

Medelin.org Computer Services Company offers

Search engine optimization

We mainly optimize web pages in Google search engine, as presently 83% of polish internauts uses it¹. We also accept orders which demand optimization in different, less popular search engines, such as: Onet or Netsprint². We also optimize pages in foreign search engines, in languages: English, German, French, Spanish.

Our services include:

- Careful choosing the most popular in a given range and branch words, conducted on the basis of data gathered as a result of market research. They should fulfill two main conditions: they should describe the content of a website in the most detailed way, and they should be written in the search engine the most often as inquiry concerning retrievals in a given branch or topic.
- Website code optimization. To conduct the proces of optimization properly, it is necessary to modify it on the main page of a given website as well as on its subpages. To conduct a professional optimization it is a crux of the success. The service also involves code of the website optimization with regard to their functioning praxeology. (inter alia scripts installment as well as cascade style sheets in external files), which will result in its faster working, lower "weight" and greater readability.

¹ On the basis on Gemius S.A.research, April 2006.

² Netsprint's engine is used among others in such portals as: Wp, Interia, Hoga, Gery etc.

- Websites then are added to several hundred of the most important catalogues in Poland and in the world. This will cause the increase of number of visits in a given website, through enabling it to find it in catalogues and the increase of pages that will link to the given website. The above stated facts will result in the enhancement of its PGR³.
- The website registration in search engines, both Polish and foreign.
- Website optimization in order to raise its position. After conducting the described above actions, indispensable is to modify the structure of the website gradually, sometimes the change or addition of some content -consulted previously with the customer, modification of layout, and particular elements of the website's code.etc. Here, all depends on the category in which the page will be optimized. Each order is treated individually, each modification is frequently tested.
- Permanent website monitoring - implementing of corrections up to date, until it will achieve the settled position in results or permanently, depending on customer's wish. Sometimes due to a change of search engine algorithm or the increase of number of competitive pages, website code will be changed, the service compensates the described phenomena.
- Detailed note of activities conducted during optimization process, made on customer's wish and sent in the form of a report.



³ PageRank mechanism concerns Google search engine.