



Digital Marketing

NETSTAR ONLINE

Business Solutions Simplified












Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Search Engine Optimization (SEO) is the process of influencing the visibility of a website, product or service in search engine's "natural" or "un-paid" (organic) search results. Our goal is to ensure high search engine placement of your website/product and also build brand authority for your business in your niche. Digital marketing gives businesses of any size access to the mass market at an affordable price and allows truly personalized marketing.

Specific benefits of digital marketing include:

- **Global reach**
- **Personalization**
- **Lower cost Trackable, measurable results**
- **Improved conversion rates**

Together, all of these aspects of digital marketing have the potential to add up to more sales. We are committed to provide you the best solution in digital marketing and also best support in the industry. We have expertise in web design, web development, ecommerce, Search Engine Optimization (SEO), Search engine marketing (SEM), Social Branding and online marketing solutions. Our online marketing strategies ensure the maximum exposure of your website

KPI TO ACHIEVE

	KPI	6 Months target	12 Months target
	Increase unique organic visitors to the site through mutually agreed keywords	100%	200%
	Increase organic visitors to the site through Google search	100%	200%
	Increase leads & enquiries from the website	100%	200%
	Increase number of relevant keywords bringing traffic to the website	50%	100%
	Increase number of organic page views for the website	100%	200%
	Increase number of keywords for which the website ranks on the first page of Google search results	100%	200%
	Increase number of keywords for which the website ranks on the second page of Google search results	100%	100%
	Increase number of keywords for which the website ranks on the third page of Google search results	100%	100%
	Increase number of keywords for which the business ranks in the first 3 positions of the Google Business listing	50%	80%
	Increase in traffic from mobile devices	100%	200%
	Expecting conversions from Live Chat		

Note: The goal is to achieve 60% or more of the KPIs mentioned above.



OUR STRATEGIES

We believe in ethical SEO and marketing. Black-hat methods can bring in short-term traffic to the site but can cause serious search engine penalties that may result in permanent ban of the website in the search engines. We focus on white-hat SEO.



SEARCH ENGINE OPTIMISATION

We will do both on-page and off-page strategies to improve the overall ranking of the website on search engines.

KEY OBJECTIVES OF SEO

The primary objective of SEO is to improve relevant traffic to the website from people in various countries, who are looking for cargo services. The goal is to bring potential customers to the website and convert them into long term clients. Improved traffic to the website through organic ranking on search engines will in turn lead to better brand visibility and also generate leads through the website.

ON-PAGE SEO ACTIVITIES

On-page optimization includes:

- Tuning and optimizing all web pages as per search engine requirements
- Optimizing the images used in the site to load faster and include keywords in title, alt text and image name
- Effective keyword placements in title, headings, description of the page
- Adding additional content to the page to make the page has sufficient information for search engines to understand the purpose of the page.
- Creating additional pages on the website to target additional keywords

ON-PAGE - DELIVERABLES

- Complete analysis of the existing website and a detailed analysis report
- Competitor analysis of up to 3 competitor websites and a detailed analysis report
- Configure Google Tag Manager
- Configure and monitor Google Analytics
- Configure and monitor Google Search Console
- Configure and monitor Bing Webmaster Tools
- Tune and optimize Titles for all pages on the website
- Tune and optimize Meta Keywords for all pages
- Tune and optimize Meta Description for all pages
- Add keywords to the description wherever necessary for optimal search engine ranking
- Add breadcrumbs to all applicable pages
- Add ALT tags for all images used on the website
- Use keyword as the image name for all the images used

ON-PAGE - DELIVERABLES

- Compress the large images without losing clarity to ensure better ranking and faster loading
- Ensure all pages have one and only one tag
- Ensure all pages' use <h1>,<h2>,<h3>,<h4>,<h5> tags in the correct structure
- Optimize the page for the best performance
- Ensure the entire site has proper structure and content is well organized in a structured manner □ Convert the URLs to search engine friendly URLs wherever applicable
- Add/test sitemap file & Robots.txt file
- Ensure the Privacy Policy, Terms of Use, About Us, Contact Us pages meet the legal requirements as well as general webmaster guidelines
- Check the entire content of the website for copyright violations
- Improve the content of the homepage for the best results
- Implement Live chat support if necessary
- Maintain the blogs section with properly tuned content
- Add 2 new blog posts per month on the site

