

Company Profile



ABOUT US

Turning Your Imagination into the Reality



WHO WE ARE?

Zenith Solz is a full-stack Digital Service Agency. We offer Digital Marketing, Branding, SEO, Social Media Marketing, AdSense/ AdWords/ PPC, Reputation Management, Web Design, Web & Mobile App Development, eCommerce Solutions & Cloud-Based services to Emerging Clients Worldwide since 2009.

The reason of our success is our prime focus on client's satisfaction and happiness with their product. If you look forward to impact the Digital Marketing World, we are here to help you.



12+ years
experience



Founder

with 13+ years experience
in Technology & Digital Marketing



25+
people

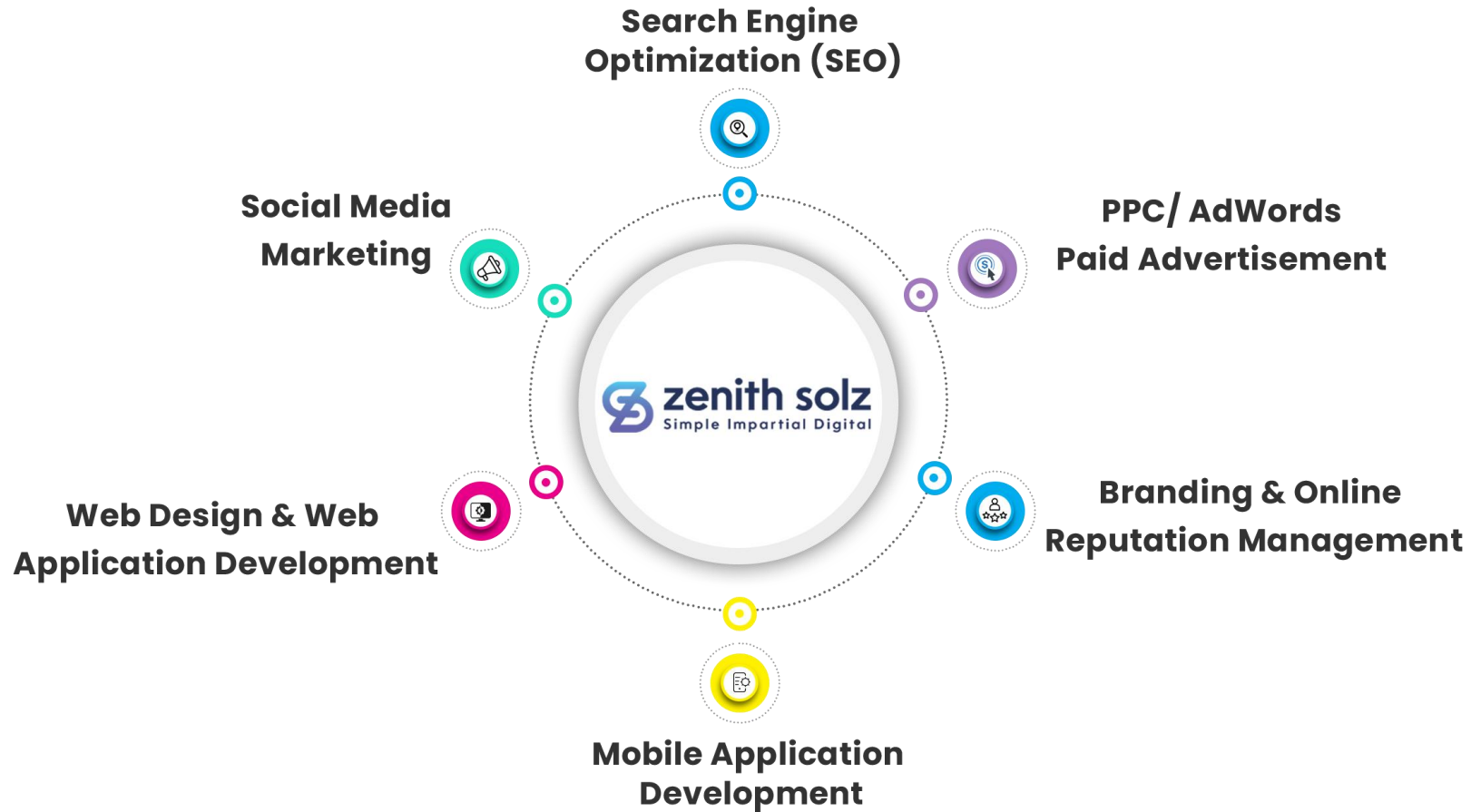


6,19,200
hours and counting



1500+
projects

WHAT WE DO?



