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Reference sites:

1. <https://www.callboxinc.com/>
2. <https://inveniemarketing.com/>
3. <https://cience.com/>
4. <https://belkins.io/>
5. <https://martal.ca/>
6. <https://www.outboundview.com/>
- 7.

Home Page

Banner with tagline:

- a. Zaphyre is your organic extension to fill your pipeline with leads.
- b. Lead Generation/business process/revenue growth ~~outsourcing~~ improvement.
(tagline description: Zaphyre strives to serve as an extension to your sales solution with comprehensive and transparent lead generation support.)
- c. We Design. Develop. Deploy. Customized/Tailored Sales and Marketing Strategies/Cold outreach for you
- d. Need to add more
- e. Sales support services that drives
- f. Zaphyre is a team of sales specialists/highly skilled sales professionals.
- g.

Let's discuss how to improve your Lead Generation and Marketing strategies together
(description: Let us help you leverage our skills, experience and technology into something amazing — tailored just for you.)

Speak with a seasoned sales specialist to get started with lead research, email deliverability fixing, B2B appointment setting and more. (Paraphrase)

Ready to Transform your Sales Funnel?

Maximize sales and marketing ROI

Combining next level digital intelligence with sales ready leads to accelerate your ROI and marketing

- Convert prospective contacts into leads
- Track from first call to sale meetings
- Never miss a sales opportunity again
- Customize your lead generation plan

Zaphyre at a Glance

We love doing what we do, and our stats speak for themselves. (Add stats) (end with) - but don't just take our word for it - Add testimonials after this or a video?

There are leads then there are great leads, when it comes to filling your sales pipeline, our skilled sales team knows the difference!

We test, iterate and execute a comprehensive sales strategy to hit your sales target. Our sole focus is on two things, finding leads and helping set meetings.

We handpick the best prospects, best strategy for your sales using our proven and refined research process. Our market research team scours all corners of the internet accumulating information you need for your business, searching across the companies, industries and titles of your choosing to tailor your sales and marketing that fits your business model.

Zaphyre's meticulous onboarding and highly-collaborative process spots

Zaphyre's Global Full-Service Model for the Growth of Your Business with Healthy Sales Pipeline

Zaphyre is a Global Full-service Sales and Marketing agency offering innovative Lead Generation Methods, Content Management, SEO, Social Media Marketing, Strategic Prospect List Building, Data Cleansing to small to large size companies. Drawing from (years), Zaphyre has developed a proprietary method for customizing ROI-positive lead generation programs. We design, develop and deploy customizable, brand-boosting Sales and Marketing solutions to fit your business needs. Each engagement with Zaphyre is managed thoroughly and goes a long way. You get detailed notes on each call, we deliver reporting to track progress of your Sales and Marketing, and we meet with you on a weekly basis to discuss continual improvements.

Zaphyre's meticulous onboarding and highly-collaborative process identifies your specific requirements. We sweat the details - cook the best strategies - devise an execution plan - dedicate best team members and fill your sales funnel with scheduled meetings.

What makes Zaphyre different?

Our open model, out-of-the-box, people over policy approach set us apart.

How Our Lead Generation Service Works

Multi-channel Marketing Powered by Pipeline and HubSpot



3. Services

B. Market Research and Data Services

LIST MANAGEMENT



WHERE DO YOU FIND EMAILS?

Learn simple and effective ways to find email addresses when building outreach lists for cold email campaigns.



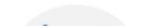
SCRUBBING YOUR EMAIL LIST

Email lists depreciate over time. Regularly scrubbing them will significantly increase how many of your emails get delivered successfully, and, critically, read and responded to.



PREPPING FOR PERSONALIZATION

Dig deeper into how to prep your emails for personalization, and pick up a few advanced tips for scrubbing your email lists.



CUSTOMIZING YOUR APPROACH



CUSTOMIZING YOUR APPROACH

Go the extra mile by customizing your email copy in key places to make sure your prospects feel like you're reaching out to *them*.

DELIVERABILITY



THE BASICS

When it comes to sending cold emails, it's easier than you might think to fall at the first hurdle: getting your emails into the inboxes of the people you're trying to reach.



DNS RECORDS

What are DNS records, and how do they impact whether or not your email makes it into your recipient's inbox?

<https://mailshake.com/academy/>

Contact us:

A Stress Free Pipeline, Just a Meeting Away!