OFF-PAGE SEO ACTIVITIES

Off-page optimization includes various content marketing strategies and link building to improve the ranking of the website on search engines. We are well connected with bloggers and webmasters in various segments and we can quickly distribute content about our services on various relevant websites to increase brand visibility and build quality backlinks. We own a large network of websites which can be used effectively to build backlinks. Major strategies for off-page optimization include content marketing and link building. With a large network of websites, we are associated with, we can publish content that indirectly advertise our services on various websites. Content Marketing is an effective strategy to build backlinks to our site and thus significantly improve our search engine ranking

- Guest Posting: We will publish a minimum of one article in third party websites or generate 1 backlink from relevant articles per month.
- Quora Marketing: We will publish marketing content in Quora discussions, subject to Quora's current policies.

GOOGLE LOCAL LISTING OPTIMISATION

Listing all branches in Google Maps (business listing) is one of the best ways to attract local customers. We will make sure all properties are listed in Google/Bing Business Listings. Also, we will do necessary optimization to ensure the best possible ranking for such local listing.

SEARCH CONSOLE MONITORING

Search Console is the free tool provided by Google to the webmasters to actively monitor the website's performance in Google search. This tool can be used to submit newly created pages to Google and also to check how Google sees our website. If Google finds any indexing, crawling or other issues with the website, Google may notify us through this tool.

DELIVERABLES

- Listing all of your branches in Google My Business
- Optimize all the listings to get it ranked on Local SEO
- Publish 1 post per month on Google My Business .
- Publish 1 image per month on Google My Business.
- Share our videos periodically on Google My Business (if we have videos to share)

GOOGLE ADWORDS

Google AdWords is the advertising platform from Google to show targeted Ads to the potential customers, specifically interested in the target keywords we choose. We propose to run Google AdWords Ad campaigns on Google search, targeting the people searching for the keywords mentioned in the “Target Keywords” section of this document.

DELIVERABLES

- Create AdWords Campaigns – Up to 5 campaigns per month
- Create Ads for target keywords
- Identify keywords and optimize ads for the keywords
- Monitor the Ad performance and tune for best results
- Facilitate timely payment to Google
- Provide periodical reports of Ad performance and payments

MARKETING VIDEO

Brands need a video marketing strategy. It's no longer just one piece of your overall plan. Video needs to play a central role in your outreach and campaign efforts. According to an upcoming report, 54% of consumers want to see videos from brands they support. We also found that video content was the most memorable (43%) in comparison to text (18%) and images (36%).

DELIVERABLES

- Targeted video promotions through YouTube
- Targeted video promotions through Facebook
- Create explainer videos for our social media channels to reach more audience
- Create short bumper videos creative for our social promotions
- Utilize Live streaming options during our events and product launches to reach more customers.

YOUTUBE MARKETING

OUR PROVEN YOUTUBE MARKETING APPROACH

Videos are a medium of expression that fetches far more reach than any other media out there and what better place to exhibit powerful expressions in the form of the video other than YouTube. We are well aware of the diverse applications and capabilities of this video platform and thus we put this to a much greater purpose that is, bringing in leads and sales for your business. Implementing a well-versed marketing strategy is sure to bring about the following goals for our clients:

- Increase Brand Awareness
- Improve Reputation
- Improve brand SEO
- Increase marketing qualified leads (MQLs)
- Increase overall sales

SOCIAL MEDIA

- Facebook Page Management
- YouTube Channel Management
- Instagram Account Management
- LinkedIn Account Management
- Twitter Account Management
- Google Plus Profile Management
- Creation of Social Media Marketing Plan Promotions & Social Campaigns
- Custom brand graphics/creatives/videos for promotions
- Increase the reach, likes, followers and customer base in all the channels.
- Facebook Advertising Instagram Ads
- Video Ads
- Remarketing Ads
- Reporting(Monthly)

OTHER STRATEGIES

In addition to the off-page activities and content marketing stated above, we will build profiles for you on various social channels, business directories and bookmarking websites.