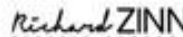
OUR CLIENTELE



OUR CLIENTELE



JONATHAN HOBAN

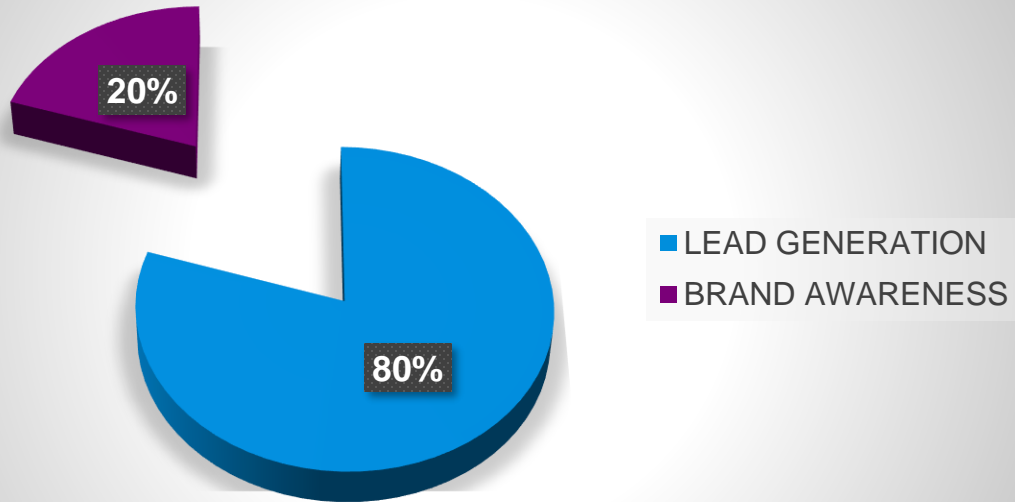


DIGITAL OBJECTIVES

Where Passion Meets Creativity



DIGITAL OBJECTIVES



INCREASE LEAD
GENERATION
(80% Focus)

BRANDING AWARENESS &
SOCIAL MEDIA REACH
(20% Focus)

