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Swash Digital  
Marketing Services

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Swash Convergence Technologies Limited

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## DIGITAL MARKETING SERVICES

We make your business visible

The advertising pattern has been totally changed in the last couple of years. Today, companies must see how customers act and the best approach to develop the products and services.

### THE PARADIGM SHIFT →



With the paradigm shift, organizations that don't create presence online get left behind, however with the assistance of the experience given by an Electronic Digital Marketing company they can make sure their products see good deals. They are serving to make a huge network among the individuals. EDM companies bring distinctive components of online services such as: SEO, SMO, Website design and development, PPC and ORM to name a few.

***“It is not the job of SEO (Search Engine Optimization) to make a pig fly but to genetically re-engineer the web site so that it becomes an eagle.” (Bruce Clay)***

With **Swash’s Digital Marketing Services** companies can reduce their online marketing charge and save their hard-earned money by using cutting-edge methods and simultaneously can escalate their visibility over search engines.



## WHO ARE WE?

Swash's **Digital Marketing Services** are a set of tailored internet marketing services which enable any organization to leverage their brand online and can generate leads so that the business could grow profitably across the globe. We are creative, agile, flexible and highly technical developers and digital marketing professionals. Our professionals approach the client for detailed information. Our team is innovative, self-driven and available 24 X 7 for client's requirements, deliver cost-effectiveness and accountability in all our communications and simultaneously take complete responsibility for providing genuine solutions to our clients.

### In Nutshell:

- We follow Client Oriented Approach
- We have Great IT Experts
- We have Domain Experts for Promotion
- We Never Compromise on quality
- We Offer 100% White Hat SEO
- We are Offering Cost Effective Solution
- We Value your Request and Feedback
- We believe in Ethical and Professional Practices

### Industry Spotlight

Our solutions for technology are designed to address complex application across diverse enterprise environment. Same while our wide portfolio of business solutions addresses the unique business requirements of specific industry segments i.e. solutions for Education, Retail, BFSI, Healthcare, Manufacturing, Logistics and few more. With rigorous use of internet and social media, online presence became essential for every industry. Fact says users do not search beyond first two pages of the search engine, so it is very important to use right keywords, key phrases and the relevant contents to keep their website in the first page of the search engine result pages. Swash empowers them to turn their daily visitors into customers by engaging them throughout their digital lifecycle thus they became their brand promoters.

***The success of a web page should be measured by one criteria: does the visitor do what you want them to do? (Aaron wall)***



### **(What we do)**

We understand how important it is to make a good presence in social platform, so we focus on complete internet marketing solutions with SEO and social media at the core to extend our client's internet presence. Our experts understand the importance of organic search, paid search, and social media and thus integrate these strategies to achieve incredible return on investment (ROI).

## **Our Services**

**Search Engine Optimization (SEO)** - *“Driving relevant traffic to websites via organic search results”*

### **Key features**

- Spider, Indexer, Database, Algorithm
- Find matching documents and display them according to relevance
- Frequent updates to documents searched and ranking algorithm
- Strive to produce “better”, more relevant results than competitors

### **Processes we deploy – SEO Services**

- SEO goal understanding
- Keyword research and analysis
- SEO benchmarking
- Competitor Analysis
- Website structure and content optimization
- Social media integration
- Localization optimization
- Back links and citation building
- SEO maintenance
- Monthly reporting

### **Swash’s SEO Benefits**

- Accomplishment of business goals.
- Reaching to the local and global customers.
- Boost traffic and sales.
- Top page ranking in Google.
- Increase in ROI.
- Results stay for a longer period of time.
- Improve brand identity.



**Social Media Optimization (SMO)** – *“Use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event.”*

#### **Key Features**

- Increase online visibility
- Emphasize brand awareness
- Create Credibility Online
- Establish a strong following online
- Produce leads by viral marketing

#### **Social Media Techniques We Use**

- Social bookmarking
- Blogging
- Video Sharing
- Photo Sharing
- Online Product Reviews
- Social Shopping Feed
- Game Sharing
- RSS Feed Submission
- Guest Blog
- Online Product Reviews
- Forum

#### **Swash SMO Benefits**

- Rapid improvement in traffic.
- Increase client base and targeted customers.
- Conversion in sales
- Increase online brand awareness
- Quality inbound links
- Strong online visibility
- Top ranking in organic listing
- Boost SEO, Pay-Per-Click Marketing and Direct Marketing activities

**Online Reputation Management (ORM)** – *“Acknowledgement of a person's or business's reputation in the market.”*

#### **Key Features**

- Blogging
- Directory listing
- Direct reviews
- Online publicity



- Social networking

### **ORM Techniques We Use:**

- Watching and Tracking– Reviews, Articles, Blogs, SMO and Forums.
- To build and market positive responses for your business reputation.
- Creating business blogs, articles or social bookmarking sites in reinforcing the business.
- Aggressive answers and feedbacks, recommendations, and reviews to construct reliability.
- Optimizing a positive content in SERPs to increase rankings.

