



Platform for  
**Website Optimization &  
Online Visibility**



# Overview

Elite Site Optimizer (ESO) helps businesses to fix the gaps in SEO. We have given all the necessary capabilities for this tool to identify the new SEO opportunities that you should implement to achieve online success.

Make use of the structured reports of ESO, to understand your position online vs. your competitors and convert missed SEO opportunities.



Win the SERP race with ESO!

## Features

Elite Site Optimizer caters to SEO data users at all levels

- Custom Dashboards for senior executives
- Visualization reports for business users
- Data table reports for webmasters and SEO analysts

### Webpage Performance

Webpage Performance report presents an end-to-end SEO analysis of a web page, including URL, HTML elements, content compliance, image optimization, page speed, social presence & signals, backlink counts, AMP compliance and security. This report serves the website developers and SEO analysts in building flawless and seamless websites.

Site audit groups the SEO issues based on priority and category depending on the strategies specific to the business. Both site level and page level audit reports help to fix priority SEO issues.

### Rank Analysis

Track local keyword ranking (e.g. track keyword 'VR smartphone' in California region in Google) for bulk keywords (e.g. 5,000+) in comparison with your competitors.

The Mobile First approach of our mobile keyword ranking report helps you track your performance in mobile searches.

## On-page Analysis

SEO fix made easy by On Page analysis report on issues like missing title, canonical, description, H1, ALT tags, canonical mismatch, duplicate title, duplicate H1, multiple H1, no-index, pagination [prev/ next], rich snippets, hreflang, etc.,

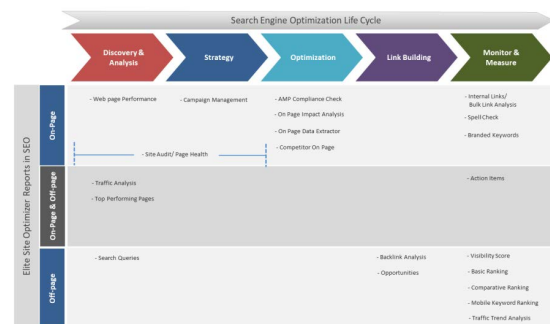
## Link Checker

Maintain effective internal link architecture by fixing all the issues (e.g. 5XX, 4XX) at Staging before going to Production.

Track your website popularity against your website ranking performance using 'Backlink vs. Average Rank'

## Analytics Console

Analytics console gives traffic data viz, search engine, social media and page wise traffic report. Webmaster console integration helps to check and analyze search query keywords, keyword performance, web traffic dynamics of top performance pages.



## Spell Checker

Your website content defines your brand. Spell checker prunes your web pages to ensure content quality and better readability for visitors. Spell check supports better crawlability, indexing, improves the chances of higher ranking & online business credibility.

## SEO Opportunities

Every SEO opportunity missed is directly proportional to the visits you deserve from organic search. Opportunities report along with analytics integration analyzes your web page rank vs. missed SEO opportunities.

## Branded vs. Non-Branded Keywords

Track the performances of your branded and non-branded keywords and steer your brand's SEO strategy. Track metrics including impressions, clicks received, CTR and rank performance for your brand keywords.