Don't take the unnecessary burden of getting new leads while you stop focusing on the growth of your business. Zaphyre's experts frees your team from the constant grind of filling sales funnel by creating a high-performing pipeline to unlock new levels of success to reach your revenue goals - or beyond!

Leave your contact information and someone from our team will contact you shortly!

Don't want to wait? You can call us now at our helpline: (number)

About us:

We are Zaphyre Business Services

A Professional Bunch of Well-Renowned Lead Generation Experts!

Your True Lead Generation Experts

Where your Lead Generation is handled with Professional and Well-versed Experts in Outbound and Inbound Marketing.

More About Zaphyre & our services

Zaphyre was originally founded as a company that provided cold-calling and hyper-targeted prospect data to the sales team.

Overtime, Zaphyre started expanding it's services to connect a talented global workforce to all business sizes, Fortune 500s and startups with extensive Lead Generation Strategies and a team that brings experience and expertise in multiple industries.

What makes us Different?

We are a globally renowned team of Lead Generation Specialists who are connected by the passion of driving best strategies to fill a pipeline of clients with potential leads and scheduled meetings.

We Overdeliver When It Comes To Results

Our track record of driving qualified leads for our clients speaks for itself! Take a look at our reviews

Leverage Professional Lead Generation Experts To Scale Your Sales Opportunities and Grow Your Revenue

Schedule a meeting with our Lead Generation Consultants

Our mission

Zaphyre continues to help companies accelerate their growth. Our focus is on connecting a talented global workforce to all business sizes, Fortune 500s and startups.

Zaphyre is a group of Sales Development Reps, Data Researchers, Closers, Sales Strategists, and Analysts tightly knitted to create an exemplary team to help businesses scale.

Handling your Sales Stack-Tech needs so you don't have to!

There are a lot of new tools out there in the market that you don't know about and can help with your Sales a lot more than you'd know. Zaphyre Experts will give you the competitive edge by maximizing your usage of latest-tech and giving you the power of the tech without taking on lengthy and pricey contract terms.

Our Methodology

Our methodology is to unlock the potential and unique value of your organization. With our extensive on-boarding system, we create a customized go-to-market strategy for you:

- What is your target market?
- Who do you want to schedule your meetings with?
- How do you want your prospects to be contacted?
- What tools do you need to gain a competitive edge in the industry?

Over (years)+ years in business, we have learned that when these critical directives are aligned properly, exponential growth happens.

Zaphyre's Story

Zaphyre was born with the initiative to create an operational system for businesses to grow their sales. Our CEO, Aakif (I need story here, I'll iterate properly but I need something)

Don't want to wait? You can call us now at our helpline: (number)

Removing Stress from Searching, Organizing and Contacting your Prospective Clients:

Zaphyre was founded with the initiative to create an operational system for businesses to grow their sales. Our process is simple and transparent.

We understand how challenging sourcing quality leads is - from wasting weeks of digging through the internet to gather a very small list of right contacts to reach out to and then they won't respond - it can be a very frustrating experience. Which is exactly why we sought out to find a better way to streamline the process for you. Our effective and proven lead generation techniques in any given industry over delivers the results you expected. We want to bring our solution to every business, big or small, because we have the right team and right data you need for growth.

Put Lead Generation on Auto-pilot

We treat your brand as ours

Zaphyre comes with a team of experienced sales professionals that serves as an extension to your sales team. To best represent your brand and to achieve ultimate success we immerse ourselves into your culture, services and goals.

Professional Experts at your service

Our team is regularly trained to polish their skills in navigating through complex organizations, therefore, we ensure a higher-than-average performance level that results in powerful sales.

Zaphyre's Unique Combination

Our customer acquisition, professionalism, customer-centric approach and results orientation are the reason we have been long-term prospecting partners over many years for many diverse clients.

Meet your Dream Team

Benefit from our team's extensive experience in both creative and technical roles across multiple industries.

Our strength lies in our deep expertise in prospective fields and diversity across cultures. Each team member of Zaphyre brings along an impressive background in Sales, Business Growth, Copy-writing, Content-writing, Tech, Marketing or Design. With our diverse team, we portray a wide variety of cultural backgrounds and lifestyles that enable us to bring unique perspective to our client's projects.

