

BOOST WEBSITE'S RANKING

DIGITAL MARKETING PROPOSAL



TABLE OF CONTENTS

ABOUT ACMASOFT TECHNOLOGIES	1
OUR CASESTUDY	2
WHY SEO?	3
OUR DIGITAL MARKETING SERVICES	4
SEO PACKAGES	5
SEARCH ENGINE MARKETING (SEM)	7
SOCIAL MEDIA PACKAGE	7
SOCIAL MEDIA MARKETING	8
INSTAGRAM ADS CREATION	8
SEO REPORTING	9
OUR PORTFOLIO	10
PORTFOLIO LINKS	11
LOTS OF HAPPY CLIENTS	12
CONTACT US	13

ABOUT ACMASOFT TECHNOLOGIES

ACMASOFT TECHNOLOGIES is the leading SEO services provider in India. Our SEO Solutions bring speedy Return on Investment (ROI) you put into your business. To obtain that, AcmaSoft strictly follows ethical SEO approach.

Our team of SEO experts have years of training in this field, and are equipped with the knowledge on how to promote your website on major search engines such as Google, Yahoo, Bing and the rest.



OUR MISSION

Our mission is to serve our client base with result-oriented SEO approach while maintaining the business integrity and efficiency they have become accustomed to.



OVERVIEW

For a number of years now, ACMASOFT Technologies has been able to maintain its reputation as the foremost SEO service providing company in India.

Our expert SEO team makes sure that your website remains on top of the charts for all search engines

Our SEO solutions are result driven and we offer them at highly affordable costs.



OUR VISION

To generate a winning network of clients and customers. We believe that by serving the best SEO facilities, we can sustain a success driven vibe for the company and clients alike.



OUR CASESTUDY

Thanks to the current age of the internet, all business ventures have a fair opportunity to market their products & services to millions of people across the world. Our expertise in the field of SEO has allowed us to serve a vast number of small and medium scale businesses, by ranking their websites among the elite and thus skyrocketing their ventures to the very top.



Monitor & Benchmark

Our SEO project starts off by reviewing the website and identifying potential weaknesses and opportunities.



Research Industry

Our SEO experts thoroughly analyse the business requirements within your industry.



Analyse Competition

Our SEO team is apt in analyzing your competitors to find what works best for you.



Strategy Development

SEO ranking factors revamp quite often, so we follow the current trend to develop strategies.



Implement Strategy

Once the complete strategy is defined, we quickly get back to implementing the same.



OUR APPROACH:

- Formulate an SEO team & develop an integrated keyword strategy
- Monitor user needs and restructuring the site's content
- Make a URL strategy to perk up of established value
- Eliminate and/or merge sections of the old website to facilitate keyword strategy



THE CHALLENGES:

- Create a search friendly website
- Boost site visibility
- Refine user experience
- Enhance website visitors



RESULT:

- 60% Increased web traffic
- 70 % increased mobile traffic
- 50 % bonus revenue this year

SEO METHODOLOGY

Phase 1

- SEO Audit
- Understanding Your Company
- Competition Analysis, Customers
- Target Demographic
- Identify Key Metrics of Success (Traffic)
- Keyword Research, Analysis, and Selection

Phase 2

- On Page Optimization
- Off Page Optimization
- Local Search Marketing
- Advance SEO Activities

WHY SEO?

Search Engine Optimization refers to the process of boosting your page ranking on a search engine. The phenomena concerns with maximizing the viewer trafficking to your website by displaying it high up on the search result. The same implies for SMO (Social Media Optimization).

Thus the role of SEO for a web developer/blogger is irreplaceable. No matter how good your website may look like, if a grand total of 0 viewers look at it, the whole effort seems pointless.

The digital world has changed dramatically over the past few years, but SEO still remains an important and effective marketing strategy. While there are many benefits to a good SEO strategy, a few of them discussed below depict why SEO is awesome.



WITH SEO, THE EXTENT TO WHICH YOUR BUSINESS CAN GROW IS IN YOUR HANDS.

Why SEO is important to Your website?

Improve ranking

Rule top positions in organic results & improve your site by optimizing your web pages for search engines like Google.



Revamp user experience

User experience is a significant ranking factor. These prefer to rank websites with mobile-friendly designs & good images.



Increase credibility

SEO boosts your website ranking in search results & ultimately makes you look credible in front of prospects.