The goal is to maximise the digital presence of your business on the internet, thus driving visitors from several sources into the website to increase leads and conversions.

DELIVERABLES

- Business directory submission
- Forum Participation
- Google+ content sharing
- Social Bookmarking
- Social media sharing

TARGET KEYWORDS FOR SEO/ADWORDS

We have to identify the major keywords to be targeted based on our research on your website and also by doing an analysis using Keyword Planner tool.

Please refer to the KPIs in the earlier section regarding the deliverables and target goals regarding the keyword ranking.

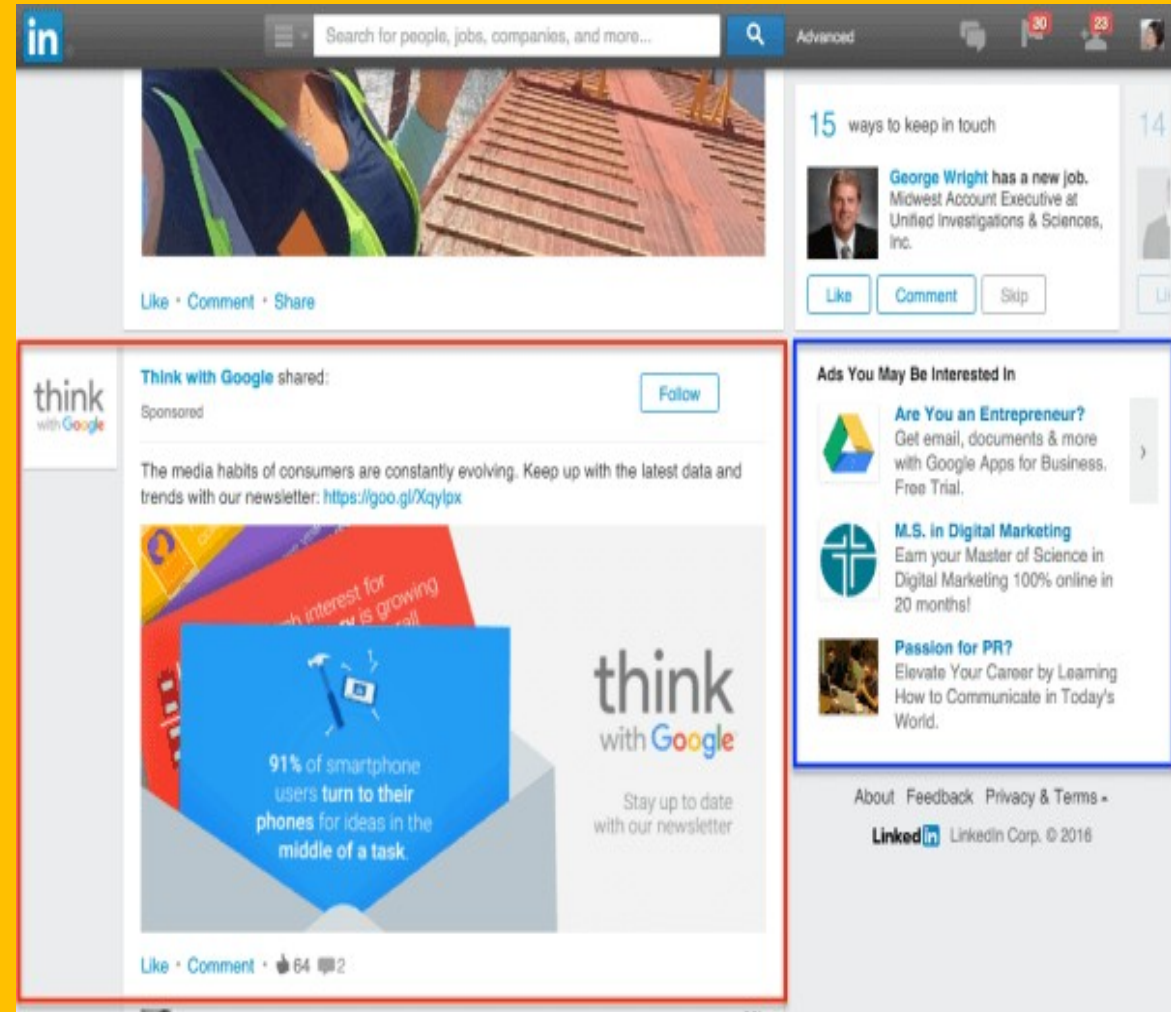
LinkedIn Advertising

With a user base of over 400 million working professionals and a significant amount of highly relevant information on each user, LinkedIn advertising solutions have become powerful tools for B2B marketers.

By advertising on LinkedIn, we can reach nearly everyone surfing LinkedIn and some of their partner sites. The partner sites, called the LinkedIn Audience Network, are mostly high-end media sites, some of which are also part of the Doubleclick exchange and the Ad Network Collective Media.

Some of their partners are:

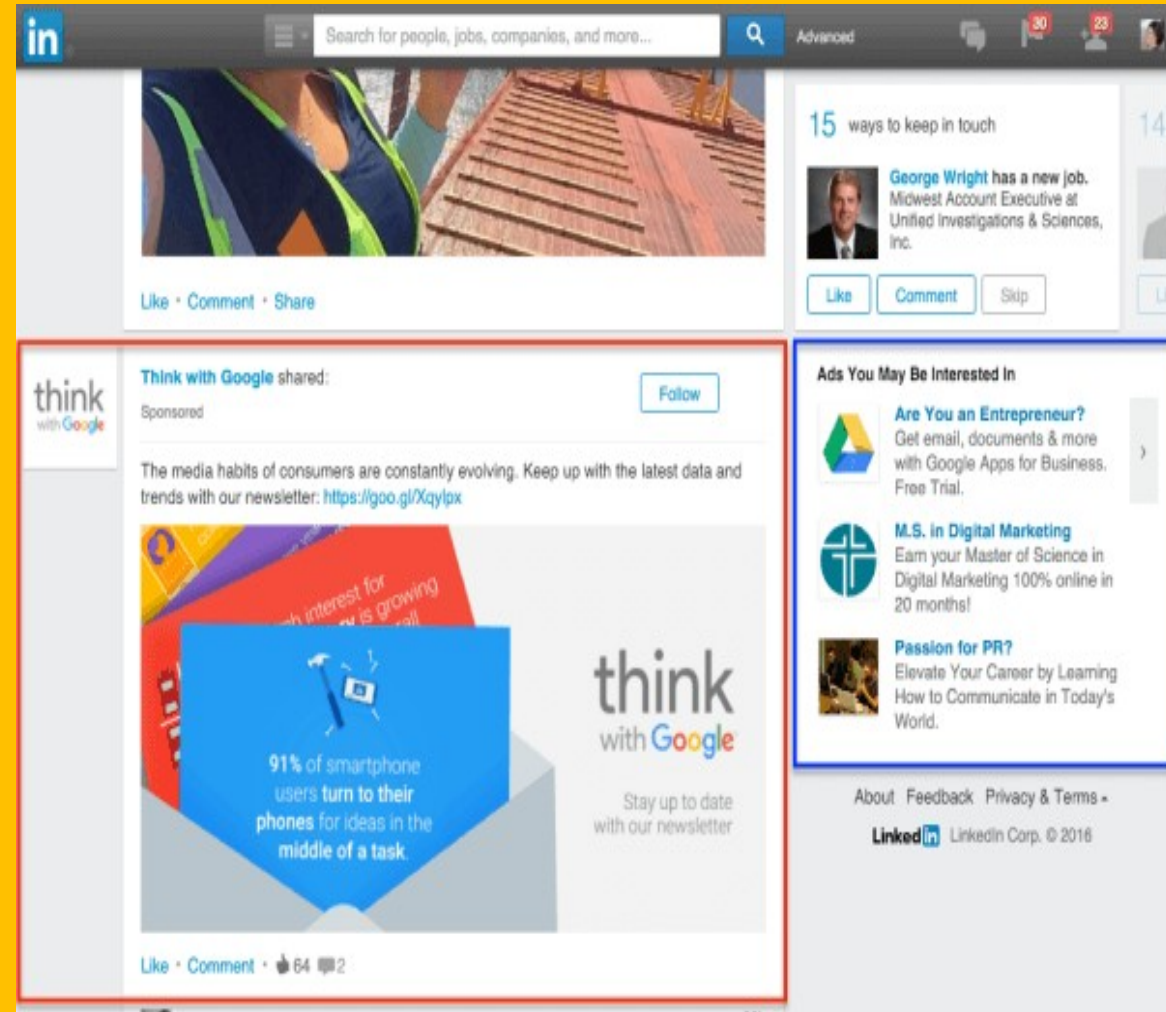
- New York Times
- BusinessWeek
- CNBC



We also have the ability to target your audience through demographics such as company size, title, industry and geographic targeting.

Sponsored Ads & Text Ads

Depending upon your goals, we will create either sponsored updates ads, text ads, or both. Both of these allow you to send visitors to your website. The differences between the two are where they are displayed. Below you can see one sponsored update in the LinkedIn news feed in the red box and three text ads in the blue box.



DIGITAL MARKETING PRICING & PACKAGE

SEO Package	Basic	Starter	Economy	Professional	Premium
SEO Package Price	\$150+ Tax	\$235 + Tax	\$285 + Tax	\$325 + Tax	\$475 + Tax
Duration	Monthly	Monthly	Monthly	Monthly	Monthly
	On Page Optimization				
Competition Analysis	Yes	Yes	Yes	Yes	Yes
No Of Keywords (Final)	5	10	16	22	35
Review of Content Wording and Structure	Yes	Yes	Yes	Yes	Yes
SEO Copywriting / Content Editing	X	X	Yes	Yes	Yes
Link Structure / Internal Link Analysis	X	Yes	Yes	Yes	Yes
Creation Of Title Tags & Description Tags Based on Initial Keyword Research	Yes	Yes	Yes	Yes	Yes
Robots .txt Optimization	Yes	Yes	Yes	Yes	Yes
Alt tags, Comments tags & Heading tags	Yes	Yes	Yes	Yes	Yes
Images & Hyperlink Optimization	X	Yes	Yes	Yes	Yes