We can help you grow faster and more cost-efficiently with our team's experience across multiple industries

We help business design, develop and deploy successful Lead Generation Strategies. We can help you with the identification of more opportunities by spreading your message in the right audience.

All closed deals are a result of targeted prospect lists, expert sales reps tirelessly working to close meetings for you, fully-personalized cold-emailing and marketing strategies to target the surfing audience - with Zaphyre, you get all this under one roof.

Zaphyre is your Full-Service Digital Agency you need to create custom strategies for your unique value propositions.

Zaphyre's team of Professional Experts consists of skilled developers, designers, marketers and Sales Reps, and we truly understand what it takes to get real results. Our process is completely transparent and we keep our clients updated with the ongoing metrics like leads, and meetings. We know that hitting your annual revenue goal is what moves business forward, so we take time to understand your requirements, your goals and tailor strategies that drive results. We provide full-service strategies to each of our clients to increase revenue, conversions and visibility. When you choose Zaphyre as your Lead Generation Agency, you won't get a cookie-cutter strategy - what you'll get is a tailored plan that fits your company, your value proposition, your needs and aligns with your goals.

Appointment Setting

Zaphyre fills your Sales Funnel with Scheduled Appointments and Meetings to help your business grow

Did you know 80% of the sales journey begins before first conversation with the Prospect? Let us take care of that 80% while you focus on other areas of your business.

Proven Appointment Setting Strategies

Whether you hire a Lead-Gen Specialist or a closer, one way or another, Zaphyre makes sure to enrich your Sales Funnel with Qualified Prospects and Scheduled meetings.

Our B2B sales expertise and proven outbound sales development methods drive exemplary results in appointment setting for our clients in their target industries. Our goal is to ensure your continued success with a healthy pipeline of opportunities and strong leads for business to fall into your lap.

Scheduling Discovery Phone Calls and In-person meetings

To best represent your business, our Sales reps are handed over a calling script that is crafted in collaboration with you so that we don't miss out on anything you want us to deliver. We ensure to set afoot the right message you want us to spread to your audience with the right tone and associates that solely work on your project for a focused approach.

Our associates take time to understand your industry's business challenges and domain expertise which enables them to demonstrate your solution in a much seamless way.

We are your Appointment Setting Company

We prospect. We close. You gain.

Zaphyre consists of a dedicated, proficient team entrusted in providing our clients with substantial quantum of 'sales qualified leads'. Our Sales Reps deliver detailed analytics of market feedback by each call that we make to help better understand the market you're trying to penetrate and for your future Marketing/Sales Outreach Strategies.

Our Results Oriented confirmed appointment setting and strong follow-up process saves you ample time on resources and budget with scheduled meetings while helping you with a qualitative performance that results in rapid boost in your revenue, growth, sales cycle and ROI.

a. Hire a Lead-Gen Specialist

Are you looking to find a way to automate your sales channel without worrying about selling your product to the right audience so that you could work on other aspects of your business?

You're in luck. Zaphyre's Lead Gen Specialists arms you with the tools, strategies, associates, and data needed to execute a perfect lead gen plan for a healthy pipeline. Our proven strategies will assist your business in building a solid and strong Lead Generation Process to

convey your message to the right audience,

|

capture the interest of your best buyers

|

Nurturing warm leads

|

Scheduling qualified meetings

|

Creating a faster route to sales.

From 'Hi' to 'Buy' Capture your Future customers with our results oriented lead generation strategies

When Hiring Zaphyre's Lead Gen Specialist, you get:

1. High-value Contacts and Accounts

Capture buyers that are interested in your services by leveraging rich contacts and profiles with our extensive list of prospects in your target market with a personalized and customized lead generation messaging, strategy and activities.

2. Healthy Pipeline of Sales Appointments and Qualified Leads

Focused approach in nurturing relationships and winning deals. Zaphyre will take the stress off your shoulders of finding potential customers, qualifying leads and setting appointments for you.

3. Timely touchpoints to not miss out any prospective client

Leave spray-and-pray tactics behind and let our team make timely touch points across multiple channels so you don't miss out on any prospective clients

4. Tools and High-tech features all in one subscription

We will equip your sales funnel with high-tech and tools to engage, nurture and schedule leads, manage sales appointments and convert opportunities into business.

Our 4-step Lead Gen Process

1. Identify

Identifying, extracting and compiling a list of qualified companies in your target market

2. Contact

Contacting the decision-makers within target companies with a product focused calling script.

