



# LET'S

# GROW YOUR BUSINESS

With

**RR WEB DEVELOPMENT**

[www.rrwebdevelopment.in](http://www.rrwebdevelopment.in)

# Why **RR** Web?

On behalf of the entire team here at **RR Web Development**, I want to thank you for the opportunity to earn your business as your provider of **Website Development & Digital Marketing Services**. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understand how much we appreciate being able to put this proposal in front of you today.

At **RR Web Development** we believe in standing out. We stand out as a Website Development & Digital Marketing Company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

## **Our Mission**

We have been indulged with various small and big business brands to help them start their journey to success. The innovative ideas of **RR Web Development** always created a great impact on the online reputation of clients.

I've included a lot of details in this proposal, because I want to make it abundantly clear that **RR Web Development** is the best Website Development & Digital Marketing Company leveraging **400+ brands** to help them generate revenue - oriented results, Since 2018. You'll find details regarding the functionality of your future website, our webdesigning & Digital Marketing process and detailed project pricing.

# Your Website:

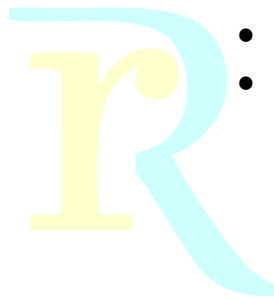
As discussed during our meeting, we've developed a vision for your website that we feel will greatly improve your overall branding, expand your digital marketing efforts and increase the volume of leads generated for your sales team.

## *Your website will include the following pages:*

- Home
- Gallery
- About Us
- Vision and Mission
- Blog
- Service
- Testimonials
- Contact Us

## *There are a few key features that we'll build into your website.*

- E-Mail Id Official
- Social Media Integration
- Search Engine Submission
- Social Media Optimization
- Google My Business Management
- Mobile Friendly Website
- Google Analytics Integration
- Optimized For Fast Loading



Our team is proficient in CRM & Website development using every frame work Like Laravel, CodeIgniter. **Based on your needs, we feel that PHP(Laravel) is the best platform for your website. For Back-end we will use PHP(Laravel) and HTML5, CSS3, JQuery for front-end**

# Our **Web Development** Process

We take a structured approach to design a website. Our development process was created to ensure every project is delivered on-time and on-budget. Once your Website Development project kicks off, here's what to expect.

## **Initial Planning**

The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the website design process.

## **Wire - framing**

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

## **Content and Graphics**

Once we've agreed on a final design based on the wire-framing, our team will proceed with development, kicking off two phases in unison. First Creating & Copy all content and 2nd creating and copy all graphics.

## **Development**

At the same time, we'll kick off the technical side of the web design process. This will include deploying your CMS, creating your custom design & Pages, and setting up your website analytics.

## **Testing**

Once our writers, designers and developers have finished their work, our QA team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, speed, and google search result, while also ensuring that it works reliably on all web browsers and mobile devices.

## **Deployment & Optimization**

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain & hosting. Then we'll shift into a monthly support process that will continue for 6 months. During that period, we'll create monthly backups of your site, update scripts and plugins, to main security and reliability, and perform layout and content updates as your request.

## **Support**

We provide you 6 months Website maintenance support.



Now You Have An Astonishing **Website**

**BUT YOUR CLIENTS**

**DON'T KNOW**

**ABOUT YOUR WEBSITE**



**Don't Worry!**

**RR Web Development Team** Will Help You to Reach The Target Audience through Your

**FOR MORE TRAFFIC**

Your business Needs following services

1. Search Engine Optimization
2. Social Media Management
3. Google My Business Listings
4. Google & Social Media ADS
5. Youtube Marketing
6. Web Site Maintenance

# Search Engine Optimization (SEO)

Search Engine Optimization helps the website to have more traffic and increase sales. SEO focuses on the quality of traffic as it attracts all visitors who are genuine buyers of products & Services that you are offering. SEO not only brings traffic to your website but it brings relevant traffic who is genuinely interested in your products/services.



## Our SEO Service Includes.





# Social Media Management

Search engine optimization is a long term process and it helps you in getting your website ranked on Google but its take some months for better result. As we know that Google is the largest Search Engine platform But it is also true that other platforms (**Facebook, Instagram, LinkedIn, Youtube, Twitter**) also have their own target audience which we cannot ignore. To capture all these audience, we have to make a good presence of our business on social media platforms for which we have to get **Social media profile management**.



