

# DIGITAL

## MARKETING

### & WEB DESIGN/ DEVELOPMENT

## FEATURES

# SEO

## SEO On-Page

1. Keywords and competitor research
2. Website Auditing
3. Titles, Meta Tags, Meta Keywords, Meta Descriptions Place into Website.
4. Rename the links
5. Google Analytics
6. Google search console
7. Google tag manager
8. Sitemap
9. Robot.txt
10. Google My Business Page Setup



# SEO

## SEO Off-Page

1. Services basic Initial analysis of Website
2. Optimization of Title, Description, Keywords
3. Robots.txt Optimization
4. Daily Off-Page Submissions
5. Backlink Submissions
6. Quality Backlinks: The Backbone of Off-Page SEO
7. Guest Blogging: Showcasing Expertise and Gaining Backlinks
8. Social Media Engagement: Building Brand Authority
9. Social Bookmarking: Amplifying Your Content Reach
10. Directory Submissions: Establishing Credibility
11. Content Marketing: Creating Valuable, Shareable Content
12. Online Forums and Communities: Actively Participate and Engage
13. Local SEO: Optimize for Local Searches
14. Monitor and Analyze: Measure Your Off-Page Efforts

# SOCIAL MEDIA OPTIMIZATION (SMO)

1. Images Design For Postings
2. Images design and posting on social media platforms
3. Monthly, Tejasee Developers will get around 15 to 17 images, Including the Festival and Imp Date Images.
4. To Increase More Followers and Likes.



## Images Design for Festivals

1. Festival Images are designed and posted on social media platforms to reach more customers.

## Facebook and Instagram Ads For More Reach

1. Facebook Ads running the campaigns get more leads.

2. Ads budget based on client wishes, this amount would be completely thirdparty.

3. The client will pay the amount in advance whenever the client wants to run the ads or Boost the Ads

## Social Media Promotions

1. Monthly 2 - 3 Reels for particular business-based client industries.

2. Facebook, and Instagram postings on the pages.

3. Facebook and Instagram Followers have increased.

4. Sharing into different groups to reach more customers

5. Boosting the Social Media Pages:

6. The boost amount is separate and based on the client's budge

## Prerequisite From Client :

1. Hosting and Domain From the client
2. Any security certificate
3. Images Videos and content for Digital Marketing.
4. Any Documentation Relevant to the Digital Marketing.
5. Terms and Conditions for the Web application.
6. Privacy Policy for the Web application.

## Validity of quotations:

1. The quotation shall remain valid for 3 days from the proposal date.

## Project Timeline :

1. The Company shall commence work on the Project upon receipt of the initial payment as specified in the payment schedule.
2. The parties shall work together to establish a mutually agreed-upon project timeline, which shall be documented in the project plan.
3. The Company shall make reasonable efforts to adhere to the agreed-upon project timeline, provided that any delays caused by the Client, including but not limited to failure to provide necessary information or feedback, may result in an adjustment to the project timeline and additional costs.



# TARGET

**Time Frame to achieve Page one ranks:**

**Low Competition keywords:** 3-5 Months

**Medium Competition keywords:** 5-9 Months

**High Competition keywords:** 8-12 Months

**Objective:** The main focus is to generate more leads and relevant traffic from

Google SERP and all social communities (Facebook, Instagram, directories,

and more) with the abovementioned SMO activities. Bring traffic from Organic Google search by bringing maximum keywords in page 1 rank and increasing ROI from the website with the help of SEO, SMO & SEM strategy.

**There are no extra fees for On-page optimization.**

**Target: Hyderabad or user-particular location**

**SEO and SMO Progress Report every 15 days and Monthly Report**



# WEB DEVELOPMENT

- Website Development
- Website Design & Re-design
- Wordpress Development
- eCommerce Development
- Logo Design
- Website Maintenance
- Domain & Hosting Registration





# WEB DEVELOPMENT

1. • User Experience & User Interface
2. Home Page, About Us (Company Profile, Mission & Vision, Leadership)
3. Our Projects, Careers Page, Testimonials, Gallery Page, Contact Us Page
4. • Complete Project details which include
5. • Required Illustrations & Icons
6. • Parallax ideation
7. • Working prototype with parallax effects and micro-interactions
8. • Development of a complete website
9. • Making the website live.
10. • Regularly updating the website.
11. • Running backups.
12. • Checking for errors and server redirects.
13. • Removing spam comments.



# WEB DEVELOPMENT



- Regularly updating the website.
- Running backups.
- Checking for errors and server redirects.
- Removing spam comments.
- Updating the content.
- Testing page speeds.
- Checking any opt-in forms(18% GST will be added to the price).

# MOBILE APP DEVELOPMENT



**Android Application Development**




**iOS Application Development**





# CONTACT US

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