STRATEGIC ROADMAP



APPROACH THROUGH THE FUNNEL

AWARENESS



INTEREST



CONSIDER

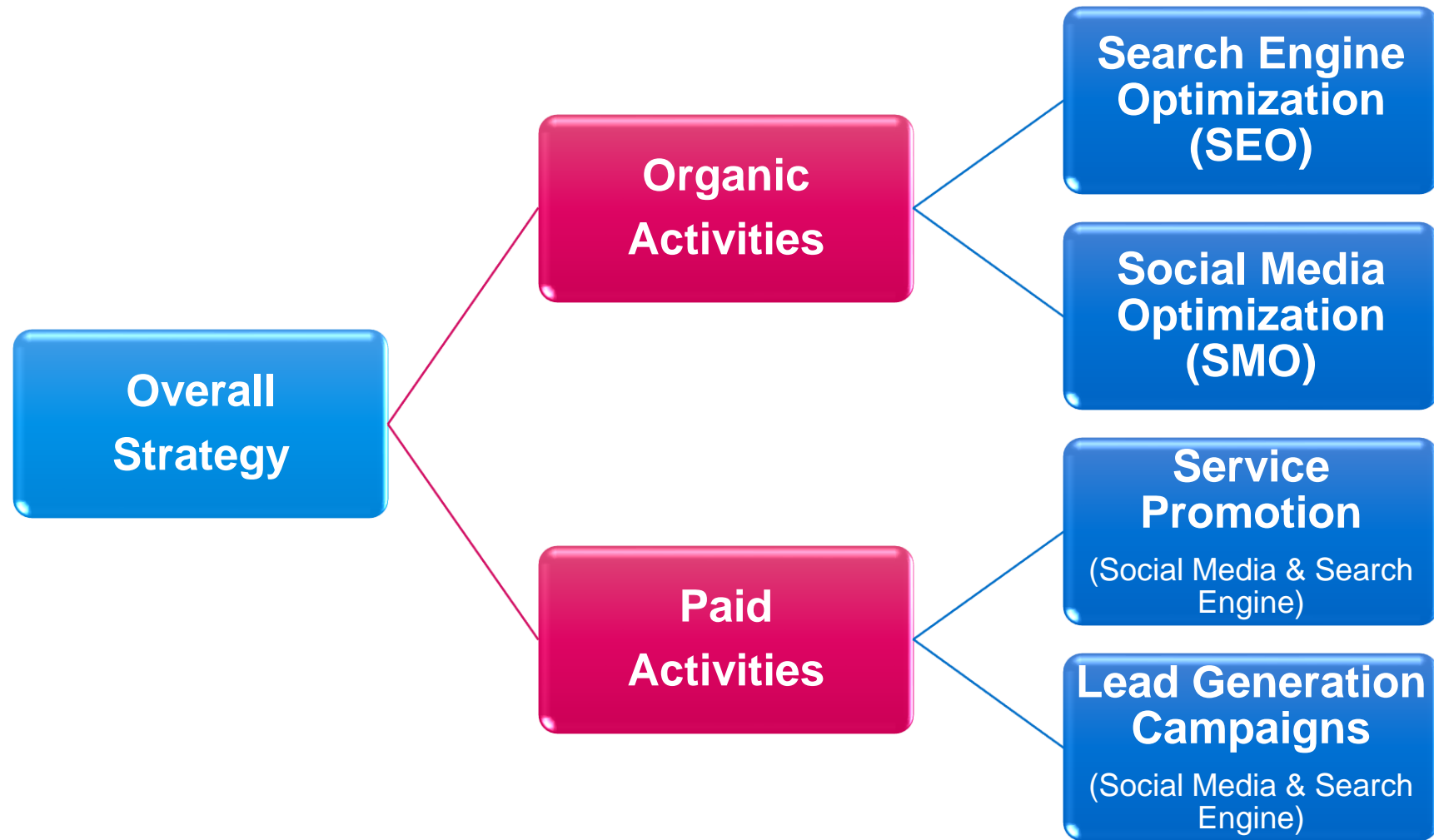


BOOKING & SALES



	Reach the right target audience	Engage with follow through series campaigns	Help them understand our USPs	Be at the right places to bring more Brand Advocates
Social & Search Channels	<ul style="list-style-type: none"> ○ Search Engine Optimization ○ Google AdWords ○ Facebook Ads ○ Instagram Ads 	<ul style="list-style-type: none"> ○ Series of Informational and appealing images ○ Implementing marketing strategies ○ Relevant content for different segments of the services offered 	<ul style="list-style-type: none"> ○ Trust Factors ○ Measuring conversions ○ Social Element Optimization ○ Landing Page Optimization 	<ul style="list-style-type: none"> ○ Search Engine Appearance ○ Social Media Ads ○ Google Ads

APPROACH THROUGH THE FUNNEL





BRANDING ACTIVITIES

The branding activities for the properties will be on the social channels like Facebook, Instagram, Organic Search Engine Ranking Position, etc.

The activities will increase the brand value of the company and generate top-of-mind brand recall of the projects. As part of branding exercises, we suggest the following campaigns:

- ❖ Facebook/Instagram Post Engagement
- ❖ Organic Search Engine Ranking Position



LEAD GENERATION CAMPAIGN

We will carry out lead generation and sales activities on different social media platforms, search engines and through email marketing. The activities will provide qualified enquiries from potential audiences who could be our valid customers. As part of lead generation exercises, we suggest the following campaigns:

- ❖ Brand Awareness
- ❖ SEO
- ❖ Property Promotion
- ❖ Targeting Audiences & Location
- ❖ Web Conversion
- ❖ Remarketing
- ❖ Lead Generation

SEARCH ENGINE OPTIMIZATION (SEO)

SEO is one of the first and still strongest types of digital marketing you'll come across. 94% of all the clicks in search results go to organic listings – not Paid/Sponsor Ads. The methods have changed over the years; but the aim is still generally the same. Get you higher up in the list when your customers do Google searches.



STEPS FOR SEO



COMPETITOR ANALYSIS

We identify your competitors and evaluate their strategies to those of your own product or service. We list product or service of your competitors, their profitability, growth pattern, marketing objectives and assumptions, current and past strategies, organizational and cost structure, strengths and weaknesses, along with size (in sales) of the competitors.

KEYWORD RESEARCH

We research and find out the popular keywords relevant to your service or product and commonly used by your target audience. Reaching the right audience is the key of the Search Engine Marketing process and with frequent keyword research we produce the content the target market is actively seeking for and respond prolifically to the changing market conditions.