Social Media Marketing (SMM) helps you and your business interact with your potential customers on Facebook, Instagram, LinkedIn, Youtube, Twitter, Pinterest, etc... On these platforms you can easily promote your services/products and will be able to reach more customers in lesser time. Thousands of reliable leads related to business can be generated using social media platforms.



# Our **SMM Service** Includes



SMM services of RR Web Development include marketing on all social media platforms. We are offering Facebook Marketing, Instagram Marketing, YouTube Marketing, LinkedIn Marketing, Twitter Marketing, and Pinterest Marketing to our clients.

## **We Provides....**

***Business Page Creation***

***Tabs Creation***

***Post on Page***

***Responding To Comments***

***Video Posting***

***Competitors Analysis***

***Cover & Profile Pic Creation***

***Page Optimization***

***Sharing Post in Groups***

***Hashtag Research***

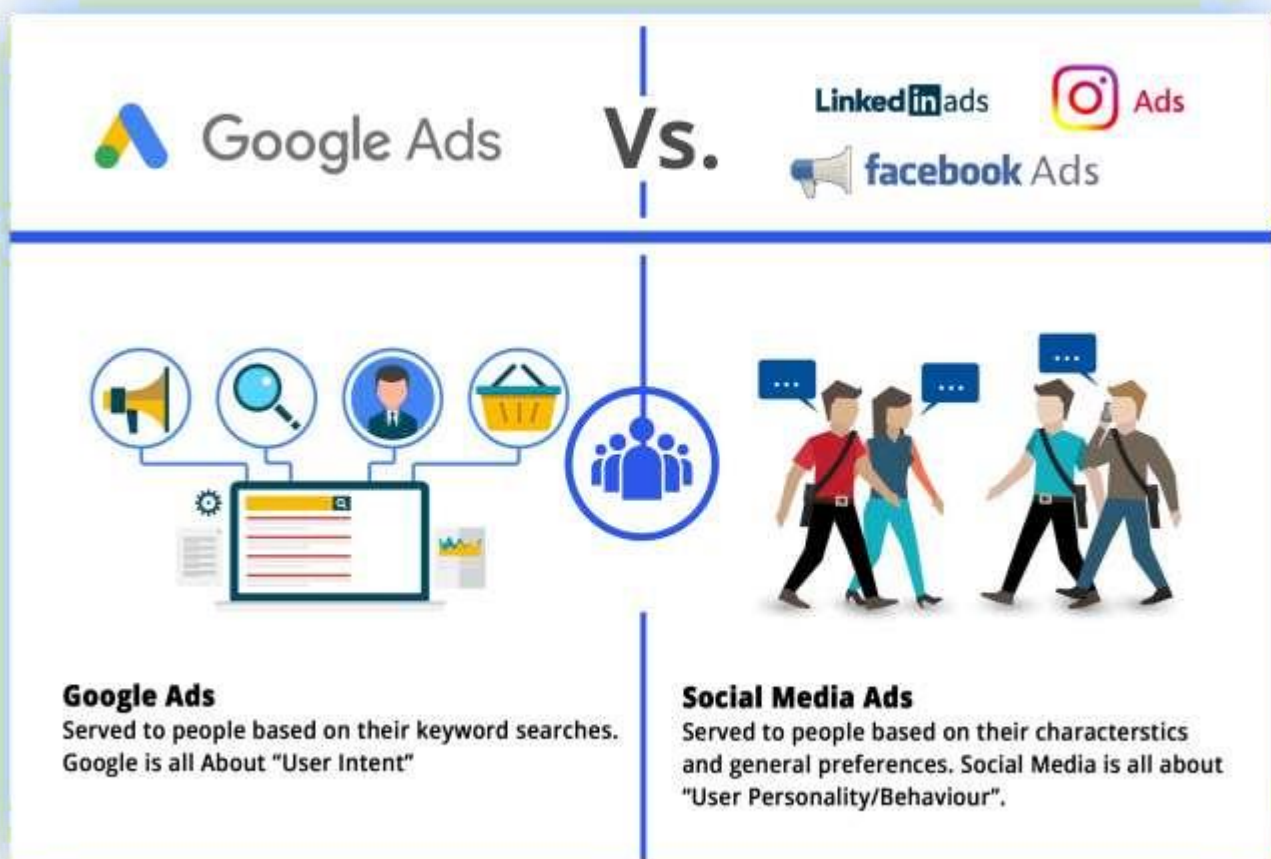
***Page Monitoring***

***Traffic Monitoring***

# Google Ads & Social Media Paid Ads

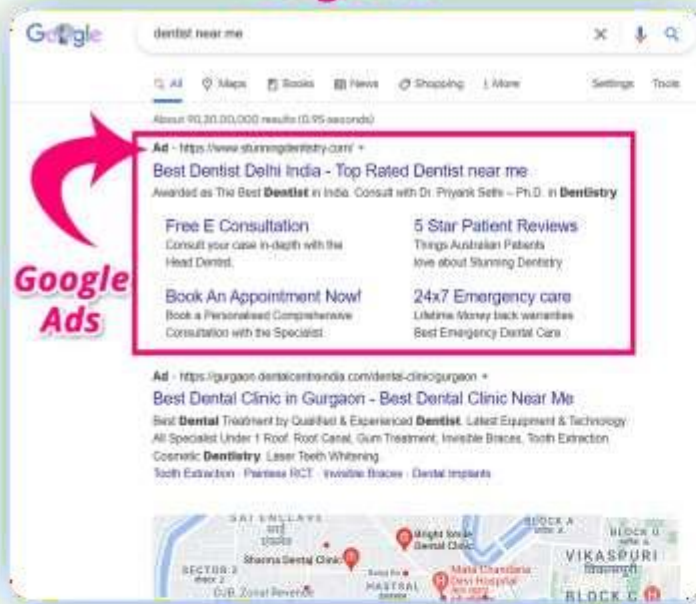
Search Engine Optimization & Social Media Management is very important for any business Website. But it takes some time to get good results. That's why we need to run Google Paid Ads & Social Media Paid Ads till our SEO & SMM is complete. So that some revenue can be generated and Website traffic too. We can do our brand awareness, Lead Generation, Sales Generation, App Installs, Website Traffic generation within 2 to 3 days by Google Paid Ads & Social Media Paid Ads.

Isn't this awesome?