3. Engage

Engaging with prospective clients through cold-calling, cold-emailing and marketing.

4. Convert

Converting qualified leads into appointments and scheduled meetings.

b. Hire a Closer

Make-or-break moment in Sales

Choosing the right phrases to seal a sales deal is crucial where Zaphyre closers don't set back in amounting their efforts to close deals for you that will help you achieve your revenue goals.

Sales Pros That Close

Closing is the moment that likely determines the final verdict of all your efforts and our team of closer feels apprehensive to generate the best possible win rates for your business with a large number of closing sales techniques we have developed over the years.

No Barrier to Closure

Zaphyre's team brings along experience and skills in not only scheduling meetings but closing them for your business so you don't have to. We will give your clients the final nudge by creating a sense of urgency to assist in overcoming inertia when a prospect wants to buy your services - but for some reason isn't pulling the trigger.

Our Sales Reps endeavors to:

1. Discover contact's needs
2. Effectively communicate an affordable and satisfactory solution with our client's products and services to those needs.

Full Visibility

All activities of our Sales Reps and Closers are collected, and maintained in updated tracking sheets.

Our closers jot down the objections received from a prospect to help you organizationally improve and close-more deals in the long-run

Probing and Qualifying questions to indulge interest

Your leads go through a series of steps to get to our closers. From List building to Cold-calling and Cold-emailing to warming up contacts, once a prospect shows active interests, our closers ensure no stone is left unturned. To achieve optimized sales, our associates ask prospect probing and qualifying questions that help them see the bigger picture of how your services can be of better use to them than what they have been already using. Through a series of questions, our reps develop desire in the client and eliminate every objection to purchase.

We believe we can close

By keeping our ear to the ground - and starting with good intent - we bring an authority and direction to your sales process that wouldn't be there otherwise.

Hire Sales Closers With Experience In Your Industry.

Connect with our sales professionals that are experienced, passionate and dedicated in helping your company grow.

You can achieve better results with our Sales Closers that speak your lingo.

Zaphyre Sales Closers are trained to be inquisitive about your product, customers, sales tools and are willing to create an everlasting impact upon your contacts to create what they need to close a deal, are willing to evolve with your business' value proposition and customer's current solution.

Our Sales Pros Close More Deals

<Dollars closed>

<Sales Pros>

<Average Deal Size>

<Average Deal Closing Time>

<Sales Calls per month>

Email Marketing

Zaphyre is a team made up of email gurus and email specialists. We ensure your emails always reach the intended recipient with email specialists having a background from all around the email ecosystem.

Successful Email Delivery

Our email drafts stand-out among traditional emailing practices of requesting for emails and phone numbers, we work with you to identify the sales intelligence, draft a strong sales pitch with an engaging subject line on your target market.

Our email marketing specialists use tools and niche specific sources to deliver qualified leads

Why do you need Email Marketing?

There are plenty of new digital marketing and lead generation strategies but one strategy remains foremost of all; email marketing. Zaphyre uses a mix of emailing tools for effective marketing of your business to your target audience.

The flexibility of our email marketing allows our sales reps to use the metrics for lead generation, lead nurturing, lead conversion and even brand recognition.

With a tailored email marketing strategy, your business can score big wins with:

- Qualified Lead Generation
- Brand Awareness and brand reputation

- Prospect Nurturing
- Initiating meaningful conversations with contacts through personalized emailing that translate into increased revenue and sales.

We deliver your message in the inbox of your prospect

We all know executing a successful campaign is not an easy task, manually doing it may be a hectic task as you don't have the right tracking tools to see where you went wrong. That's why businesses, and entrepreneurs turn to Zaphyre for help.

Led by an extraordinary team of B2B email marketing specialists, we can help with everything from drafting your first email draft, to creating email marketing campaigns to mounting continued marketing campaigns - and also testing them - that suits your business.

Brainstorm. Draft. Execute. Nurture.

Zaphyre's skilled email marketing pros will help your business with

- our extensive brainstorming and research on your target market,
- drafting fully personalized emails that brings maximum tractions,
- executing best email practices to schedule email campaigns on the right time and on the right day that brings maximum opens and leads
- nurturing leads with real-time responses and rebuttals and transferring them to our sales reps for closing

Can't-miss-step-by-step-email marketing process

We understand the unique values of every business, therefore, we curate a detailed strategy for every client targeting the right audience and sending the right message at the right time.

