# WebOccult

## TECHNOLOGIES

**Profile : <span style="color:red">Non Tech</span>**

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**WebOccult Technologies Pvt. Ltd.**

# Profiles

1. Business Development Executive

    a. Bidding Portals
    b. Outbound Sales

2. Digital Marketing

    a. SEO

        i. On-page SEO
        ii. Off-page SEO

    b. Social Media Marketing (SMM)

    c. Content Marketing

        i. Email Marketing
        ii. Blogs

    d. PPC (Paid Marketing)

        i. Google Adwords
        ii. Facebook Pixel
        iii. SEM

3. Content Writing

    a. Technical Content Writing
    b. Non-technical Content Writing

4. Project Coordination

5. Hubspot Consultant

6. Business Analyst

7. Relationship Manager

# AI ML Development

## What is it?

Attracting new clients by innovating and overseeing the sales process for the business. Working with senior team members to identify and manage company risks that might prevent growth. Preparing and delivering pitches and presentations to potential new clients.

## Technologies

- **Machine Learning**

  Role

- **Computer Vision**

  A soci

- **Chatbot Development**

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- **Natural Language Processing**

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- **Data science and Research**

  Role

- **Image Processing**

  A soci

- **Voice-based AI**

  Conte

- **Technological Roadmap on AI ML**

  PPC o

## Tools and Framework

The role of a content writer is to create print and digital content for companies that provide information or showcase the products or services they offer. To develop content that accurately reflects company ideals, content writers often research the material they need to write each article or product description.

i. Technical Content Writing
ii. Non-technical Content Writing

## Benefits

A project coordinator has to handle administrative tasks for the project manager and team members to keep the project running smoothly. This may include ordering equipment and supplies, managing deadlines and workflow, and scheduling meetings and appointments.

## Drawbacks

HubSpot consultants help in generating qualified leads, accelerate sales, organise and segment your contacts, build sequences that convert, and above all sets up for growth. They help with implementation and provide inbound marketing services using HubSpot's software.

## AI ML in fields like

Business analyst belongs to the product development team and is responsible for analysing the business domain, documenting its systems and processes, outlining the needs of the business, and matching the software being built with a software business model.

## Future of AI ML

Relationship Managers build and maintain relationships with clients and partners. They give clients personalised advice, build rapport and provide quick responses to their inquiries. Build and improve relationships with customers, key suppliers and partners.

# CMS Development

## Hubspot Development

### What is it?

HubSpot is an inbound marketing, sales and customer support software platform that provides Content Optimization System (COS) which is all in one web development and marketing hub.

### What do we provide?

- #### COS-based website Development

  Role

- #### Landing page Development

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- #### Blog Development

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- #### Newsletter Design and Development

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- #### Maintenance and Support

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- #### HubSpot Consultancy

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# Web Development

### WebFlow Development

WebFlow is a SaaS application that allows designers to build responsive websites with browser-based visual editing software. While designers use the tool, WebFlow automatically generates HTML, CSS and JavaScript.
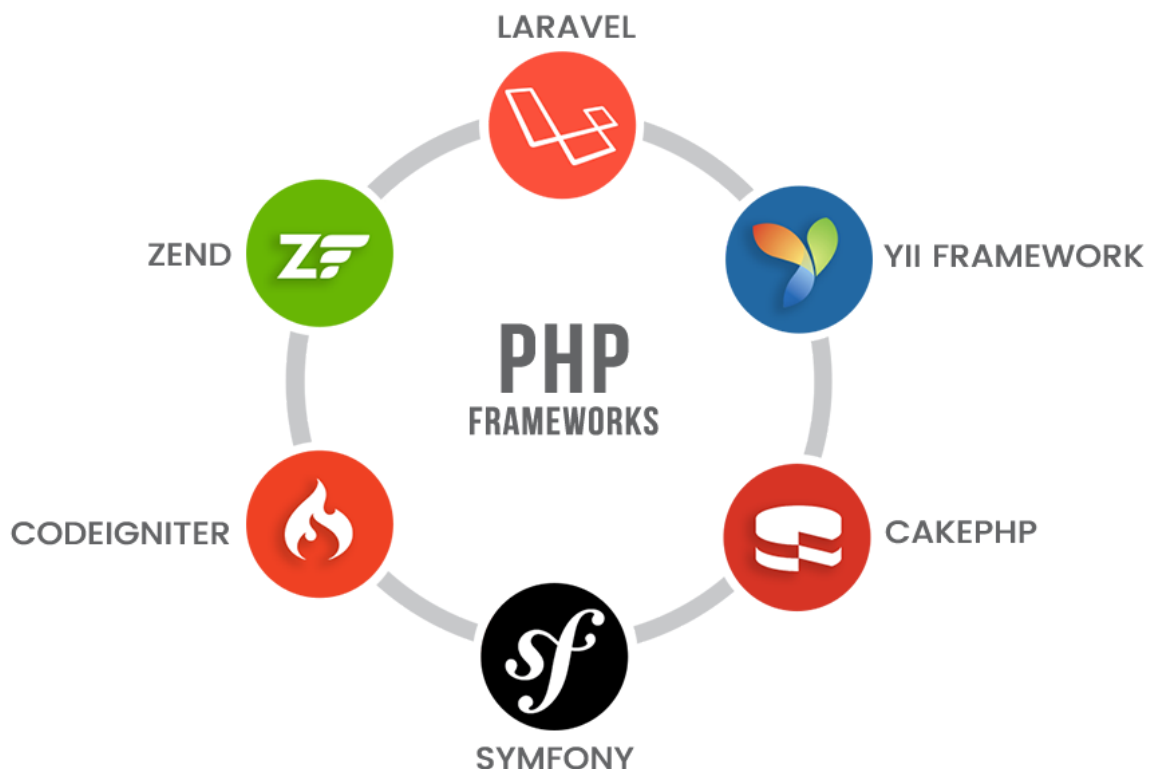
PHP is a widely used open-source general purpose scripting language that is especially suited for web development and can be embedded into HTML.