Major Search Engines

96% of Internet users begin their Web search through a major Search Engine (Google, Bing, Yahoo, AOL)



Effective strategy

SEO allows you to choose keyword phrases for searches performed by potential customers.



Generate leads

SEO comprises on-site tweaks as well as off-site tactics that help potential customers find you.

For any SEO/SMO related service, we at ACMASOFT TECHNOLOGIES have the answer for you.

OUR DIGITAL MARKETING SERVICES



Search Engine Optimization (SEO)

Our SEO services are cost-efficient, consistent, and time-saving. We provide hassle-free maintenance services to our clients and allies. 'Search Engine Optimization' is an integral part of the internet marketing process.

It goes something like this:

- Ranking your website #1 on Google!
- Massive Search traffic & Passive exposure
- Link Building

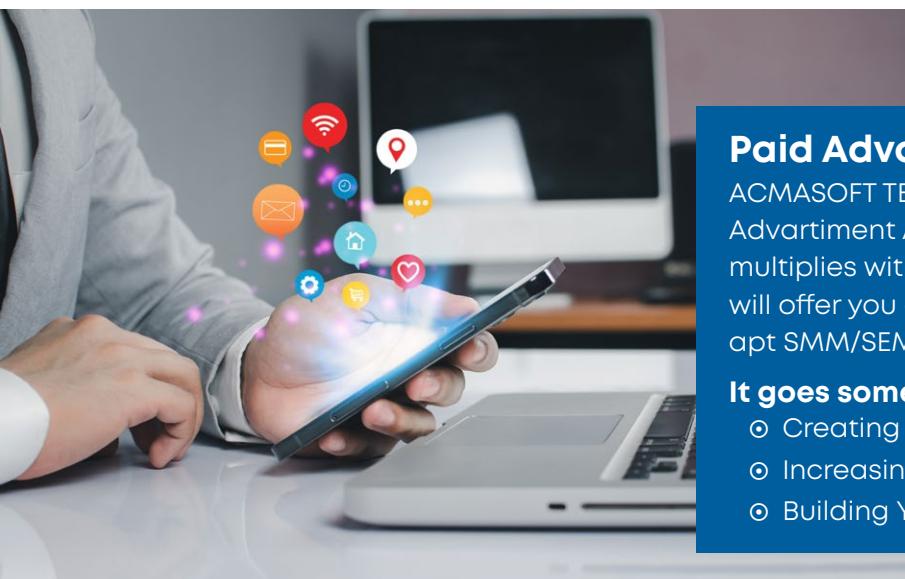


Social Media Optimization (SMO)

At ACMASOFT TECHNOLOGIES, we understand the relevance of digital means in the lives of your customers, making us the perfect partner to achieve your goals.

It goes something like this:

- Create unique graphic designs for social sharing
- Create Pros across Social Networks
- Using specialized tools for Social Monitoring



Paid Advaertimant

ACMASOFT TECHNOLOGIES is the superior Paid Advertainment Agency. Our love for social media multiplies with each passing second. Our company will offer you exactly what you expect from us, the apt SMM/SEM services!

It goes something like this:

- Creating excellent Quality of Content
- Increasing Customer Loyalty And Trust
- Building Your Personal Reputation

Because existing on the platform is easy, but attracting viewers is a completely different game.

SEO PACKAGES

Our SEO services act as a long-term solution to get your site rank regularly at the top through organic search results as opposed to Pay Per Click (PPC) advertising.

Here we show you how we will provide you with pro-active SEO maintenance, advice and regular SEO campaign reports through our SEO packages-

ONPAGE SEO	3 Keywords 3 Month	5 Keywords 6 Month	10 Keywords 12 Month
Website Analysis	✓	✓	✓
Competitor Analysis	✓	✓	✓
Backlinks Analysis	✗	✗	✓
Meta Tags Optimization	✓ 10 Pages	✓ 10 Pages	✓ 10 Pages
Header Tag Optimization	✓ 10 Pages	✓ 10 Pages	✓ 10 Pages
XML Sitemap Creation	✓	✓	✓
Keyword Analysis	✓	✓	✓
Leverage Browser Caching	✗	✗	✓
Google Analytics Setup	✓	✓	✓
Internal Link Structuring	✗	✗	✓
W3C Validation	✗	✓	✓
Speed Optimization	✓	✓	✓
Image Optimization	✓	✓	✓
Image Alt Tag	✗	✓	✓
Speed Optimization	✗	✓	✓
Existing Content Optimization	✗	✗	✓
Robot.txt File	✗	✓	✓
Schema Tags (if required) *additional charges	✓	✓	✓

We provide customization of these SEO packages in order to address the specific demands your business would make.

