



A Complete  
**Digital Marketing**  
Solutions



[www.everexinfotech.com](http://www.everexinfotech.com)

# Search Engine Optimization

## Importance of SEO

- ❑ In today's competitive business, SEO is more important than ever. Search engines serve millions of users per day looking for answers to their questions or for solutions to their difficulties. If you have a website, blog or online store, on page SEO can boost your business grow and meet the business objectives.
- ❑ The majority of users that use search engines are most likely to choose one of the top 5 suggestions in the search results page, so to take advantage of this and earn visitors to your website or customers to your SEO online marketing you need to rank as high as possible.
- ❑ SEO is not only about search engines, as good SEO services improve the user's experience and usability of a website.
- ❑ Users trust search engine results, so by having a presence in the top positions for the keywords, the user is highly likely to trust the website.
- ❑ SEO optimization is great for the social promotion of your website. People who find your web site by exploring Google or MSN are more likely to push it on Facebook, Twitter, Google+ or other social media sites.
- ❑ SEO analysis can put you forward in the competition. If two websites are selling the same item, the website, which has undergone search engine optimization SEO is more likely to have more consumers and make more sales.



## What We Do ?



### Industry Analysis

Identify and analyse business dynamics such as target regions, customer demographics, industry best practices, and other variables at play.



### Campaign Planning

Collaborate with you to understand their marketing objectives, to create a holistic plan aligned with their goals and prerequisites.



### Link Building

Link Building is one of the most significant parts of SEO. This includes gaining backlinks (other websites that link to your website). You want important websites linking back to yours. We have a full list of the best sites to get backlinks from including social bookmarking sites, blog submission sites, directory sites, social media sites, and press release



## Competitor Research

We find out who your real online competitors are, how well their websites are optimized, we'll provide statistics about their website visitors and traffic, and we'll provide a strategy on how we can surpass them.



## Website Analysis

We will operate a full report on your present website and grade it on SEO. We will implement a list of optimization that your website already has along with a complete list of how we will improve it.



## Content Writing

If we feel that your website pages should be rewritten or if we believe that your website needs additional content and pages, we will have our professional team of editors and content writers write user-friendly and search engine friendly content for your website.



## Keyword Research

We find what consumers are searching for. We examine the monthly search volume for keywords and key phrases in relation to your industry. This allows us to narrow out the keywords and phrases to find the best possible terms to use. The fewer keywords that your site is focused on, the easier it is to optimize and the faster it will start attracting



## Frequent SEO Reports

If we feel that your website pages should be rewritten or if we believe that your website needs additional content and pages, we will have our professional team of editors and content writers write user-friendly and search engine friendly content for your website.



## Pay Per Click (SEO and PPC)

Everex Infotech offer leading SEO services India - can manage Pay Per Click (PPC) campaigns of any size, with low initial investment and high Yield on Investment (ROI). We can manage PPC campaigns like Google AdWords, Microsoft AdCenter and Yahoo! Search Marketing professionally, helping you draw paid traffic to your website cost effectively.

Our PPC assistance are known for

- Account setup, extensive SEO keyword research and bid management
- Competitive review, creation of ad copies, conversion code setup
- Conversion tracking, campaign tweaking, RoI estimation
- Detailed monthly reports and email support



# Search Media Marketing

## Importance of SMM

Social media marketing platforms is one of the most common stress-free and profitable digital marketing platforms that can be used to boost your business visibility. To begin with, create social media profiles for your business and begin networking with others. By implementing a social media strategy, it will help you significantly enhance your brand recognition. By spending only a few hours per week, over 91% marketers insisted that their social marketing efforts greatly enhanced their brand visibility and lifted user experience. Undoubtedly, having a social media page for your brand will help your business and with a regular use, it can also provide a wide audience for your social media marketing business in no time.

### Advantages of Social Media Marketing

- Cost-effective
- Increased traffic
- Enhanced SEO rankings

## What We Do ?



### Page Formulation

If you're new on the block, we create social media pages across various social media marketing platforms for your business. If you already have pages, we drive you to share credentials so we can start managing them.



### Reputation Management

Making sure your page is receptive to queries and engagements, and relevant to the latest trends and lingo assists keep your brand on top of people's minds.



### Promotions

Managing your social media marketing means managing contests and promotions as well. This is what supports you reach your target audience, creates an interest and encourages them to continue coming back.



### Reporting

Monthly reports help us keep a record on performance, leads and SMO optimization. We set practical goals and hope to achieve them with our meticulous planning



### Campaigns and Posting

Once we've ideated and reached at what needs to be communicated we start working on creatives that we can begin posting to make your page come alive!



### Organic Growth

The constant exercise and promotions win over a loyal audience. We use appropriate hashtags and keywords that help your page in being found.

# Social Media optimization

Social Media Optimization services or SMO is the usage of different social media platforms available on the internet which can be used for promoting and launching products and services. Facebook, LinkedIn, Google+ are few of the SMO generators which are used extensively by companies for advertising their brands and making their target markets informed of their products by arranging promotional campaigns on web. No business can deny the importance of SMO for growth and expansion. Here are some SMO advantages:

## Importance of SMO

- ❑ Stronger Web Presence
- ❑ Generate Potential Leads
- ❑ Stay Connected With Potential Consumers

## What We Do ?



**Reputation - build your reputation as a trustworthy qualified source**

Your reputation will be enhanced if you openly share your content and expertise including content that is not your own, engage with others through conversations and commenting.



**Engagement - encourage more engagement, sharing & reciprocate**

This can include commenting, specifying, shares, likes, and plus ones. We also encourage people to engage with a call to action, for example if you find this article helpful please share it.



**Leadership - harness originality & creativity, be a Thought Leader**

To us leadership is about high quality analysis, thinking and original content production.



**Social - be social, find and engage sociable experts in your field**

Explore out the experts in your field, read what they say, engage them in debate and share your ideas.



**Media - know your social media platforms to maximize influence**

It is important you focus on the right platforms and communities. Where does your audience hang out? Find and focus on the platforms, communities and groups where your audience hangs out.



**Optimization - improve technical aspects to increase social media optimization techniques**

Using the following you can optimize your site, Share buttons, Social Icons, Subscription options, Shareable content, Social login, Rich snippets, Title tags, Images

# “ About Company

Everex Infotech is a professionally managed, young and creative team, committed to provide you the best & qualitative solution in digital marketing and also best support in the industry. We have developed innumerable Websites, Mobile applications and innovations which are considered to be active business generating asset by the clients as on date.

Everex Infotech has its expertise in Digital Marketing and are leaders in providing digital marketing solutions. Our expertise is to strategies result oriented Digital Marketing Solution which are business specific and niche in its targeting.



***We aspire your association***

“A business that consistently enriches lives is a wealthy business”

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