Overtime, we have designed a Can't-miss-step-by-step-email marketing process that can be customized to help with your email marketing goals:

1. Audience Definition

From the initial message to it's tone to its calls to action and even to the frequency of sending, we all bring it into consideration since every audience holds a unique definition and we try to bring maximum traction with our email marketing efforts.

Our first step is to understand your target audience so that we can formulate the best email marketing strategy that aligns with your goals.

2. A healthy emailing list

We wouldn't run your email campaigns on a random emailing list but we take time to determine just who you want to target and our market research team can begin building a healthy emailing list for you that is populated with cold contacts, qualified leads and even warm prospects.

Our End-to-end email services that support every aspect of your emailing needs:

1. Product or Service Launches
2. Cold-emailing.
3. Drip email campaigns.

4. Newsletter campaigns.
5. Automated email campaigns.
6. Brand Awareness email campaigns
7. Warm-up prospect nurturing
8. Real-time rebuttals and responses
9. Content driven email outreach

Full Visibility with Real-time Tracking

We share the metrics of your email campaigns with you in a simplified manner to help you get to know how your emails are doing. We use extremely sophisticated analytic tools that allow you to see what makes people tick and help us optimize your campaigns for best results.

LinkedIn Marketing

LinkedIn marketing is just right for you if you're searching for a professional audience. LinkedIn creates professional social networking easy, connecting professionals from around the globe. It is more of an online version of networking events. The best part about LinkedIn marketing is that you get prospects who have already filled out their personal profiles so you have an idea what they're leaning towards and how you can pitch your sales better.

Zaphyre LinkedIn marketing experts bring years of experience and a professional tone to navigate your sales goals to a much professional audience. The advertising opportunities on LinkedIn allows us to target your ads to your focused audience.

We can work with you to explore the professional audience you need for your business

We are extremely quick to respond to your campaign changes and to questions to give our clients the flexibility in their marketing. Our LinkedIn experts can work as an extension to your marketing office, offering a wealth of knowledge, remarkable flexibility, timeliness, unparalleled services, and extensive resources in tailoring best strategies to meet your needs and goals. We exhibit a profound commitment to our client's success as our own.

The place for Professional Networking

Imagine a platform with 60 million senior-level executives and 40 million B2B decision-makers. Does it exist and how do you target this audience?

LinkedIn is an extraordinary platform that houses professional networking and gathers such buying power in one place. And to make the most out of it, our LinkedIn experts will mine the gold prospects for your business to extend your professional network.

A sizable chunk of 620 million professionals can make purchasing decisions and many others can influence in making those decisions, why not put out your message right in front of them?

Our LinkedIn Experts are well-versed in creating best marketing strategies with proven results, they know how to generate leads and nurture them deeper into the sales funnel by using this professional networking site.

From connection to contract

Zaphyre offers a full suite of LinkedIn marketing services. We can help you connect with the decision makers on LinkedIn in order to accelerate your marketing efforts and create a healthy sales pipeline.

Here's how we do it:

1. Profile Management

Our dedicated team can build your LinkedIn page and profile from scratch. We optimize your LinkedIn profile in the following ways:

- Curating your target market
- Designing marketing campaigns
- Creating an impacting business page network profile
- Making strategic connections
- Posting schedules
- Managing messages
- Monitoring organic and in-organic traffic on your page

2. LinkedIn Posts

We regularly post interesting and relevant content on your page to keep your professional connections engaged. The types of custom posts we create, includes:

- Text-only posts that are highly informative
- LinkedIn Blog postings
- Original graphics with your brand logo
- Company updates and milestones
- Third-party content
- Links that redirect to your page

3. Ad Management

Our LinkedIn marketers can take the reins on paid campaigns for your business to boost brand awareness and target audience. We can do all of the following:

- Set up dynamic, text and video ads
- Manage sponsored content campaigns
- Message ad campaigns

We optimize your LinkedIn marketing efforts

Social Media Marketing

Zaphyre is the industry's leading Social Media Marketing Agency offering competitive social media services. Jump-start your business with our custom social media marketing service plan. We will craft a social marketing solution for you that truly represents your brand and builds brand awareness among the target audience as well as generating revenue from social media platforms like Facebook, LinkedIn, Instagram, Reddit, Tumblr and more.

