



# Online Presence & Digital Marketing

**INIFYE  
TECHNOLOGIES**

**Ecommerce  
Website**

**MARKET PLACE**

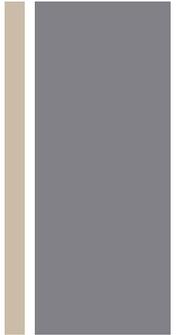
**SEO / SEM**

**SMO**



Digital Plan

## **INIFYE TECHNOLOGIES**



### ■ **ECOMMERCE DIGITAL PLAN**

#### ■ **Brand New Website - Online Presence**

- B2C Ecommerce Website
- Market Place

#### ■ **Search Engine Management**

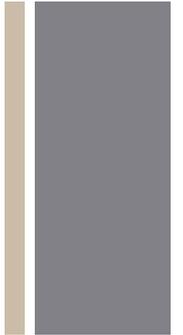
- On Page Search Engine Optimization – Corporate Website
- Off Page Search Engine Optimization – Corporate Website
- PPC

#### ■ **Social Media Optimization**



## Digital Plan

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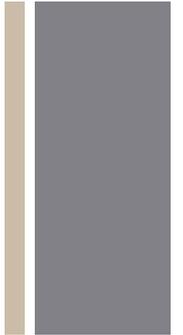
### ■ Goals to Achieve:

- **Develop B2C Ecommerce platform for in such a way that in future if we add Market Place or Mobile app, it can be managed from single backend.**
- **Search engine management will cover the organic On Page SEO and Paid Promotional campaigns on Google.**
- **Social Media Optimization covering the organic posting and paid promotions at influencers and social media channels.**



Digital Plan

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## A) BRAND NEW ECOMMERCE WEBSITE

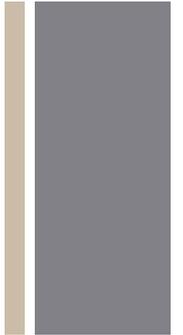
### ◆ Responsive Website Development

- ◆ Responsive Website Development
- ◆ Contemporary Standard Features:
- ◆ Product Category / Sub category
- ◆ Catalog Wise Products
- ◆ Occasion Wise Products
- ◆ Size management
- ◆ Best Seller / Featured Products / Offer
- ◆ One Payment Gateway Integration for B2C
- ◆ Promotion Code
- ◆ Login email & FB
- ◆ Single Currency / Single Pricing (USD)



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## **A) BRAND NEW ECOMMERCE WEBSITE**

### **◆ Common Dynamic Modules for B2C Website Management**

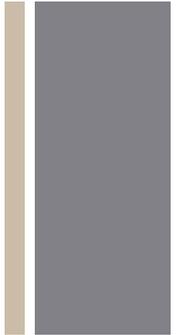
#### **◆ B2C:**

- ◆ Product Management
- ◆ Members Management
- ◆ Order Management
- ◆ Inventory Management
- ◆ Shipping charge management
- ◆ Reports - 5



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## **A) BRAND NEW ECOMMERCE WEBSITE**

### **◆ Premium Features:**

- ◆ Full Excel Product Upload
- ◆ Loyalty Points
- ◆ Gift Voucher



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### Digital Marketing

#### B) ORGANIC SEO:

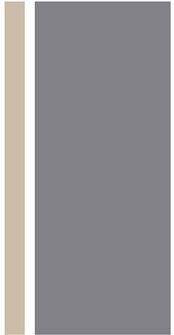
##### ◆ SEO ONPAGE ACTIVITY:

- ◆ Competitive Analysis
- ◆ Check Link Popularity
- ◆ Keyword Density Check
- ◆ Keyword Analysis As per Theme of Website
- ◆ Create Google Webmasters Account
- ◆ Setup Google Analytics Goals
- ◆ Create & submit Xml site Map
- ◆ Optimize Title, Meta Description and Keyword
- ◆ Content and Anchor Text optimization
- ◆ Optimize IMG Alt Tag
- ◆ Add H1 tag
- ◆ Quality content setup as per the keywords



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### C) SEO – Off Page Optimization:

#### ◆ OFF - PAGE OPTIMIZATION:

- ◆ Directory submission
- ◆ Broken Links/Dead Links
- ◆ Suppressing a (bad) URL in the SERPs that's appearing for a certain key phrases.
- ◆ Site Map Submission
- ◆ Search Engine Submissions
- ◆ Reciprocal Link Exchange
- ◆ Finding Link Partners
- ◆ Boost Website Brand Signals In Google
- ◆ Expert Link Analysis & Disavow Service (Intensive)
  - ◆ Expert and intense backlink analysis to ensure that low-quality links are disavowed which boosts site quality and rankings across the entire domain. We'll hand over the disavow file to you, ready to be uploaded to Google Search Console.



# Digital Plan

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### **C) SEO ORGANIC– REPORTING:**

#### **◆ Quarterly Planning:**

- ◆ Keywords for to be targeted
- ◆ Content change to be done inline
- ◆ Geographic area to be targeted
- ◆ Link building planning

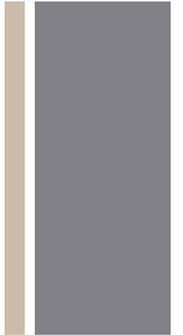
#### **◆ Detailed Monthly Report on Below Points:**

- ◆ **Tasks achieved for keywords targeted**
- ◆ **Analytic Report for:**
  - ◆ Traffic Increase
  - ◆ Bounce Rate
  - ◆ Geographic area covered
  - ◆ Goals achieved
  - ◆ Leads / Inquiry Report



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## **D) SEM – PPC, Display Advert Campaigns & Remarketing:**

### **◆ PPC**

- ◆ Campaign Setup
- ◆ Campaign Optimizing

### **◆ Display Campaign**

- ◆ Campaigns Setup
- ◆ Banner Design multiple sizes

### **◆ Google Remarketing**

### **◆ Reports**



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### E) SOCIAL MEDIA OPTIMISATION

#### **A) Retainer:**

- ◆ 8 -10 Free Posts per Month (mix of company branding & Community building)
- ◆ Maintain Social Media Profiles
- ◆ Develop Campaigns of month
- ◆ Develop art work
- ◆ Develop Content for social media or web
- ◆ Schedule Posting

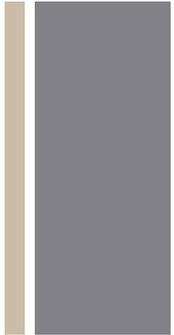
#### **B) Paid Social media Promotion:**

- ◆ Ready images from gallery / month
- ◆ Influencer Marketing
- ◆ Sponsor Adv



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### F) Market Place Development

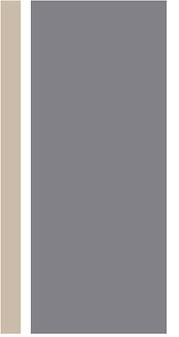
#### ◆ Admin Backend:

##### ◆ Seller Platform Creations:

- ◆ Seller Profile Creations, Mark Up Pricing
- ◆ Admin can manager seller Products
- ◆ Admin can manage seller order Updates
- ◆ Seller Reports

#### ◆ SELLER Platform:

- ◆ Seller Can login from their secure login
- ◆ Seller can manage their product, inventory & prices
- ◆ Seller can manage their orders and update them.



**Thank You...**