Re- Optimization (If required during contract period)	X	Yes	Yes	Yes	Yes
Canonicalization	X	Yes	Yes	Yes	Yes
W3C Validation	X	Yes	Yes	Yes	Yes
Sitemap : Google / Yahoo	Yes	Yes	Yes	Yes	Yes
Google Analytics	Yes	Yes	Yes	Yes	Yes
Off – Page Link Building Services & Web Optimization					
Manual Link Request To Related Sites	Yes	Yes	Yes	Yes	Yes
One Way Links From Directory Submission	170	450	650	750	1000
Search Engine Submit	Yes	Yes	Yes	Yes	Yes
Article Submission	20	50	100	150	200
Link To Related Article	50	100	150	200	250
Blog Commenting	30	60	90	120	150

Profile Creation	50	100	150	200	150
Link From PR 2and above	10	20	30	40	50
Press Release (Writing Not Include)	5	10	20	30	50
Social Bookmarking	100	200	300	400	500
Forum Posting	30	60	90	120	150
RSS Feed Generation	Yes	Yes	Yes	Yes	Yes
Video Submission	No	No	5	10	20
Social Media Accounts (Social Networking)	1	2	5	10	10
CSS Submission	X	X	20	50	50

SEO Reports & Supports

Google Analytics Stats	Yes	Yes	Yes	Yes	Yes
Link Building Report	Monthly	Weekly	Weekly	Weekly	Weekly
Monthly SEO Report	Yes	Yes	Yes	Yes	Yes
E-Mail	Yes	Yes	Yes	Yes	Yes

Content Development & Optimization

Website Content	X	X	X	Yes	Yes
Blog Writing	X	X	1	2	2
Article Writing	4	7	10	15	20
Press Release Writing	X	X	1	2	2
Blog Creation	X	X	Yes	Yes	Yes
Blog Maintenance	X	X	X	Yes	Yes