OFFPAGE SEO Content Optimization & Link Strategy	3 Keywords 3 Month	5 Keywords 6 Month	10 Keywords 12 Month
Blog Writing & Submission	✓ 4 Monthly	✓ 8 Monthly	✓ 10 Monthly
Guest Blog Writing & Creation	✓ 4 Monthly	✓ 8 Monthly	✓ 10 Monthly
Web 2.0	✓	✓	✓
Search Engine Submission	✓	✓	✓
Directory Submission	✓	✓	✓
RSS Feed Syndication	✓	✓	✓
Social Bookmarking	✓	✓	✓
Profile Creation	✗	✓	✓
Classified Submission	✓	✓	✓
Images Sharing	✗	✓	✓
Blog Syndication	✗	✓	✓
Sitemap Submission	✓	✓	✓
Doc or PDF Submission	✓	✓	✓
PPT Submission	✗	✗	✓
Infographics Submission	✗	✗	✓
Blog Commenting	✗	✗	✓
Forum Submission/comment	✗	✗	✓
Q&A	✓	✓	✓
Google Business Creation	✓	✓	✓
Local listing	✓ 10 Websites	✓ 15 Websites	✓ 15 Websites

We provide customization of these SEO packages in order to address the specific demands your business would make.

SEARCH ENGINE MARKETING (SEM)	Package 3 Month	Package 6 Month	Package 12 Month
Adwords A/c Setup	✓	✓	✓
Text Adds	✓	✓	✓
Banner Ads	✗	✗	✓
Geo Targeting Setup	✓	✓	✓
Conversion Tracking	✓	✓	✓
Competitor Analysis	✗	✓	✓
Keyword Optimization	✓	✓	✓
Keyword Bid Optimization	✓	✓	✓

SOCIAL MEDIA PACKAGE	Package 3 Month	Package 6 Month	Package 12 Month
Social Page Creation (If not Created)	✓	✓	✓
Social Unique Post	✓ 3 Weekly	✓ 5 Weekly	✓ 7 Weekly
Facebook Groups Join	✗	✗	✓
Facebook Groups Create	✓	✓	✓
Increased Social Likes/Followers	✓	✓	✓
Post Share in Facebook Groups (When updating new post)	✓ In 3 Groups	✓ In 3 Groups	✓ In 3 Groups
Social Cover Image (as a requirement)	✓ (1)	✓ (2)	✓ (3)
Increased Social Post Reach	✓	✓	✓
Facebook Insight Monitoring	✓	✓	✓
Social Unique Post	✓ 3 Weekly	✓ 5 Weekly	✓ 7 Weekly
Twitter Insight Monitoring	✓	✓	✓

SOCIAL MEDIA MARKETING	Package 3 Month	Package 6 Month	Package 12 Month
Social Account Setup	✓	✓	✓
Business Page Creation	✓	✓	✓
Increasing Likes / Followers	✗	✓	✓
Promote Social Posts	✓ 3 Weekly	✓ 5 Weekly	✓ 7 Weekly
Reach & Brand Awareness	✓	✓	✓
Social Adverts Campaigns	✓	✓	✓
Targeted Demographic Campaigns	✓	✓	✓
Lead Generation Ads	✗	✓	✓
Local Awareness Campaigns	✗	✓	✓
Social Unique Post	✓ 3 Weekly	✓ 5 Weekly	✓ 7 Weekly
Geo-Target Audience Behavior	✗	✓	✓
Campaign Strategy Set-Up	✗	✓	✓

INSTAGRAM ADS CREATION	Package 3 Month	Package 6 Month	Package 12 Month
Audience Reach (Approx)	✓ (2000)	✓ (5000)	✓ (8000)
Enhanced Social Media Visibility by use of relevant Hashtags	✓	✓	✓
Contests & Promotions	✓	✓	✓

We provide customization of these SEO packages in order to address the specific demands your business would make.

SEO REPORTING

Unlike any basic company, we believe in backing up our claim as the premier SEO experts in the market today. Below each section contains the result our services have yielded in terms of site ranking, keyword rankings, and similar benchmarks. We plan to continue our SEO efforts for optimizing the landing pages for this market.