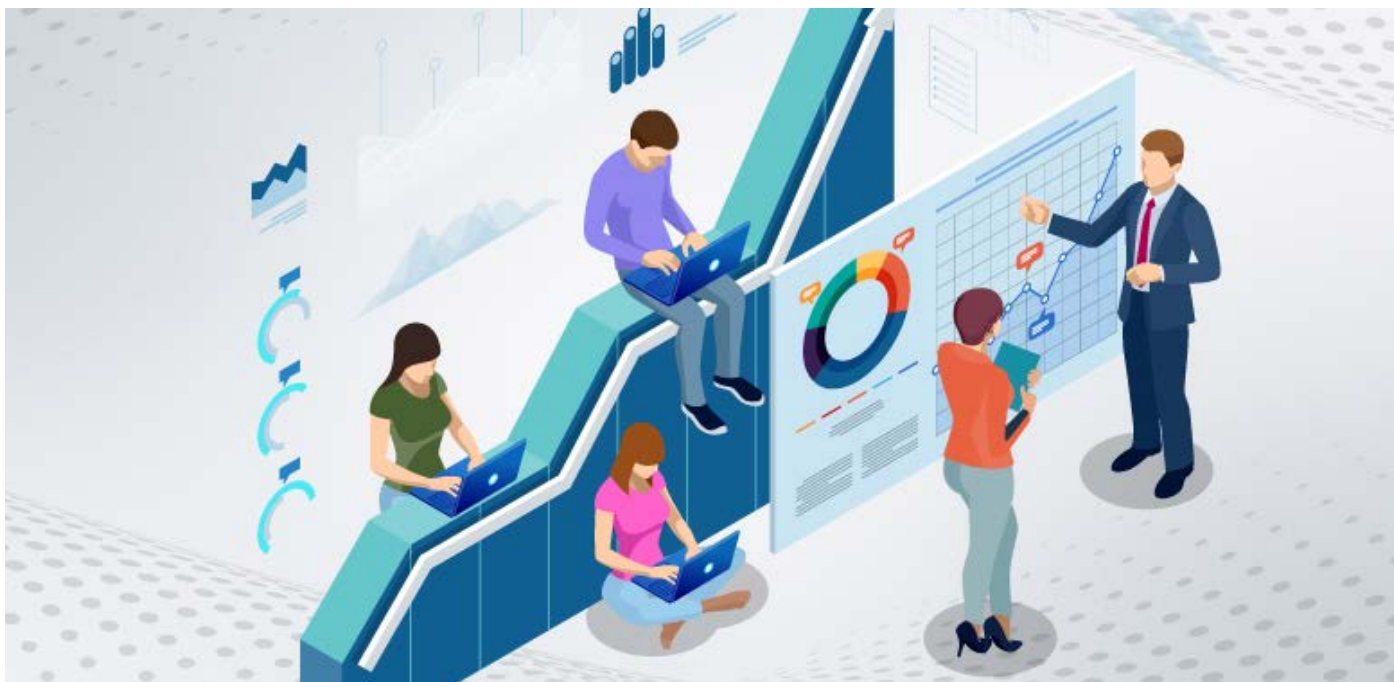
## User experience & Accessibility

User experience score monitors the performance of web pages including response time of users and search engines. This helps you to assess and improve website user experience.

Web accessibility audit checks the website whether it is designed and developed for all people who can read, navigate, and interact with your web page without any access issues. Developers can check and fix the errors suggested by Accessibility Audit.

# Services

Apart from our website optimization tool, we offer the following services to cover end to end digital channel performance including mobile apps or app stores, mobile sites, etc.,



End to end digital channel performance

## Performance based SEO

*"We do SEO for your website, you pay only when you reap revenue"*

is the offer by Elite Site optimizer as part of its Performance based SEO service. We analyze your current SEO status, identify/ build target web pages, identify missing SEO opportunities, generate traffic, improve the ranking for target keywords in your locale to generate and convert potential leads.

Performance based SEO is tailor-made SEO strategy best suited for dynamic eCommerce websites.

## Mobile SEO and App Store optimization

Our approach to Google's mobile-first index ranking takes your business closer to the users on smartphones and tablets. Our Mobile optimization strategies improve your visibility among both desktop and mobile platforms for search engines and human users.

Let us focus on your App Store optimization while you can spend that time strategizing and improving your eCommerce business. We help you befriend Mobilegeddon and reap success across all digital medium.

## Custom crawler development

Custom Crawler services help businesses to extract the required information from websites and build structured data for research. For example Price information crawler for comparison, content aggregator, SEO crawler, catalog builder, etc.,

Identify other website SEO issues in different environments such as; broken links, server errors, redirect loops and other SEO gaps. Some benefits of

implementing custom crawlers are to: build required web data in less time, control data models for research, better forecast & export in preferred formats.

## Website maintenance

It is important to build a solid website and even more important to maintain it. Our competent website maintenance experts help you manage the operations around it. We have hashed out the right plans and you just have to pick the one that suits you



Search Optimization



Speed Optimization



Page Optimization

## Staff augmentation

ESO team is highly experienced in various IT and digital marketing areas, capable to provide talents within a short time for short or long term needs. We designed our service plans with the following primary objectives - uncompromising candidate quality, flexible engagement models and cost savings.

Our talent pool includes Analytics Managers, SEO Specialists, SEM Manager, Website Optimization Managers, Mobile App Developers, Automation Testers, System Architects, DevOps Engineers, Scrum Masters, and Database Administrators.



# ESO Advantage

By adopting Elite Site Optimizer Solution, businesses & SEO Agencies can benefit from:

- Brand online visibility
- Credible online reputation
- High quality traffic
- Best conversion rates
- Better ROI & decreased CPA
- 24/7 organic business promotion
- Insightful dashboard visualization
- Strategic SEO recommendations
- Stay ahead of the competition
- Cost effective solution

## Partners & Certifications



## About eGrove Systems Corporation (eGrove)



eGrove Systems Corporation is an IT, eCommerce and Mobility solutions organization. eGrove is having its headquarters at Parlin, NJ. Our global delivery center in India is ISO 9001:2015 Quality Management System and ISO 10002:2014 Customer Satisfaction and Compliant Management Systems Certified.

eGrove also provides consulting and business solutions to its customers across the globe that deliver results and ensure high quality deliverables. eGrove provides IT business solutions & services across different industries, especially in Business Intelligence, retail, eCommerce, payments, mobility solutions.



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