# Examples of different paid ads.

## Google Ad



## Facebook Ad



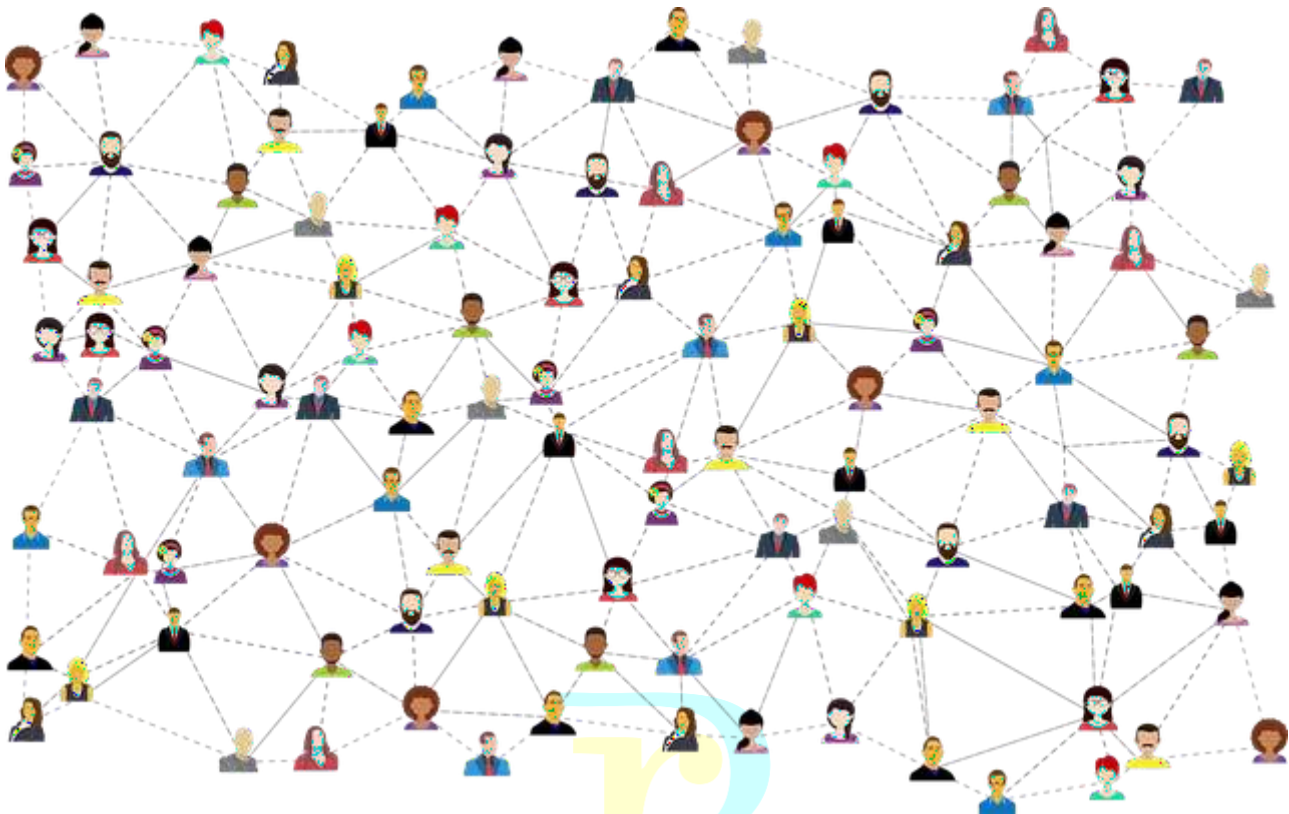
## LinkedIn Ad



## Instagram Ad



# Lead Generation



In Digital Marketing, **lead generation** is the initiation of consumer interest or inquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list acquisition or for sales leads. The methods for generating leads typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers. Leads may come from various sources or activities, for example, digitally via the Internet, through personal referrals, through telephone calls either by the company or telemarketers, through advertisements, and events.