S.NO.	Traffic Reports	Status
1.	Weekly Reporting	<input checked="" type="checkbox"/> Yes
2.	Monthly Progress Report	<input checked="" type="checkbox"/> Yes
3.	Keyword Ranking Report	<input checked="" type="checkbox"/> Yes

OUR SEO REPORTS FOR CLIENTS



Cobbling together an SEO report can be messy if you don't have a solid plan to follow. We do have it.

OUR PORTFOLIO

We aim for only the best results in all the SEO work we produce for our clients. We have unblemished history of undertaking projects that have always gradually experienced better bounce rates and boost in a regular visitor stat. Here are a handful of our best work examples.



www.cvsappraisals.com

CVS provides valuation, consulting and expert witness services to public and private sector clients including lenders, investors, developers, government agencies, attorneys, corporations, and various other professionals.

Technologies Used:



www.bhamfence.com

Bhamfence specialize in commercial, industrial, residential and temporary fencing offering sales, installation and repair services. Whether you want more security around your property or simply looking for curb appeal, our company has a wide variety of options to choose from.

Technologies Used:



www.jjehomez.com.sg

33 E Homez holistic pet is a one-stop shop for everything that your favorite furkid needs. For pet parents in Singapore, who are constantly worried about their dogs or cats' health and comfort, 33 E Homez offers a safe, 100% quality-tested alternative to the toxic, components.

Technologies Used:



www.paramountservice.com

At Paramount Services, this is our mission statement. We are a family owned linen and uniform rental company operating out of our corporate office in Birmingham, Alabama.

Technologies Used:



TO SEE MORE PLEASE [CLICK HERE](#)

PORTFOLIO LINKS

At ACMASOFT TECHNOLOGIES, we understand that trust is the very foundation of a client-customer relationship. Hence our prime focus is to blur the lines between our company and the client and give them a clear picture as to what we can do.

So to facilitate you in exploring our business, below we have provided links to the various projects that we have completed in the past.



www.lyonscomputer.com
www.efulfilment.eu
www.cleanteckpros.com
www.cvsappraisals.com
www.paramountservice.com

www.durkha.pet
www.www.acfw.us
www.swaddleonline.com
www.bhamfence.com
www.mtmevents.com.sg

www.darscrubs.com
www.emegamartindia.com
www.prarvihair.com
www.egypttoursbooking.com
www.jjehomez.com.sg



www.Garagex5.com
www.acmotech.com
www.nesscampbell.com
www.houseofloop.com
www.trinityvalleypools.com

www.langpools.com
www.scoresuperb.com
www.scooterhub.com.sg
www.doingmypart.com
www.vizionseo.com

www.midrandconferencecentre.co.za
www.thefaithfulsteward.org
www.santasofia.care
www.orthovitality.nl
www.thearkfoundationng.org



www.poshtextiles.com
www.angelogalasso.com
www.usofireland.ie
www.radiatorpros.com

www.petcodirect.com.au
www.brandedtechnology.ie
www.vanityswag.com
www.roadarmor.com

www.biophix.com
www.econaturalproducts.co.uk
www.endlessit.se
www.hqdtechaus.com



www.pressology.net
www.designmyplanner.com
www.immortalmodeling.com
www.kozmaksan.net

www.practiceflow.nl
www.prarvihair.com
www.bizzybee.ws
www.faxtoemailsa.co

www.iqzeto.com
www.beauvoit-patrimoine.fr
www.sloganslingers.com
www.onbrightwings.com

Disclaimer: Some of the featured portfolios have been acquired in collaboration with our affiliated partners and associates.

LOTS OF HAPPY CLIENTS

A thrilled client is the end goal for any successful establishment, and that certainly is the case for us. Nothing pushes us more than learning that we've accomplished our clients' goals and vision just as or better than what they imagined.

Below, we've included a list of client testimonials to demonstrate their satisfaction with the projects that we have undertaken and fulfilled as per their needs.



Niranjan Gupta
PR Manager

ACMASOFT TECHNOLOGIES is a highly professional company. They did an excellent job for me, exceeding my expectations. I will definitely hire them again.



Ranjan Sahay
Marketing Manager

They are the *BEST* at creating apps. They consistently go above and beyond in their delivery, they are my go-to team for all my app projects. I highly recommend them!



Dr. Vivek Dubey
Founder

A great company for various projects. They excel technically and always meet or exceed expectations.

Surely recommend them..



Sheetal Murudkar
Project Head

Highly professional and accommodating team. Timely delivery and very satisfying results. Strongly recommended.