**What do we offer?**
PHP Application Development
PHP Portal Development
ECommerce Development
Migration and Upgradation Solutions
PHP Support and Maintenance
PHP-based CMS Development

**PHP Frameworks**



1.  **Laravel :** It is one of the best PHP web frameworks that is open-source, easy to use, scalable, speedy task execution, advanced memory management and supports automated testing. On the contrary, it is not a good option for adding and managing content as it will create a separate admin panel to edit content. Try using CMS instead.

2.  **Symfony :** It provides bundles and components for higher flexibility and productivity, stable and well tested framework, easy app maintainability

due to reusing of components. Its drawback is that it is not good with app performance and speed therefore not preferred to create high load real-time apps.

3. **CodeIgniter :** It is fast, reliable, small in size, lightweight (2mb), easy error handling, included form and data validation functionality, good security like XSS filtering, CSR protection, password handling. It has a drawback that the framework updates are bit irregular/

4. **CakePHP :** It has built-in testing features to maintain and enhance code quality, built-in validation features make development easy and less time consuming, includes CSRF protection, XSS protection, SQL injection prevention. It has a disadvantage that it does not support default routes for fancy URLs.

## Tools and Technologies
Zend Studio, Code Lobster, Sublime Text 3, NetBeans, AWS Cloud 9, PHPDebugbar, Eclipse

## Advantages
Responsive, Scalable, Fast-paced performance, SEO-friendly, Tailored Solutions

<span style="color:red">Laravel Development</span>

Laravel is the most popular PHP framework because it allows developers to design and build high quality websites while saving development time.

**What do we offer?**
Customization and integration using laravel
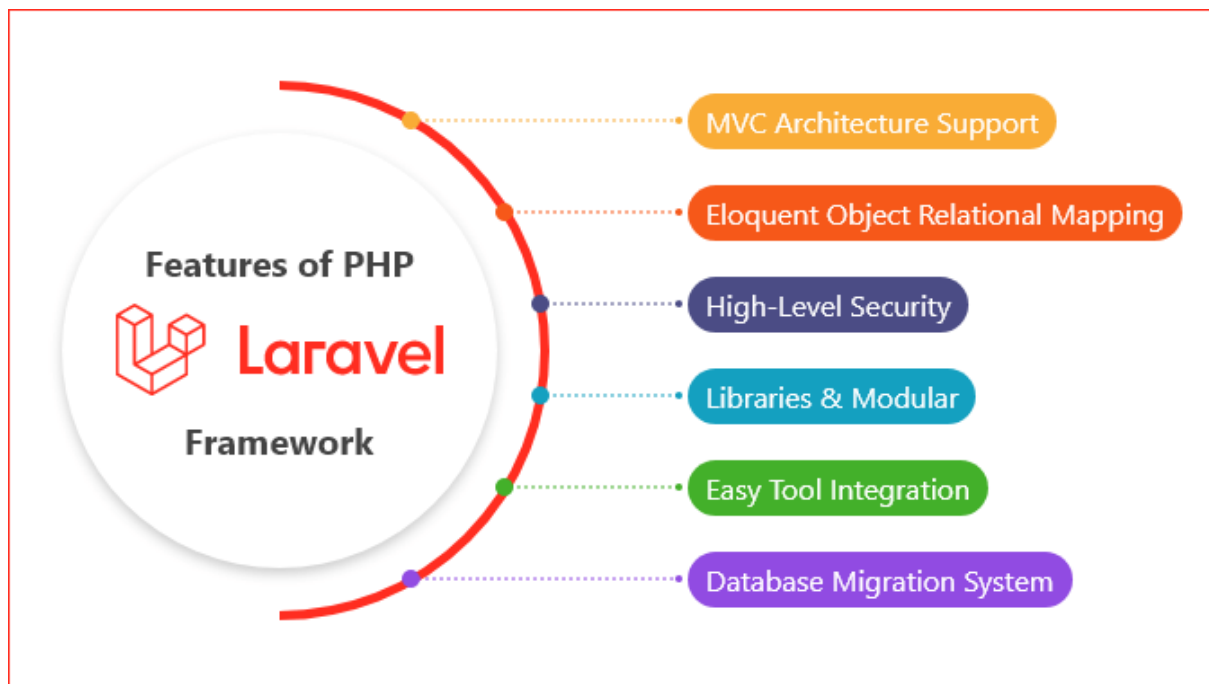Laravel-based Ecommerce Development
Laravel CMS Development
Restful App Development using laravel
Laravel MObile App Development
Maintenance and Support

**Features of Laravel**

AngularJS is a structural framework for dynamic web apps. It lets you use HTML as your template language and lets you extend HTML's syntax to express your application's components clearly and succinctly. AngularJS's data binding and dependency injection eliminate much of the code you would otherwise have to write.

**What do we offer?**
AngularJS web application development
AngularJS mobile application development
AngularJS app testing and maintenance
AngularJS migration and support
AngularJS consulting and api development
E-commerce and enterprise app development



Advantages

Disadvantages