



Our Digital Marketing Services

Search Engine Optimization

ON-PAGE OPTIMIZATION

- Meta Tags Optimization
- Canonical Tag Implementation
- SWOT analysis of website
- Heading Tags in Contents
- Description tag
- **KEYWORD RESEARCH**
- Keyword Proximity, Density, Analysis

- Header Keyword Optimization
- Footer Keyword Optimization
- Image Optimization
- Image Alt Tags
- Google Sitemap Creation
- Web Page Weight / Rank
- Internal Link Building
- Robots file Optimization
- Anchor Text

OFF-PAGE OPTIMIZATION

- Submission to Search Engines
- Directory Submission
- Deep Linking
- In-Bound Links
- Blog Submission
- Book Marking
- Article writing/directory
- Article Submissions

- Forums
- Social Bookmarking
- Press Release
- Press release Submission
- Directory Links :
- One Way Link building
- Two Way Link building
- Three Way Link building
- SITE MAPS
- Sitemap Creation
- XML Sitemap

- Competitor Analysis
- HTML, Logo & its Importance
- Copyrighting
- Call to Action
- Copy-scape
- Duplicate Content Issues
- Coding Standards
- Usage of all Tags
- W3C Validation
- Free Backlinks Creation

Social Media Marketing & Optimization

SOCIAL MEDIA OPTIMIZATION & MARKETING

Types of social media / Key terms to understand
How Social Media influences audience & Google
Developing unique content, positioning and voice
Integrating social media into your website and blogs
How to choose right social media for your business/brand. Behavioral & cultural standard for Social Media. Linking all Social Media Accounts.

YOU TUBE Marketing

Video optimization
Promoting on YouTube
Seo for YouTube
YouTube Analytics
SLIDESHARE
PINTEREST
INSTAGRAM

FACEBOOK MARKETING

Create Marketing & Advertising
How to Promote Facebook pages
Advertise on Facebook(PPC)
Creating FAN-Page for Business
Setting up Campaigns
Creating Advertisements
Managing & Promoting Posts
Targeting the Right Audience
In-page Analysis / Analytics

LINKEDIN

Marketing on LinkedIn
Advertise on LinkedIn
Using LinkedIn for business
GOOGLE PLUS
Using Google Plus for Businesses, Hangouts.
TWITTER MARKETING
Using twitter for business

Google Adwords / Facebook Adverts

PPC Management

GOOGLE ADWORD NETWORKS
Search- Searching on Google (.Com, .in, .co.in etc.)
Search Partners- (AOL, Powered by Google, Site Search/
SET-UP PPC CAMPAIGN
PPC campaign Navigation

Use Multiple Account

"CLICK-THROUGH-RATES" CTR
Getting maximum Impression?
Best "Cost/Conversion"?

KEYWORD RESEARCH
Categorize Keywords in Ad groups
Keyword Types: Broad, Exact, Phrase

CREATE EFFECTIVE ADS AD GROUPS
Measurement of Title, Desc URL, Ad that produce better ROI

Best QUALITY SCORE

How Quality Score Effect on Bids?
How to Increase Position on Search?

BID FOR AD POSITION/ BID MANAGEMENT

User Define bids/Automatic Bids
Importance of bidding techniques
Competitors Analysis for bidding
WHAT IS LANDING PAGE ?

Ads versus Landing Page

'Calls to Action'/Cost/Conversion

MOBILE MARKETING
VIDEO MARKETING

DISPLAY NETWORK CAMPAIGN

(Optimizing Image/Video /Text/Flash Banner)
Navigation through Menus
Home/Campaigns/Opportunities/ Tools & Analysis, Billing Account

REMARKETING

Using MCC (My Client Centre)
MERCHANT CENTRE
CAMPAIGN PERFORMANCE REPORTS
Keywords Performance Reports
Ad Performance Reports