Even they are pretty responsive post project delivery as well.



Dr. Sanjeev Mishra
Consultant

A proficient group of developers who delivers once requirements are clear. Delighted with the end result.

keep it us guys , you're doing great work.



Sunil Keshri
Brand Consultant

Highly professional, experienced, and excellent project manager. They did a fantastic job. Strongly recommend.

They know how to take the project ahead.

With solutions focused on everything, ACMASOFT TECHNOLOGIES has revolutionized the way applications are delivered to entrepreneurs and startups.

OUR DEVELOPMENT METHODOLOGY

Today modern businesses have the biggest challenge and it is amalgamating multidisciplinary and multipurpose expertise to ensure global success. If they have not marketing team to run research on their targeted audience and bring them on website/mobile app as well as convert them successfully into their loyal customers, the only web designing or programming team is useless.

Have an awesome idea? We will provide a quick analysis and free proposal for it. Don't worry, it is secure and confidential. [LET'S TALK](#)

15+
YEARS OF
EXPERIENCE

165+
PROFESSIONALS
IN OUR TEAM

3000+
PROJECTS DONE
SUCCESSFULLY

4.9/5
CUSTOMER
EXPERIANCE

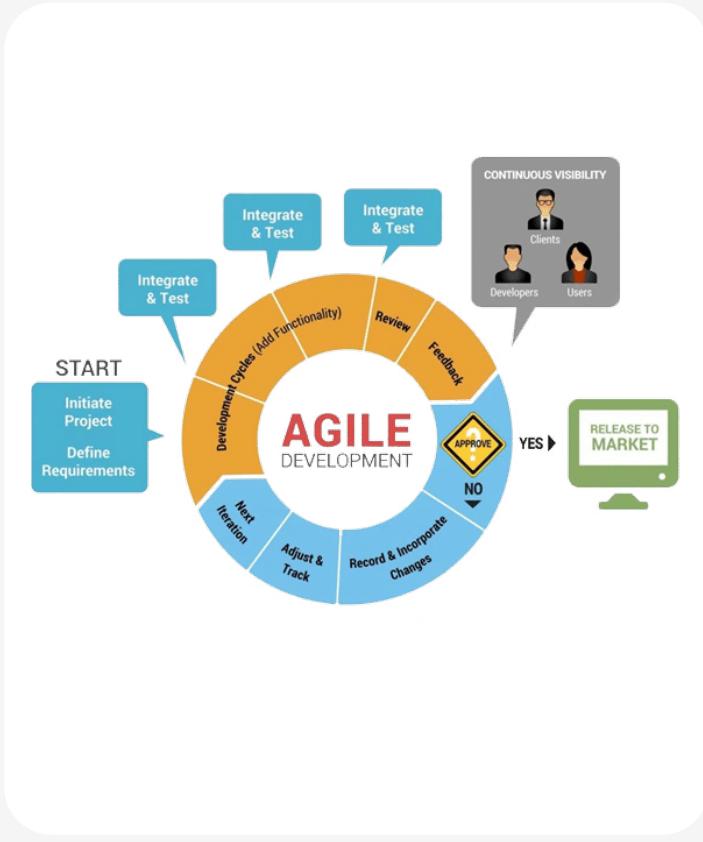
MODELS LIST

We take unique approaches when the selection of development methodology is in question by considering aforementioned factors in evaluation of the project. No doubt, standard and popular development methods are our preferences, but required modifications are essential in each case. If we are going to list some of our development methodologies, we can enlist it in following ways:



