

# SEO, Live Streaming, Online FM & Online Marketing



Search engine optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms.

Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers.

Digital Highway never entertain such gamings so the customers get genuine SEO results from Digital Highway.



Online Marketing or Internet marketing is the modern technological tool to market products at low budget but getting better results.

It involves integrating News Letter, Blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a wide variety of other platforms.

Digital Highway's strength lies in understanding customers' products/services, where to look for the market, how to get the attention of the identified market towards the products/services and finally going for the kill.

### Live Streaming:

Any events such as marriages, school/college functions, birth day celebrations, Church Sermons can be live telecasted.

### Online FM Radio:

Internet radio (also web radio, net radio, streaming radio, e-radio, online radio, webcasting) is an audio service transmitted via the Internet. Online FM's commercial usages are plenty. Online FM can be started within hours and unbelievably at low budget. Digital Highway provide all sorts of things one to start and run his/her online fm successfully.



# Online FM Radio



# DIGITAL HIGHWAY

2/11, VANNIYAR METTU STREET,  
AF1, MANSROVAR VILLA, AYYAPPANTHANGAL,  
CHENNAI - 600056

Contact: 99442 86827 / 95666 95750