## OUR LEAD GENERATION SERVICE INCLUDES

Search Ads | **Display Ads** | Video Ads | **Shopping Ads**

Conversion Tracking | **Competitor Analysis** | Keyword Optimization

**Detailed Audience Creation** | Business Manager Set Up

Pixel & Tracking Installation | **Remarketing**



# Content Marketing

We offers an unique , quality and wide Range of content writing , web content Writing, SEO article writing, Press release Writing to get more then more audience.



## Copywriter

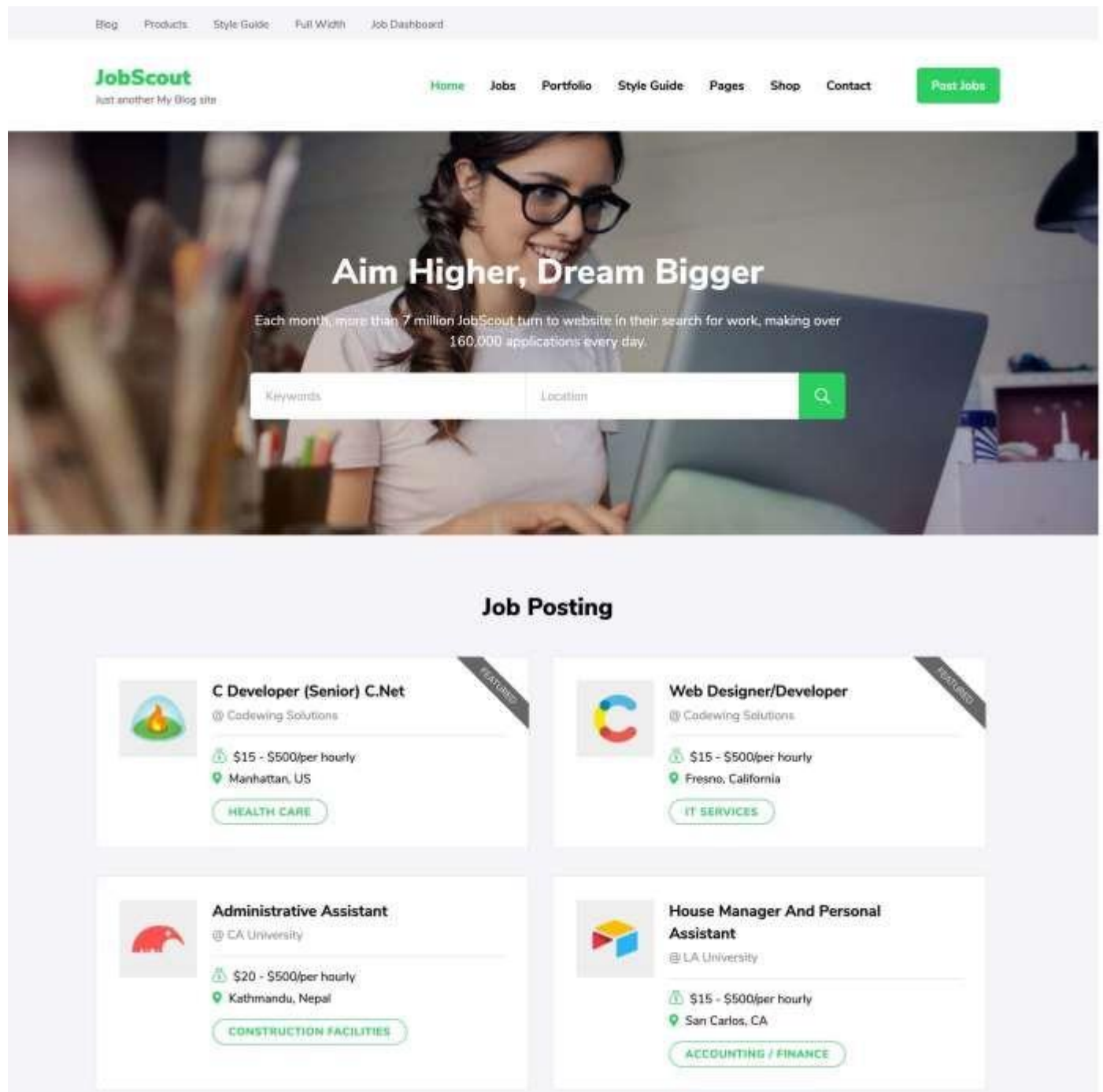
- ✍ Drives sales or lead generation
- ✍ Delights the reader so they WANT to take action
- ✍ Uses emotion to "seal the deal" with words
- ✍ Used for ads, emails, websites, social media