SMO PACKAGE

(Monthly Price \$225+Tax)	
Social Media Strategy Consultation	☐
Google+ Brand/Business Page Creation	☐
Google +1 Votes	☐
Facebook - Setup / Enhance / Promote	✓
Facebook - Weekly Updates / Engagement Twitter - Setup / Enhance / Promote	✓
Twitter - Tweets Per Month	✓
LinkedIn Profile Creation	✓
YouTube - Setup	✓
YouTube - Enhance / Promote	✓
Myspace Profile Creation	✓
Blog Setup / Design	✓
Blog Promotion	✓
Blog Posts Per Month	✓

PPC PACKAGE

Monthly \$120+Tax		
Features		
Minimum Period	3 Months	☐
Account Setup		☐
Conversion Code Setup		☐
Keyword Research	20	☐
Bid Management	Auto	☐
Click Fraud IP Detection		☐
Competitive Analysis		☐
Attractive Ad - Copy		☐
Weekly Report		☐
Monthly Report		☐
Email Support		☐
Log File Analysis	Basic	☐
ROI Calculations		☐
Campaign Tweaking		✓
Conversion Tracking		✓
Chat Support		✓

Email Marketing Package

Monthly \$115+Tax

Frequency	Twice per month
Reach	10k email id

- The payments should be made in advance, in the beginning of the month.
- Fees to Google, Facebook and other advertising platforms are not included in this proposal. Such third party fees must be paid directly by the client. We can facilitate the payment.
- If fresh content development is required, additional content development charges will be applicable (Article, Blog and web content), unless the content is provided by the client.
- Any other cost for third party services will be chargeable extra.
- Tax will be charged extra.

Web Hosting

We provide best-in-class web hosting services for WordPress sites. Our servers are blazingly fast, scalable, customizable, and highly reliable. We provide service 24 hours a day, 7 days a week, 365 days a year. Your site is backed up daily. Also, to prevent any attacks on your site, we'll install iThemes Security Pro, the best WordPress security plugin available, on your site for free!

Also, we provide a CDN (content delivery network) using Amazon's CloudFront. A CDN is a large distributed system of servers deployed in multiple data centers across the Internet. Our CDN serves your content (pages, images, media files, etc.) to your end-users with high availability and high performance. In other words, your site LOADS FAST on both desktop and mobile devices. Also, for those of you who like to tinker with your site, we provide support for your WordPress site's theme in the event there is a problem with plugins or theme computability.

Web Hosting

Web hosting services include:

- 24x7 Monitoring with 30 Minute Live Response Time
- SSL Certificate
- 24x7 Emergency Support
- File Transfer Protocol (FTP) Access
- 5GB/month Outbound Public Bandwidth
- Unlimited Inbound Public Bandwidth
- Support for WordPress Themes
- Ongoing Patching & Security Updates

Valued Clients

Life Is On

Schneider
Electric

Microsoft

Redington
SEAMLESS PARTNERSHIPS

NetApp®

S&P Global
Platts

Dr.Oetker
FUNFOODS™

ASTRON
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SD BIOSENSOR

informa markets

Advanced
Silicones

genetix
Biotech Asia Pvt. Ltd.

iSOURCE

DHE
DELHI HANDICRAFT
EXPORTERS

GETZ
RACE FOR SPEED

ADVelocity
Ads on wheels in your city

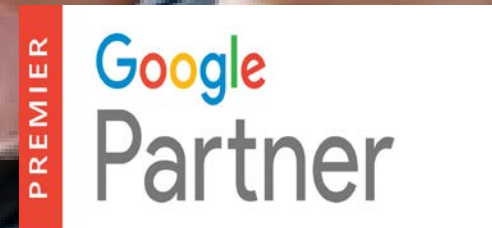
The boho bling
fashion accessories

DESIGNED
TO BE CHIC
BOUTIQUE
Be Exclusive - Be Online - Be Yourself

Aviskaa
Boutique

DrReddylab.com
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Thank
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