Google Analytics Services			
Admin Interface Setting up an accounts and Web properties Managing account / Users	Google Analytics Interface Home Tab /Real-time Data DASHBOARD Widgets / Customize dashboard Intelligent Events/Shortcuts Date selection and comparison EXPORTING REPORTS/ EMAILING REPORTS	ADVERTISING ANALYTICS ADWORDS DATA ANALYSIS Keywords/Keyword Positions Traffic Sources Overview of Traffic sources Sources / Direct Search Organic / Keywords Analysis Paid / Referral	SEO (WEBMASTER TOOLS) Social /Content Analysis Site content/Speed/Search Events /Experiments In page Analytics CONVERSION TRACKING Goals / Calculating the ROI Custom reporting
Mobile Marketing		Affiliate Marketing	
MOBILE MARKETING industry is booming. Specific, Measurable, Achievable, Realistic and Timely. PPC is largely results driven, making clear goal setting and documentation mission critical. Adwords mobile Marketing and PPC strategy must align with your greater business goals. A few examples of PPC goals are increasing clicks to your website, improving click conversions. Marketing on Mobile is a very important marketing tool. There are a number of factors that you must consider in the early stages of your mobile marketing, including branding, keywords, and competition.		AFFILIATE MARKETING / ONLINE DISTRIBUTORS Affiliate marketing has just started in India contrarily to what it is in United States. Generate leads or bring in potential customers for business online & increase sales. Growth opportunity in affiliate marketing is unlimited. We assist in setting up affiliate marketing.	
Email Marketing		O R M	
EMAIL MARKETING EMAIL MARKETING Electronic marketing is directly marketing a commercial message to a group of people using email. Create Attractive & Creative Newsletters with Various Themes. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.		ONLINE REPUTATION MANAGEMENT ORM - stands for Online Reputation management. ORM basically influences the reputation of an individual's or businesses. The advancement of internet and social media use, along with reputation management companies, has made it primarily an issue of search results. We assist how to remove and overlap the negative complaints or using SEO tactics to influence results and much more.	
Google / Bing Webmaster Tools		Digital Marketing Strategies	
WEBMASTER TOOLS Search Console Site working on Search Console Refine personal & site settings Manage & Monitor your site	Search Traffic Google Index Crawl & Fetching your site Submitting your verification code Testing Robot.txt & Sitemaps Security - Check for errors	<ol style="list-style-type: none"> 1. Where do I get my clients from, places and areas to look for? 2. Approach and Strategies to Convert your prospective clients 3. How to Pitch to your clients, prove Digital Marketing is superior 4. Target Oriented Marketing 5. Business Extensions with Upsell & Selling multiple products 	
INFORGRAPHICS		Creating a Blog	
CONTENT MARKETING WITH INFOGRAPHICS Infographics CONTENT MARKETING is a visually compelling communication medium that done well can communicate complex data! Why Infographics for your Content Marketing Strategy? An Infographics that is linked and compelling by its nature will drive traffic to your website and blog as people "share" & "click". A visual format that is potentially viral. They take deep data and present it in visual shorthand.		USING WORDPRESS FOR CREATING A BLOG Responsive Website Mobile, Tablet & Desktop Compatible Easily build a blog on Wordpress Customizable, Mobile-ready designs and themes With hosting and support	
VIRAL Marketing - #Tag		LIST Building Techniques	
<ol style="list-style-type: none"> 1. Introduction to HASHTAGS 2. How to Use Hashtags for Your Business 3. How to Create Hashtags - The Basics 4. Research Trending Hashtags 5. Find Hashtags Related to the Main Keyword 6. Hashtags on Twitter for lead generation 7. Speed It Up - Tools to Detect Hashtag strength 8. Hashtags on Facebook to generate traffic 9. Track Your Hashtag Impact 		LIST BUILDING TECHNIQUES How To Design Your Squeeze Page For Maximum Conversions Split Testing Your Squeeze Pages Setting Up Your Broadcast Schedule Launching Your List Building Campaign	