



**Concern Infotech**

concern for you

bing

YAHOO!

Google

# Digital Marketing

■ SEO

■ SEM

■ PPC

■ Banner



# What is SEO?

SEO is the art and science of gaining **top search engine placement** for relevant keyword phrases through making search engines believe your site is more relevant than your competition's websites.

A great way to separate you from the competition is by out-ranking them on the internet. **That's where Concern Infotech SEO Team comes in.** We will combine your great business ideas with our digital marketing expertise to develop a online marketing strategy that drives exposure and revenue to your website.



## What we do?

### On Page Optimization

- Get Mobile Friendly Websites
- Meta tags optimization
- Content Optimization
- Image Optimization
- Page Speed Optimization

### Off Page Optimization

- Articles Submission
- Classifieds Submission
- Blog Posting
- Social Bookmarking
- Google My Business Listing

### Analytics & Report

- Search Engine Web Master Tools for analyzing the website
- Visitor Tracking
- Monthly Report

## Facebook Promotion

- Facebook fans page & Customized facebook URL.
- Advertising on Facebook
- Viral Marketing to Generate Traffic.
- Likes and Followers
- Facebook App Development

## Youtube Promotion

YouTube is currently getting over 1 billion views from all over the world, every day. It has become one of the most powerful marketing tools on the web. We provide effective all round boost to your Youtube video and channel, increasing the likes, views and subscribers. We help you to generate leads and beat your competitors.



# Google Adwords Campaign

Google Adwords is the **online advertising service** to advertise your website both in text and display Ads by Google. It works on the pay per click (ppc) policy. In Google search results, you can get two types of results. One is organic and the other one is paid or sponsored results. Organic results are improved with SEO. Paid results are placed through google adwords and appear above the organic ads and on other websites.

## What we do?

- Accurately researching the most effective search term combinations.
- Comprehensively tracking, measuring and continually refining campaigns.
- Fine-tuning everything, from the geographical location to the timing of your Google Adwords ads.
- Increasing click-throughs to your website and maximising conversion rates.
- Reducing acquisition costs and improving your Revenue on Investment (ROI) on an ongoing basis.

## Banner Advertisement

- Our online display advertising services in Concern Infotech ensure that your banner ads stand out from the competition while keeping your conversion goals in mind.
- Whether it's building brand recognition, growing your email signup list or increasing site traffic, we develop customized internet banner advertising strategies to achieve your marketing goals and drive quality leads to your website.
- We combine targeted media campaigns with unique design, straightforward messaging and clear calls to action. Creative banner ads that represent your brand entice clicks and increase engagement.
- Our banner ad campaigns combine brand, message and media placement to ensure your ad stands out, engages users to take action and reaches the right audience group at the right time.

# How can Digital Marketing Help You?

- ✓ A Big Marketing Opportunity is waiting just for you.
- ✓ Digital Marketing Connects you directly with Consumers.
- ✓ Digital Marketing Keeps you Ahead of Competitors.
- ✓ Digital Marketing Helps you to Grow your Business Effectively.
- ✓ Digital Marketing delivers Higher Conversions.
- ✓ It helps to Generate Better Revenues for your Business.
- ✓ Digital Marketing Earn's People Trust on your Company.
- ✓ Gives Company Branding. More Time & Space to tell your Story.
- ✓ Is Cost Effective and is Cheaper than T.V. Ads & Newspaper Ads.
- ✓ Conversions are Instant and Easily Measurable.
- ✓ Instant Contact and Interaction.
- ✓ Great for giving Business to Small and Medium Companies.

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