

Bhautik Infotech

Platform of Satisfaction

BHAUTIK INFOTECH PVT. LTD.

An I.T. Based Company

Digital Marketing

About Company

Bhautik Infotech Pvt. Ltd. is a experience progressive web development/SEO/PPC Service company based in Noida,U.P. (India) since 8 years. We develop brand identities which include stunning websites, Web/desktop/mobile application & development, Search Engine Optimization and many more for clients all over the world. Our specialized services include e-commerce shopping cart development, website designing, Digital marketing, CRM, IVR, BULK SMS API, Whatsapp API,CMS website development, etc. using Joomla and WordPress, jQuery/JavaScript Development, PHP, Asp.net programming primarily. The expertise and dedication of our team have enabled us to deliver quality products within the stipulated timeframe. We continuously strive to be our customer's preferred partner for providing web solutions to their requirements and we value your satisfaction ! Our first and final goal is to build long term relationships with our clients resulting in mutual benefits down the line.

SEARCH ENGINE OPTIMIZATION

EXECUTIVE SUMMARY

We want your business to succeed and gain higher visibility on the major search engines, with the primary focus on Google. To accomplish this we have the key ingredients, from state-of-the-art software to a knowledgeable SEO (Search Engine Optimization) Expert who is dedicated to your campaign. In this document we will explain the basics of SEO optimization and how it will be beneficial for your business. We will present the findings from your initial website analysis and outline a sample of potential keywords that could be chosen for your campaign. We also take into consideration factors such as your business goals and search competition. Based on all the above data we will then present the recommended SEO package to you.

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- CAMPAIGN GOALS & OBJECTIVES
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OUR SERVICES



Website Development

We offer professional Website Designing service at a very affordable offshore Price with good value for money.



Website Customization

We also provide website Customize services, specific to your business needs. You just tell us your requirements and we will develop.



E-commerce solutions

Do you need a complete ecommerce solution to build your own ecommerce website quickly for online shop contact us.



Digital Marketing

Get the digital marketing services and Internet marketing solutions you need. Learn online marketing services include PPC, SEO, social, and more!



SEO/SMO Services

Your website rankings on search engines matter. The higher your website ranks, the more visible your online presence will be to consumers, which leads to additional traffic to your website.



SEM/PPC Service

Get SEM services are a reliable and cost-effective way to generate web traffic and sales revenue. Using online strategies, including SEO, PPC, and social media marketing.



App Development

Get consultation & pricing today. We have talented Mobile App Developers on board to handle all your app development needs.



Software Design

Software design is the process by which an agent creates a specification of a software artifact, intended to accomplish goals, using a set of primitive components and subject to constraints



Bulk SMS Service

Businesses in Sending Bulk SMS From Easy To Use Interface, APIs & Plugins. We provide the best services without compromising SMS quality, price and consistency in producing results.

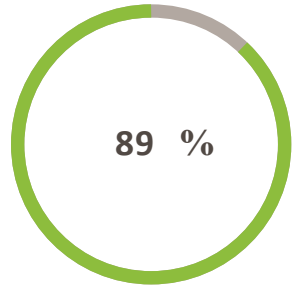
SEARCH ENGINE OPTIMIZATION

WHAT IS SEARCH ENGINE OPTIMIZATION?

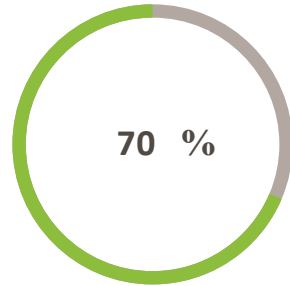
Search engine optimization is the method of improving your website's ranking on Search Engines like Google, Yahoo, and Bing. It is a marketing practice that uses keyword research to help your business establish a credible online image. Ultimately, it will help to bring in more relevant traffic, improve bounce rates, and increase the potential for sales conversions.

WHY IS SEO IMPORTANT TO MY BUSINESS?

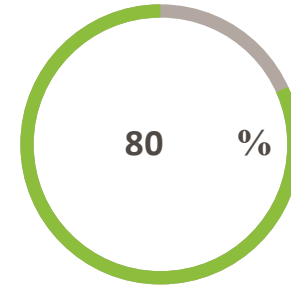
Online marketing has become the ideal marketing channel for the 21st century, as it is clear that the Internet is here to stay. What does that mean for your company?



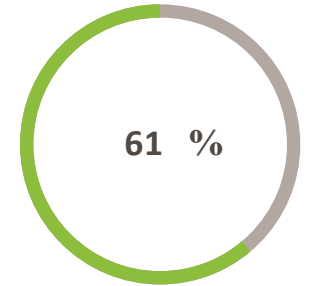
89% of consumers research products or services online.



By the time consumers they visit your site, 60% of the purchasing process is already complete.



80% of the links search users click are within the organic results.



SEO leads cost 61% less than outbound leads and produce 8x the close rate.