ON PAGE SEO

- ❖ On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. Deployment of traditional SEO techniques often yields different On Page defects that impede a site from ranking higher.
- ❖ Landing page selection and make sure the landing pages are interlinked with all pages, like: header navigation, footer/ in content. Have direct links from your homepage to your most important page. Add in-content links to other relevant pages on your website.
- ❖ Checking of canonical issues and if found, resolution through 301 permanent redirections. https / SSL certificate checking.
- ❖ Checking of duplicate content visible in the website/ targeted pages using Copyscape Premium Software.
- ❖ Title tags optimization for all page. Meta Description tag optimization.
- ❖ Header tags optimization, especially H1 tag with primary keyword insertion. Proper keyword distribution of H1–H6 tags.
- ❖ Image ALT tags optimization using relevant and targeted terms.

ON PAGE SEO

- ❖ Google Webmaster Installation to monitor website glitches from search engine's point of view, generated search queries, current website status, crawl errors, 404 / 500 errors, duplicate Meta tags other technical errors etc.
- ❖ Google Analytics code installation on all the pages to monitor traffic sources and inflow, bounce rates, conversion rates etc.
- ❖ Proper anchor text distribution within the content and proper hyper linking with internal resources.
- ❖ Website speed optimization through various tools to gear up website loading time.
- ❖ XML Sitemap creation, uploading to the server and Google submission.
- ❖ Update the XML Sitemap regularly. Robots.txt creation and uploading to the server.
- ❖ Geositemap.xml and locations.kml files generation and uploading to the server for local optimization along with GEO & Schema.org tags addition.
- ❖ Social Media Profiles creation and insertion into the website
- ❖ Set-up a Google My Business page for your business. Doing so builds trust with Google and improves rankings for localized keywords.

OFF PAGE SEO & LINK BUILDING



"Off-page SEO" (also called "off-site SEO") refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs). Optimizing for off-site ranking factors involves improving search engine and user perception of a site's popularity, relevance, trustworthiness, and authority.

This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively "vouching" for the quality of your content. Search Engines evaluate the popularity of a website through the quality and number of backlinks that are linked to it.

We provide weekly/monthly reports including valuable metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which keywords are performing the best, and what we are doing to deliver the most conversions.

WHAT WE DO IN OFF PAGE SEO

- ❖ Branded Backlinks.
- ❖ Using manipulative link building tactics.
- ❖ Proper Keyword distribution in link profiles.
- ❖ Content Marketing
- ❖ Guest Posting
- ❖ Web 2.0 Marketing
- ❖ Article Syndication, Blog Posting, Press Release Submission
- ❖ Tier Link Building
- ❖ Company Profiles creation, Business, Local & Niche Directory Submission, Classified Ads Posting
- ❖ Blog Commenting, Participating in Forum discussion
- ❖ Review posting
- ❖ Social Bookmarking, Search Engine Submissions
- ❖ Question and Answering
- ❖ Video & Image Promotion, Info graphics, Document & PowerPoint Presentation
- ❖ Micro Blog & RSS Feed creation and submission

SOCIAL MEDIA MAINTENANCE



Objective

- ❖ Spread Awareness
- ❖ Generate Social Advocates
- ❖ Initiate Discussions
- ❖ Engagement

Summary of Activities

- ❖ Creating accounts on social media channels (if required)
- ❖ Different types of posts
- ❖ Create social media campaigns focusing on events, etc. to engage audience
- ❖ Performance Monitoring

STRATEGIC ROADMAP TO GOOGLE ADWORDS(PPC)



LOOKING TO INCREASE THE NUMBER OF NEW LEADS COMING INTO THE BUSINESS?

It's important to take advantage of the seasonal nature of your business and focus on the most time-sensitive sector first.

We'll be solely using Google Adwords to target your potential customers.

Currently, suppose you're averaging 7 enquiries a week, we'll be looking to increase that to upwards of 30 enquiries each week.



WHERE YOUR ADS WILL APPEAR?

Google Adwords

Location, Location, Location!

The objective is to get in front of people who are looking for what you sell. Many have tried but the only true way to do this is by getting in front of people actively searching for it on Google.

"Wedding planner" or "event planner" is always going to be too expensive to be able to profit from it.

Adding your location will help to bring it down but there are other ways of bringing the cost down and making it not only affordable but incredibly profitable.

THE PROCESS



❖ Step 1 | Interview

Before we get started, we need to understand exactly who we're trying to target, what they might be interested in and how they might respond to certain things.

It's unlikely you'll know exact answers but it gives a starting point.

❖ Step 2 | Sample Ads

You need to feel comfortable.

It's vital that you are happy with the language, the ad copy and the images we're using.

Sometimes odd combinations and weird, out of the box ideas are the most effective but we'll never run anything against your wishes.

Once approved...