Drive results, get organic engagement

Almost 75% of people shop online which makes it a major touchpoint for shoppers in the B2C and B2B market, therefore, investing in professional social media services is something you need to do to keep yourself in the trending loop.

Customized Pricing Structure for your Business

Every business is unique and has different values, which is why we offer a customized pricing structure that you can craft according to your requirements and goals. If you just want someone to run ad campaigns for you or you're looking for something extra to handle all your social media marketing needs, Zaphyre strategists can build a tailored plan that fits your company.

What does Zaphyre Social Media Services Include?

When we say we are a full-service digital agency, we don't say it out of proportion but what we mean is that we provide everything your business needs to succeed and grow so that you have everything being handled at one place. And when it comes to social media management, we provide everything from posting to engagement to growing your network.

- Daily social media postings
- Dedicated social media account manager
- Custom images with your logo
- Profile and cover photo design
- Brand reputation analysis
- Monthly reporting
- Social Media network setup and optimization
- Ad management
- Social media monitoring and tracking
- In-depth competitor analysis

Our process of crafting you the perfect social media marketing strategy:

You must be wondering what it's like to be working with an exemplary team like Zaphyre's. We have jotted down four steps to help you understand how we ensure a fully functional and optimized social media marketing plan for you:

1. Our Social Media Account Manager will hop on a brief meeting with you and you'll be asked to answer few questions

2. We try to receive an in-depth analysis of your social media presence and of your competitors
3. Our team then curates a custom, data-driven strategy that targets your prospective audience and truly represents your brand
4. See real, tangible results.

Why partner with Zaphyre for your Social Media Management and Marketing?

If you have been looking for social media marketing services or agencies that may look after your brand's social reputation, we can assure you results oriented strategies. We will not only provide your business with a social media strategy but something that will grow your revenue and your business.

Here's why we are a good option for you:

- Industry-leading expertise
- Access to advanced marketing softwares and tools
- Full visibility and weekly reporting
- Continuously improving management and strategies
- Timely postings

SEO

Combining context, content and code to drive result oriented conversions.

Zaphyre has a fully functional SEO team

Our team of experienced Search Engine Optimization Experts lives and breathes the technical stuff to bring you the best SEO practices that grows your business.

Moving with the times

The SEO industry is always evolving and to keep-up with it, our team takes up the challenge of understanding and altering our client's strategies with new algorithm changes. Our well-established approach that we have adapted over time gives us the competitive edge to bring you the best SEO practices and understanding google's complex algorithms.

Technical SEO baked into the process

The SEO team of Zaphyre ensures the technical SEO is baked into the process of building your website by reviewing wireframes, mockups, redirects and other optimizations.

You don't have to worry about flattening the curve after a while because if we're in it for the longer run, our team will keep on making ongoing SEO improvements so that you stay on the first page of google. From technical tweaks to optimizations, we are here for you.

Auditing is a must

To dive-into your website's SEO, we first have to start by assessing all metrics such as organic traffic, keyword rankings, setting a baseline to measure performance, offpage and on-page SEO. This comprehensive set of auditing strategy is to address backlinks, content, page structure, site, and coding to set out a blueprint of your website for your future SEO work.

Researching the target keywords

Our goal is to bring your website on the first suggestion when someone types a relevant keyword on google searching for products or services that you are offering.

Our extensive keyword research gives us invaluable data about the trending terms your target audience are using to search for relevant products or services and the volume of searches for those terms.

This helps is in understanding your target user's underlying search intent that we can optimize to use as a sales pitch on your website so that when a prospect lands on your website, they're too compelled to leave but to book a consultation.

Fixing the bumps in rankings

Rankings play an important role in how your services and products are being delivered to your audience. Rarely do people click on the 2nd page of google, and we wouldn't want your business to disappear in the dark world of the internet. We can bring you inorganic traffic through ads and campaigns but our true value comes from being our client's #1 organic marketing partner.