BENEFITS OF SEARCH ENGINE OPTIMIZATION

- Enhance search visibility
- Attract more customers
- Build trust with your search results
- Generate measurable results
- Increase traffic in a cost-effective way
- Build a long term presence online

CAMPAIGN GOALS & OBJECTIVES

Your website rankings on search engines matter. The higher your website ranks, the more visible your online presence will be to consumers, which leads to additional traffic to your website and Google Local Profile. Our goal is to increase rankings and traffic for your online presence by focusing on the keywords you and your dedicated SEO Account Manager select.

OBJECTIVES :

DETAILED AUDIT: Perform an initial end-to-end audit.

SEO CAMPAIGN STRATEGY: Your strategy is custom and tailored to your marketing needs.

KEYWORD SELECTION & ONGOING MANAGEMENT: We establish industry-specific keywords that set you apart from the competition and expand your company's visibility.

ONSITE & CONVERSION OPTIMIZATION: Onsite and conversion-focused strategy works to improve the consumer behavior on the website in order to drive higher engagement.



CAMPAIGN GOALS & OBJECTIVES


FOCUSED RELEVANCE TARGETING: Our custom-built software allows us to boost your website's online presence because we can easily reference important keywords for your business. It also highlights valuable, targeted locations throughout the web on blogs, articles, directories, and social media.

CONTENT MARKETING STRATEGY: Help establish and maintain the website as an authority for the keywords we target.

INCREASE OVERALL DOMAIN AUTHORITY OF SITE: Take advantage of the "halo effect" properties of the keywords, where even the keywords we are not actively working on can help with advancing the targeted locations.

LANDING HIGH ON SEARCH ENGINE RESULTS MAP: Bhautik Infotech works with you to create an effective business listing and relevant online directories to ensure that you have top local rankings.

MEASURED RESULTS AND REPORTING: Full visibility and access to a user-friendly dashboard that helps you track your website's activity and progress. Additionally, there is a detailed monthly report that dives deeper into your website's metrics.



OUR STRATEGY

SEARCH ENGINE RANKINGS

Search engines use over 200 known metrics to display the most credible and relevant results. Because every website is different, your campaign will be customized and structured based on your current search engine ranking and marketing goals. Our processes and strategies for each client are customizable, and always reflect the latest updates from major search engines.

CAMPAIGN STRATEGY



SEO ROADMAP

THE FOLLOWING IS A LIST OF ACTIONS THAT WILL BE PERFORMED FOR YOUR WEBSITE:

GOOGLE ANALYTICS & WEBMASTER TOOLS: Installation and analysis of Google Analytics and Google Webmaster Tools.

WEBSITE SEO ONSITE OPTIMIZATION: Including Title Tags, Meta data, H1 Tags and Image Tags.

WEBSITE OFFSITE OPTIMIZATION: Link building to targeted landing pages

CONTENT OPTIMIZATION: Creating or optimizing for keyword rich content for website landing pages

OPTIMIZE SITEMAP AND ROBOTS.TXT FILES: Informing search engines how to interact when indexing your website. The SEO team will optimize these documents using best SEO practices.

OPTIMIZE BUSINESS LOCATIONS FOR GOOGLE PLACES AND MAPS: Be found locally with the most up to date information about your business.

OPTIMIZE WEBSITE URL STRUCTURE: A clean and optimized URL is important for a successful SEO campaign.

ANALYSIS OF TOP ONLINE COMPETITORS: A study of online competitors to track trends and strategies to stay one step head.

CUSTOM MONTHLY PERFORMANCE REPORTING: Each month your Campaign Manager and SEO Consultant will review the previous month with you, and discuss ways to improve.

WHY CHOOSE US?



At Bhautik Infotech, we believe in absolute transparency. We have 100% confidence in all of the actions that will be completed for your website so we have built a custom fulfillment dashboard where you will be able to see every work item finished for your campaign in real-time. You will also be able to track the daily progress made on your keywords, and sync Google Analytics in order to see traffic and bounce rates all in one place!




Our SEO Team is made up of some of the most experienced analysts in the industry and all of our work is done in-house. Your dedicated account management team will strategize to provide a successful and efficient marketing plan for you and your business. By only managing a handful of accounts, each management team is able to dedicate their full attention to your business goals, familiarize themselves with your industry, and come up with a customized plan that will produce the most value for your investment.



Search engines are constantly improving their algorithms in order to provide the best search results for their visitors. This means that SEO practices and standards frequently change and it is important to hire an SEO firm that can roll with the punches and re-direct focus when needed.



Here at Bhautik Infotech, we are always learning and familiarizing ourselves with the latest search engine updates and practices. We will never use 'black hat' or unethical techniques to cheat or manipulate rankings. All of the work that we do will always align with current SEO standards to ensure that you rank naturally and how continual organic growth.



PACKAGE OPTIONS

We are a recommendation package put together based on the information we collect and the audits we conduct on your site. Going forward with any of these options will give us enough time to increase rankings and show credibility over the next few months. Keep in mind that the package we offer can always be customized to fit your personal budget, but obviously the more time we invest in your campaign, the faster we will see movement, and higher -We can be more competitive when targeting traffic keywords.

Bronze

10 Keywords

15000-Rs./1 Year

Silver

20 Keywords

20000-Rs./ 1Year

Gold

100+ Keywords

50,000-Rs./ 1 Year





THANK YOU!



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