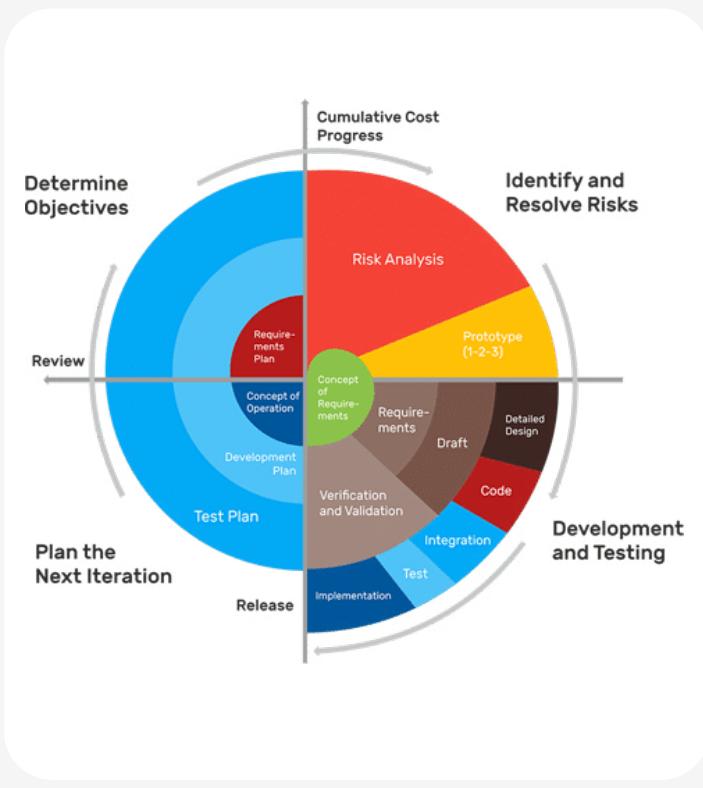
WATERFALL MODEL

No doubt, this one is classic model among modern popular development methodologies because it favours the process lifecycle with linear and sequential development methods. We generally apply this methodology in case of the businesses of any scale, be it small, medium, or large, which comes with definite goals and budget. As, we need to have definite goals for each development phase, we prepare project scopes with utmost care and define our understanding as well as functionality for the project or product. Our clients feel swift flow of development process from the concept to release and for post-production services. We accomplish each stage perfectly before jumping on the next and leave no scope to turn back.



AGILE MODEL

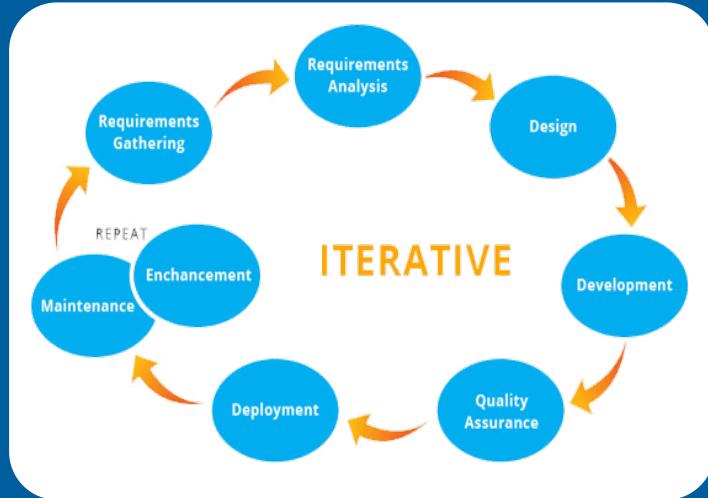
We use this methodology in majority of cases as it offers a time-boxed approach and suitable for modern projects. For the projects, we apply the methodology we predefine each step and most possibly divide major steps in to the smaller ones and bifurcate into phases with time duration to accomplish each phase. In this methodology, we target the objectives of clients and try to leverage the software or final product in the existing ecosystem at the client side. We keep coordination and communication between clients and our teams through a designated point of contact to drive process further and achieve defined goals. Therefore, we run highly planned strategies and create streamlined environment.



SPIRAL MODEL

At AcmaSoft, when we approach big, expensive, and intricate project proposals, we take route of spiral model as our development methodology. Through this model, we combine designing and programming elements in all stages. Therefore, designing and prototyping processes are visible on each stages of project lifecycle and remain up to end.

Thus, we combine advantage of top-down as well as bottom-up concepts through this model or say system development method. In this method, we divide development process in four major stages like planning, risk analysis, programming, and customer evaluation.



ITERATIVE MODEL

We know iterations are good for the software development because through iterations we correct previous mistakes and bugs in repetitive manners and tests the product frequently until we reach at the desire level of quality. Therefore, our majority of mobile and web development projects involve iterative model along with other development methodologies or as an independent model in many cases.





LET US SERVE YOU

We sincerely thank you for taking the time to explore our business approach. If you have any business-related ideas or inquiries, please don't hesitate to discuss them with our experts. We assure a successful service outcome for all our clients.

We eagerly await your contact and encourage you to reach out to us without any hesitation.

CONTACT US NOW

✉ sales@acmasoft.com

📞 IND : (+91) 922 222 8989

📞 US : (+1) 707 706 4092

📞 UK : (+44) 7537 170 633

📞 **Toll Free 1800 267 8989**



www.acmasoft.com