THE PROCESS

❖ Step 5 | Going Forward

Over time, we'll start to notice which types of ads, markets, platforms and targeting are actually producing customers.

You never know this from day one.

Eventually, we can start shutting down the ads that aren't as effective at producing customers and double down on the ones that are.

Oddly enough, sometimes you can have very well performing ads that just attract tyre-kickers. On paper, it's great but in reality, they don't pay.

On the other hand, you can have a badly performing ad that actually filters people out, leaving only the very interested people clicking.

An example of this is called "price filtering". It's where you put a price in the ad. Anyone not prepared to spend any money will not bother clicking saving you a click from someone who wasn't ever going to buy anyway.

PAID AD CAMPAIGN MANAGEMENT

A paid social media campaign is a series of ads designed and scheduled to maximize your social media advertising results in achieving a certain goal or objective. Ads can include sponsored posts, search or display ads, static, video or interactive social media ads with paid budget behind them.



SCOPE OF SERVICES



SCOPE OF SERVICES

Research

We will start by analyzing your business and researching your industry. From this we will find the perfect keywords. In addition to competitive insights, we use industry-leading tools to discover more about your customer's online activities, interests, and demographics. We dive deep into your website and online presence to discover what's working well and identify new opportunities. All of this combined with our expert keyword insights allow us to develop a kick-butt digital strategy!

Strategy

You need a comprehensive digital customer acquisition strategy using the insights generated from our indepth research, grounded in proven consumer behaviour and marketing fundamentals. We will provide you with a comprehensive PPC / SEM / AdWords strategy outlining our recommended techniques for reaching your audience and rolling out a campaign that delivers on your digital objectives and goals.

Measurement

No brand, product, industry , or campaign is the same. We work with you to ensure you reach your goals and we measure the effectiveness of our campaign against those goals with meaningful KPIs. Whether your conversion is a purchase, a lead generation form, or a PDF download, we can track, report on, and optimize the campaign to deliver on those objectives.

CAMPAIGN SETUP & EXECUTION

Search Ads

❖ Ad Groups

Your campaign will be divided into specific ad groups, allowing for the best possible optimization between different industries, product categories, or geographies targeted by the campaign.

❖ Text Ad Development

Next, we take those keywords and build you the best search ads possible. We write the best copy to catch your customer's eye, and use industry best practices and features including sitelinks, call extensions, callouts, and more.

❖ Keywords

We deliver more than just a list of words! We start with an initial consultation meeting to discuss your product/service, clients, industry, competition, and more. After this meeting, Agency Co will use the most sophisticated tools available to uncover which keywords will perform the best for your campaign and determine exactly which terms and phrases your customers are searching for.

CAMPAIGN SETUP & EXECUTION

Landing Pages

Optimizing landing pages is a key part of a successful digital campaign that is too often overlooked. We provide valuable feedback on the structure and content of your landing pages to make the best use out of every dollar we spend sending customers to them. The better your landing page, the higher quality score your ads will have, and the more conversions you will see.

Bid Optimization

We will use the bidding strategy best aligned with the identified KPIs of the campaign, whether that be Cost per Click (CPC), Cost per Thousand Impressions (CPM), or Cost per Acquisition (CPA).

Display Ads and Remarketing

Outside of search, Google partners with thousands of sites to learn more about your consumer. Through sophisticated online targeting tactics, we can deliver your brand message to the right consumer at the right time. We will use a combination of the tactics below to best target your consumer.

- ❖ **Contextual Targeting** - We show your ads exactly when the audience is consuming content contextually relevant to your product
- ❖ **Interest Categories** - We reach your target audience, showing them relevant messages across the web
- ❖ **Remarketing** - We bring your customers back! These customers have shown interest in your product but did not convert. This is a great way to re-engage those used.

CAMPAIGN SETUP & EXECUTION



Video Ads (YouTube)

YouTube is the second largest search engine in the world, second only to Google itself. We will put your impactful video brand message in front of your ideal audience. Using YouTube's TruView ad format, you will only pay when a user views your video for 30 seconds, or to completion, whichever comes first.

Campaign Management

Managing these campaigns takes a lot of time, something most business owners and marketers don't have. We're here to help. On a monthly, weekly, or daily basis, our optimization experts will manage and optimize your campaign, including but not limited to removing underperforming ads/keywords, testing new ads/keywords, adding negative keywords, and landing page optimization recommendations to improve quality score.

Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which ad groups, ads, and keywords are performing the best, and what we are doing to deliver the most conversions.

WIN-WIN PRICING

Your Growth is Our
Win!



THANK YOU!



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