



Comprehensive Audit and Analysis for Effective Digital Marketing

Project Focus: Website Audit, DM Strategy, Landing Page Design

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About the Company

Hashmato:

- Hashmato offers all-in-one digital solutions for restaurants & retail businesses.
- From billing to inventory, it helps manage everything on a single platform.
- Focused on easy-to-use, cloud-based software for both small shops & large chains.

Products:

- Smart POS System: Fast billing & order tracking
- Inventory Automation: No stockouts, no wastage
- CRM & Loyalty: Customer database & offers management
- Sales Analytics: Real-time data to improve profits
- Multi-Outlet Support: Manage all branches from one dashboard

Growth Potential:

- Huge demand in restaurants & retail for digital tools 
- Indian restaurant sector: ₹4.23 trillion (2024) 
- Focus on Tier 2 & 3 cities  , where digital adoption is rising
- Post-pandemic, 80%  restaurants want contactless solutions

Design Experience

- **Navigation Issues:** The website lacks intuitive navigation.
 - *Improve menu structure and add a search feature.*
- **Outdated Visuals:** The design is basic and lacks modern aesthetics.
 - *Use better typography, colors, and high-quality images.*
- **No Mobile Optimization & Uncompressed images in site:** The site is not fully responsive.
 - *Optimize for mobile devices (Responsive Design Checker).*

1
hashmato

Products ▾

Solutions ▾

Integrations

Resources ▾

ABOUT US

Schedule a Demo

Search menu

Dedicated to Excellence
Not just Another POS
Software Solution

Power your restaurant/retail operations from Hashmato's unified platform – everything you need to run your business. From POS



2

18,000 +

Terminals

15 +

Countries

100 +

Integrations

16Y +

Business Experiences

3

Go Beyond the Basics

End-to-End Solution Set for Restaurants and Retail

Simplifies everything from taking orders to managing inventory. Streamline dine-in, takeaway, and delivery services on a user-friendly interface.

to manual reports.

Boost Efficiency & Sales

Streamline operations with our all-in-one

Name **Mobile View**

5

Full Name

Email *

Email Address

Phone Number *

Phone Number

Country *

Select Country

What brings you here? *

What brings you here?

When are you planning to switch to a new

Customer Stories

Success stories of our clients

e-Books

Under Construction

Case Studies

Under Construction

Become a partner

Under Construction

YouTube

Tutorials and in

Careers

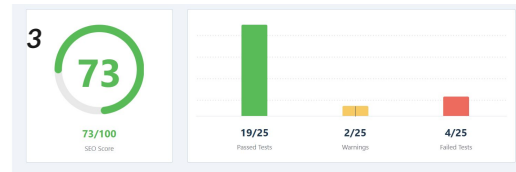
Join our team a

Contact Us

Reach us out ar

SEO Audit

- **Low Keyword Optimization:** Not ranking for relevant terms.
 - *Implement proper keyword research .*
- **Missing Meta Descriptions & Titles:** Essential for SEO.
 - *Add compelling meta tags and structured data.*
- **No Alt Text for Images:** *Optimize images with alt tags to improve accessibility.*
- **XML Sitemap Missing:** *Generate and submit an XML sitemap.*

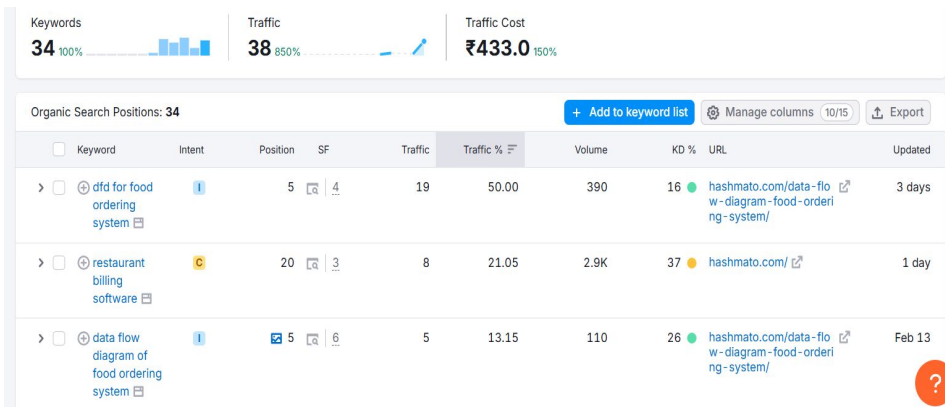


Status

COMPLETED!

Processed 143 web pages, found 0 broken links

1



2

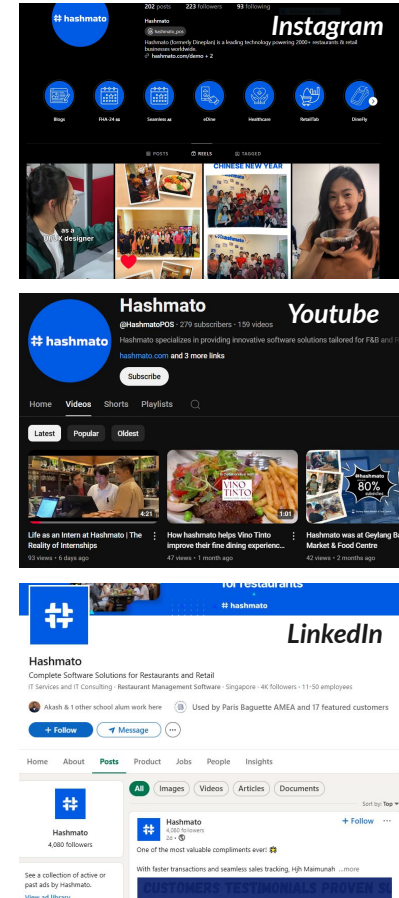
Domain	Com. Level	Common Keywords	SE
paymentgenes.com	18%		3
bluegrassdigital.com	16%		1
headstartglobal.com	16%		1
dsosoftware.com	10%		2
dineplan.com	10%		1
re-pos.in	8%		1
devourin.com	7%		1
emscorporate.com	7%		3
dnyandeepcollege.org	5%		1
dineplan.net	4%		1

Digital Marketing

- Digital Media: Instagram, Youtube, LinkedIn.
 - ebooks, Blog post are under construction.
- Content Frequency is very less.
- Content quality / message deliverable Rating : 2%
- Google Ads/Facebook Ads : 0%

Digital Marketing Plan :

- Traditional method : email marketing , blog post, cold calls./
- Next Gen method:
 - Creating a brand publicity: **Organic**
 - Good quality social media content with a decent posting frequency (*different content based on platform*).
 - Awareness of their product to the business people using creative content.
 - Online boot camp for knowledge sharing
 - Ad Service: **Inorganic**
 - Google ads for site promotion and Facebook ads for content promotions.
 - Maintaining/ Frequent updation of keywords for advertising



Landing Page