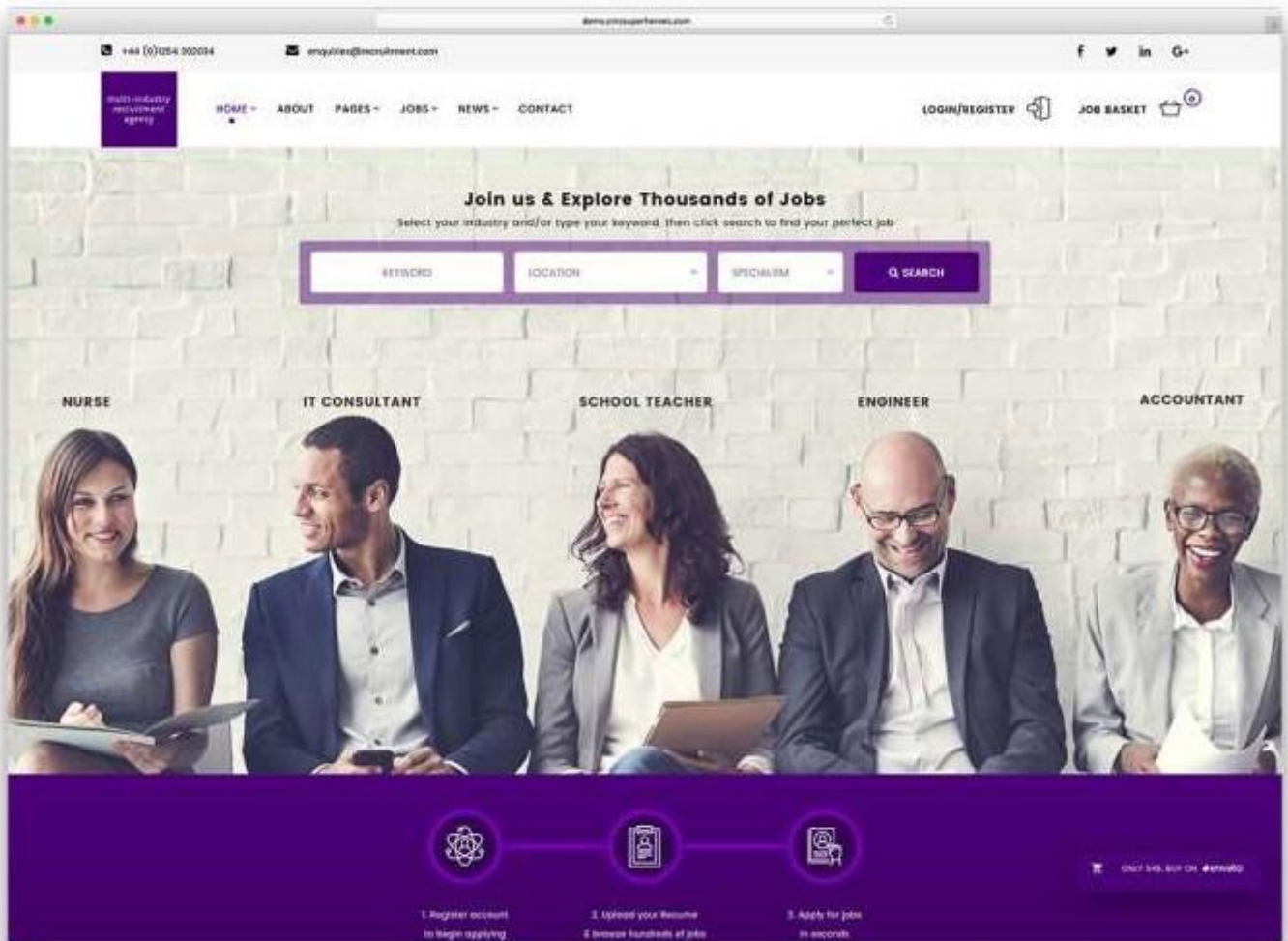


## Content Writer

- ✍ Uses storytelling to bring a business to life
- ✍ Informs, educates, and engages the reader
- ✍ Builds know/like/trust factor over time
- ✍ Longer form content like blogs, articles, white papers

# Landing Page or Website Design







# Find your next commercial property

For Sale

For Lease

All properties for sale

New York City, NY

Search

Advanced Search

LoopNet has more traffic, listings, and geographic coverage than any other commercial real estate marketplace.

5 million  
MONTHLY VISITORS

800,000  
LISTINGS AVAILABLE

\$425 billion  
IN PROPERTY FOR SALE

6.3 billion  
SQUARE FEET FOR LEASE

# The best way to find your home

All contracts

Property Title

Property Type

SEARCH

Advance

NEW/REAL ESTATES



Brick Estate5



Address: 5166 Keiners Ln  
Style: House  
Neighborhood: Robinson Township



\$739,900

Old Mansion4



Address: 556 Squaw Run Rd E  
Style: House  
Neighborhood: Fox Chapel



\$1,795,000

Suburban Living-1



Address: 106 Birch Dr.  
Style: House  
Neighborhood: Pine Township



\$534,000



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HIGH-END BRAND APPLIANCE REPAIR  
We're equipped with all the necessary parts to send a trained technician to your home and provide the service for your high-end appliances.



# Digital Marketing Measurements

## Calculation

**ROI (return on investment) =  $[(\text{Payback} - \text{Investment}) / \text{Investment}] * 100$**

Many tools and systems are available to calculate your ROI and to measure the effectiveness of your digital marketing campaign.