We focus where most agencies don't

SEO may seem very simple to you, but it's a rather very challenging and competitive industry. Our team ensures to increase your site reputation in the search engine results page (SERP) by incorporating following ways into their SEO strategies:

1. Matching content to search intent
2. Off-page optimization
3. Indexability
4. Site and page structure
5. Backlinks to your site from other trustworthy websites
6. Tracking of organic and inorganic traffic on your website
7. Mobile friendliness
8. Nurture your commercial goals
9. Local SEO
10. Technical optimization
11. Dedicated account manager
12. Custom SEO strategy
13. Call, lead and revenue tracking
14. Competitor analysis and monitoring

Web Design and Development

Zaphyre's web design and development team has proven processes to deliver results oriented web development solutions to meet the industry's evolving demands. We take time to understand your business needs and goals to align with your marketing objectives and our solutions to craft an engaging website. From seamless integrations to custom code to portal functionalities, our team of developers has the skill set and tools to create a next-level website for you.

Zaphyre Website Development

Optimize your work, enhance customer experience, increase customer retention with Zaphyre's dynamic and engaging web solutions

Wordpress Websites

Wordpress is the most famous content management platform for a reason. It's scalable, customizable and easy-to-manage features are compatible with just any type of content in any kind of industry keeping unique personalization intact with integrations and plugins.

Zaphyre WordPress pros comes with years of experience in building websites for clients across multiple industries.

We fuel your marketing goals across the finish line

Your business is different, you have different goals and your business has different needs - what do you do? You need a custom website and it's a very expensive solution but not with Zaphyre. Our Zaphyre team of expert web developers comes at an affordable price with years of background experience and dives deep into understanding your business' unique value proposition to custom craft a website that represents your company in it's true form. Your website is the engine to drive your marketing goals across the finish line and our web development pros fuel it with a high-performing website to attract and engage audiences.

Launch your high-performance E-commerce store

Whether it's about building a digital bridge between your products and consumers or about creating your own digital shop, our team can completely transform the brand experience for your customers with a robust e-commerce strategy that is unique to your project. From sign in to checkout, we work on every single detail and put our expert minds behind it to ensure your e-commerce website truly defines your business.

Shopify, Magento or WooCommerce, we're at your service

Secure transactions - Shopify

Unique design and web development tools and flexible shopping cart system - Magento

Turn information WordPress sites into ecommerce solution - WordPress

Now that we've narrowed down what best you can achieve from each of the e-commerce options, our team of skilled web development and designing experts can customize a web development strategy that is just for you.

How we bake a perfect Web-development strategy - our process

1. Project Research

a. Gathering Information

Your objectives and target audience are the two basic things that guides your project in the right direction and identify your goals

b. Competitive analysis

To give you the competitive edge, research on your industry landscape is essential and it helps us to identify key trends and the kind of web presence your business requires to standout among similar organizations.

c. Sitemap and web architecture

To map out your complete website architecture, our website pros will keep your target audience in mind. This web architecture later serves as the framework for content and design elements.

d. Wireframes

Once sitemap is completed, we'll start interconnecting content, functionality and project elements into a high-fidelity wireframe.

2. Project Design

a. Style Guide

Before building a website, you definitely had an idea of how your website might look like - this information is what we'll use here. In this step, our team will work on your business' overarching style including but not limited to, fonts, colors, graphic elements, logos, and branding.

b. Website Pages

You would want your website to be compatible in mobile phones, so in this step your website will be designed for both mobile devices and desktop.

3. Web Development

a. Web Architecture

With your wireframes and design is ready, your site infrastructure is then built. The sitemap we started working on is now all working and ready to be filled in.

b. Frontend coding

The client-facing side of your website including elements your customers will interact with your website will be developed in this step.

c. Backend coding

Where the actual cooking is done. The backend basically operates the frontend's functionality smoothly and seamlessly - it makes your website walk and work.

d. Project features

At this stage, we work on both your frontend and backend special features that are unique to your website.

e. Integrations

If your project requires APIs, third-party tools or other applications, we'll build those integrations from your project.

4. Review and Launch

a. Performance testing

Now that your website is all wired up and completely built, our web pros will take it on a final screening spin. Every element, every page is tested from performance, functionalities, to compatibility.

b. All devices compatibility

In our final screening process, we make sure your website smoothly opens and functions across all devices, like tablet, mobile devices, and desktop. It is then submitted to you - our client, for review.

c. Approval

Once we submit for review, we wait for your green light. If changes are required according to your feedback, this is where they're done.

d. Launch and track

Now that you have given us your final approval, we will launch your website and it will go live on the date you tell us to. But it's not over yet. Once your website is launched and fully indexed by Google, our team will monitor and track initial performance to make sure the features, buttons and everything are delivering expected results.