



MOBILITY SERVICES



Digital Marketing

Results are the only way to measure the success of SEO. As the best web development company India, we can design and Redesign a strategy Using search engine optimization, social media, pay-per-click advertising, and content marketing, we can make sure your customers can find you just when they need you. Whether you need us to provide you with SEO, AdWords or website design services India, we make it our first priority to understand what you need to get the best return out of our services and tailor our strategy to match

Search Engine Optimization

Search Engine Optimization (SEO) is a process to increase the number of visitors and give visibility of your website or a web page by obtaining high rankings on search engine pages through natural or un-paid (organic) search results.

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a strategy of Internet Marketing which focus to increase visibility of a website in search engine result pages (SERP) and Pay Per Click (PPC) listings through optimization and advertising.

PPC Advertising, Google & Facebook

Pay Per Click or PPC is an internet advertising campaign on websites, in which advertiser pays to the publisher/website owner, when the users click on specific banner or a link. PPC is an actual way of gaining traffic to generate ads.

App Store Optimization (ASO)

App Store Optimization ASO is a practice of optimizing various mobile applications in an app store searches to improve rankings and higher visibility. It involves in marketing techniques to drive more downloads for an app.

Web Analytics

Web analytics is the process of measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage. It is also a tool to analyze and improve effectiveness of the website.

Social Media Optimization (SMO)

Social Media Option (SMO) is a process of gaining traffic through various social media sites to increase the awareness of brands, products, or services. It includes RSS feeds, social networking sites, social news, video and blog sites.

Online Reputation Management (ORM)

Online Reputation Management is the practice of monitoring the reputation of an individual business or a firm. It involves in re-building company's brand by tracking either negative or positive responses using SEO tactics.

Affiliate Marketing

Affiliate Marketing is a marketing strategy planning in a business rewards one or more affiliates for each visitor or customer brought by affiliate markets. It is all about engaging advertiser, promoter, or customer.

Content Marketing

Content Marketing is a marketing technique publishes a relevant, valuable, and unique contents attract visitors and making them into a potential customer on various format. It is driven to improve your business or organization.

Analytics

Analytics is an encompassing and multidimensional field that uses mathematics, statistics, predictive modelling and machine-learning techniques to find meaningful patterns and knowledge in recorded data.

Today, we add powerful computers to the mix for storing increasing amounts of data and running sophisticated software algorithms – producing the fast insights needed to make fact-based decisions. By putting the science of numbers, data and analytical discovery to work, we can find out if what we think or believe is really true. And produce answers to questions we never thought to ask. That's the power of analytics.

The use of social, mobile, analytics and cloud technologies (SMAC) is already enabling our advanced analytics solutions to extract meaning from your data so you can refine the products, services and experiences required to outperform your competition. Whether through analytical models, systems integration or data analytics and strategic consulting, we can help your data drive experience.

Identify the problem Business units specify the need, scope, market conditions and goal related to the business question they want to solve, which will lead to the selection of one or more modeling techniques

Prepare data for analysis. Depending on the business question and proposed analysis methods, this step involves using specialized techniques to locate, access, clean and prepare the data for optimal results. In our multifaceted data world, that could mean data from transactional systems, unstructured text files and data warehouses.

Explore data. Now it's time to explore the data in an interactive and visual fashion to quickly identify relevant variables, trends and relationships. (The shape of the data when variables are plotted out is called distribution of data. You can use shapes to identify the patterns.)

Transform data and create models. A skilled analyst or modeler builds the model using statistical, data mining or text mining software, including the critical capability of transforming and selecting key variables. Models need to be built rapidly so modelers can use trial and error to find the model that produces the best results.

Test and validate models. Once built, the model is registered, tested (or validated), approved and declared ready for use against your data. With a centralized model repository, you can store extensive documentation about the model, scoring code and associated metadata (data about the data) for collaborative sharing and version control necessary for auditing purposes.

Deploy models. When approved for production use, the model is applied to new data to generate predictive insights.

Monitor and assess models. The predictive performance of the model is monitored to ensure it is up to date and delivering valid results. If the model performance degrades, it's time to make changes. When it no longer works or serves a business need, it is retired.

Website Designing

A creative web design firm, we take time to understand our esteemed customer's business from web usability and search engine techniques. We create the highest quality bespoke websites to attract new customers, promote your brand, increase sales and maximize revenue. We utilize the latest technologies to design and deliver cutting edge web and digital user interfaces. Our websites are Fully Customized Website to Suit Your Business.

ECommerce and Content Management Systems

ECommerce or online stores, are becoming as, if not more, vital than physical stores. There are no limits as to who you can service via the internet so an effective eCommerce website will allow you to sell to a broader target market. At our ECommerce and CMS based Web Design Company India, Get the experience, knowledge and guidance you need for a successful eCommerce website.

Responsive Website Design with Mobile SEO Strategy

Best responsive web design includes these three technical features media queries, a flexible grid-based layout and flexible images and media. We can help you to structure your new website or help you to improve your existing one. With our Web Design India, We strive to get your website in right way from the beginning, giving it a solid foundation.

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Website designing plays a vital role, similar to that of advertisements. Your customers get impressed by seeing your product and services which is displayed beautifully and creatively. Also, a good design compels your website visitors to explore your website further and much deeper. The only way to keep your customers engaged and increase your sale is good content, easy-to-use features and exciting offers.

Branding

Often confused as one and the same, the difference lies in the approach and execution. Branding is a continuous process. Its essence lies in continuity and integrity in all strategies, approach, activities and documentation. Branding collaterals are expected to carry the brand along with its identity, philosophy and positioning forward, creating lasting impressions in the buyers' mind. Branding collaterals, managed strategically and responsibly, with judicious use of design, color, marks, typography, etc. are irreplaceable assets for a brand. Brand recognition, awareness and recall are established with rigorous and innovative branding initiatives; creative, intelligent and effective branding collaterals being at the helm of such initiatives.

Branding Collaterals

Branding Collaterals essentially are a collection of discreet brand communication tools and media. Branding collaterals are utilized to launch, promote, maintain, enhance and rejuvenate brands. In congruence with the brand's philosophy, values, character and aspirations, branding collaterals are integral part of marketing strategies and used to provide collateral support to all marketing, sales, pre-sales and business development activities.

Our Branding Collateral Design, Development and Print Services...

Concepts inspired by the brand's philosophy and character, novel perspectives in visualization, innovative and state-of-art design are some of the salient features of Branding Collateral Design and Development initiatives. We specialize in visualizing, designing, developing and printing of the following poignant and compelling Branding Collaterals –

Corporate Identity Design – Logos, Icons, Letterheads, Envelopes, Business Cards, etc.

Product Catalogues

Product / Service / Company Brochures

Collateral Folders & Corporate Stationery

Product / Service / Company Leaflets, Pamphlets, Flyers, etc.

Direct Mailers, Discount Coupons

Post-implementation support.

Outdoor and Indoor Displays

Posters, Banners, Dangers, Sun Packs, Flex Displays, etc.

Exhibition Kiosks and Stalls, Tradeshow Graphics and Signage

Brand Packaging

DVD / CD / Blue Ray Disc Covers

Websites, E-Catalogues, E-Brochures, Digital Newsletters

Brand / Product / Service Presentations

Social Media Branding

Point-of-Sale Takeaways

Sales Kits

Typical collateral materials include:

Business cards, letterheads, envelopes, printed & digital brochures, printed & digital newsletters, magazines, literature, websites, facebook splash pages, packaging, point of sale, direct mail, vehicle livery, advertising, display, exhibition stands & graphics, signage, branded power point, keynote presentations, Movies, Videos etc.