## ROI tools

- *Google analytics*
- *Google webmasters tools*
- *Basic google search*
- *Google adwords*
- *Social media monitoring tools*
- *Sentiment analysis tools*



## Conclusion Over traditional marketing

- *Puts the consumer in control*
- *Provides convenience*
- *Increases satisfaction*
- *Drives brand loyalty*
- *Reduces the selling cycle*
- *Reduces the cost of sales*
- *Builds your brand*
- *Provides targeted results*
- *It is measurable \**
- *Cost effective \**

# OUR **SERVICE** & PRICING FOR YOU

**1. Website Devl.(Lite)– INR 15,000/-**

**2. Website Devl. With Payment Gateway (Lite)– INR 16,000/-**

**3. Website Devl.(Pro)– INR 40,000/**

**4. Website Devl. With Payment Gateway (Pro) – INR 45,000/-  
to 50,000/-**

**5. E-Commerce Website Devl.(Lite) INR 45,000/-**

**6. E-Commerce Website Devl.(Pro) INR 85,000/-**

**7. Website Maintenance Annual Cost- INR 25,000/-**

**8. SEO Upto 15 Keywords – INR 15,000/-**

**9. Social Media Management- INR 15,000/-**

**10. Paid Ad Campaign Creation Social Media - INR 7,500/-**

**11. Paid Ad Campaign Creation on Google - INR 12,000/**

**12. Youtube Profile Management – INR 15,000/-**

**Duration for Website: 15 to 30 Days or 60 to 90 days of e-Comm**

**Note:** The above price excludes the Following:

- Hosting & Domain , Ad Budget
- GST (18%)
- **This Proposal Valid Till 6th Feb 2024**

### **Approximately Cost for Hosting:**

**1 Year : Rs. 3000/-**

**2 Year : Rs. 4500/-**

**5 Year: Rs. 10,000/-**



# THANK YOU!

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**RR WEB DEVELOPMENT**



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