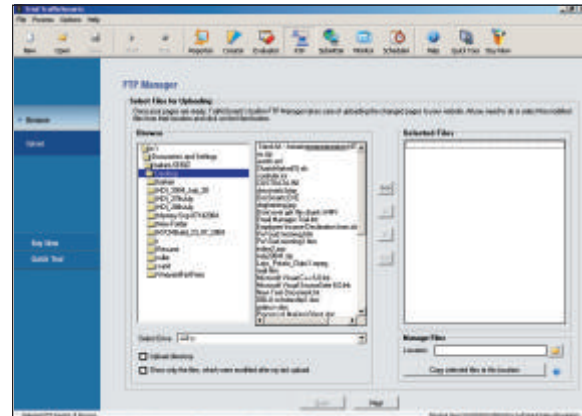
Product Name: TrafficSmartz

Duration: 2 Years

URL: www.trafficsmartz.net



TrafficSmartz Submitter Module



The FTP Manager

Short Description

TrafficSmartz application was developed to help individuals and search engine professionals to optimize their websites and achieve great search engine listings. It extracts keywords that are suitable for high rankings, analyzes web content, does search engine submissions, and also monitors the website performance.

Need

To be seen and heard on the web and to be ranked on the first page of major search engines such as Yahoo and Google etc., there is a need to optimize the website. A website that is not optimized for search engine is as good as having no website at all. Therefore, SEO professionals and firms are charging exorbitantly to do SEO and both individuals and companies who want to reach to their prospective customers and audience have no choice but to pay them the price demanded. Hence, there was a market demand for a software that could do so in a cost-

effective, time-effective, and hassle free manner through an automated software.

Challenge

The challenge was to develop a product that can help SEO professionals and Non professionals (who don't know the technicalities of optimizing a website) to optimize their website and improve their website's ranking in major search engines like Google, MSN, and Yahoo etc.

To have complete knowledge of SEO was complicated affair since this domain is still not mastered by many. Another key area of concern was to include complete steps of optimizing a website as compared to other products in the market that help in doing just a few steps and that too not effectively. So our whole idea was to create a product that can be one stop solution for optimizing a website without any professional's help.

TrafficSmartz

Solution

The application Development team at Netsmartz started working vigorously and enthusiastically when this challenge was posed to them. They understood in detail about the process of search engine optimization and how it is done successfully. A team of 5 members was dedicated to R&D of the subject and technicalities.

They equipped themselves with knowledge on Keywords, Metatags, Submissions etc. The next task was to plan about developing an application that can do all the steps in an automated way. The team worked closely and within days presented the task list and to dos. They broke the tasks into small chunks and started developing the application. The designers designed an attractive interface and the Quality experts made sure that the application being developed is working successfully under all conditions. The mission was accomplished and the result was a most extra-ordinary and easy solution for optimizing a website. The product was named Trafficsmartz.

Technologies Used

- Programming Languages: ASP, VB, COM, HTML
- Database: SQL Server 2000 with service pack 3
- Operating System: Windows
- IDE: Visual Studio
- Documentation: Microsoft Word, Microsoft Visio

Benefits

- Cost-effective and time-effective method of optimization.

- Guaranteed high rankings in all the major search engines.
- Extracts keywords that are suitable for high rankings.
- Comprehensively analyzed web content.
- Creates search engine friendly pages.
- Tracks the origin of traffic meticulously.
- Speedy submissions to all the major search engines.
- Generates user friendly, authentic updated reports in multiple formats.
- Multiple key phrase reports.
- Reports about crawlers and search engine spidered visits.
- Updates reports that are authentic and user-friendly.
- Provides comparison with competitors.
- Edits web pages within the application for speedy additions and alterations.
- Auto upload of the altered versions.
- Schedules tasks like site submission and detailed updates.
- Monitors the performance of the website on different search engines.
- Ability to edit web pages within the application for speedy additions and alterations.
- Examines link popularity and keyword density.
- Speedy submission to all the key search engines.

TrafficSmartz

Testimonials

Sandra Gilchrist

"Whether you're an SEO beginner or a seasoned SEO expert, you'll unquestionably improve your rankings and traffic the easiest way, when you purchase TrafficSmartz. It is true value for money. I think it is a must buy if you want to improve your web traffic by saving time and advertising costs."

Jon Anderson

"TrafficSmartz has made me an SEO expert! Can you believe it? I never thought that I can do something like search engine optimization. Not only this, it's producing great results for me. My sincere thanks to you."