### **Swash's ORM Benefits**

- Our objective is to give an array of quality services in making your business or company recognized worldwide.
- Ensuring to provide top rankings by precisely tracking the website with our experience in SEO techniques.
- Associating your site in social bookmarking pages.
- Constructing the reputation of your business and impact on site visitors to become your possible customers by applying key online reputation management planning.

**Pay Per Click (PPC)** – “An effective method of internet marketing to generate quick traffic”

### **Key Features**

- Keyword Discovery and Selection
- Ad Text Creation
- Help with Optimizing Landing Pages
- Conversion Tracking
- Ad Submission
- PPC Monitoring
- PPC Cost Management
- Campaign Improvement Modification

### **Swash's PPC Benefits**

- Instant result within the next second of PPC advertising activation
- Complete Control over budget
- Provides facility to target your audience in any Country, Region or City
- Changing of advertisement content anytime with instant reflect



- Editing of Budget settings anytime
- Bidding amount can be changed anytime
- Anytime can pause, delete or add your advertisement
- Daily budget can be fixed so that no more amount will be deducted from your account
- Unlimited key phrases can be added in PPC advertising with instant result

**Conversion Rate Optimization (CRO)** – “A Method to encourage website visitors to turn into your customers.”

#### **Processes we deploy – CRO Services**

- Research analysis
- Design variations
- Development and testing
- Review performance

#### **Swash's CRO Benefits**

- Convert Website Visitors into Customers
- Establish a Stronger, More-Engaged User Base
- Improve User Experience
- Increase Revenue and Profits
- Drive ROI from SEM and other Advertising Programs
- Generate More Repeat Business
- Continuous Optimization

**Content Writing Services** – “Expression of words to your customer/visitors using technology”.

#### **What we can do for you?**

- Web Content Writing(Technical/Non-technical)
- SEO Copywriting
- Article Writing
- Blog Writing
- Whitepaper, Case Study and eBook Writing
- Guest Blog Writing
- Review Writing
- Social Media
- Press Releases
- LBD
- Slogans & Taglines
- Brochures



- PDF and PPT
- Editing & Proofreading

### Swash's CWS Benefits

- SEO friendly
- 100% Organic in manner
- Innovative and Original Content
- Faster TAT
- Meeting your specific needs
- Proof read by our experts
- Ensure absolute Satisfaction

**Website Design and Development Services** – “A cutting edge method to endorse yourself effectively”.

### We Provide:

#### Web Designing

- Custom Web Designing
- Template Customization
- Custom Graphics & Logo Design
- Banner Designing
- Brochure Designing
- Flash Animation

#### Website Development

- E commerce
- Web Application
- Payment gateway Integration
- CMS
- TPC Installation

### Swash's Web Development Benefits

- Better user interface.
- Take less time to upload in tablet and mobile.
- Increase your visibility in search engines.
- Better viewing experience for users.
- Save time and cost on mobile development.
- Increase in brand identity
- More number of visitors likes to stay on the web page





### **Overall Business Benefits From Swash**

- The online presence of the website will be improved and the visibility will be at top of Google search page.
- The Website will be optimized and promoted in any social media sites.
- The traffic of website will be increased.
- Converting the visitors into customers.
- Turning the leads into sales.
- It can build a brand image of your product among customers.

### **Swash Advantage**

- Large and complex project engineering and handling capabilities.
- End-to-end solutions for global clientele.
- Extensive domain expertise.
- Sizable resource pool with diverse skill sets.
- Strong customer and vendor relationships.
- Strong service delivery chain.

### **Know Us**

Swash Convergence Technologies Limited is one of the leading Software Development Company, with global existence; began its successful foray into the IT world in 2001, flourishingly spreading its fragrance both in the National as well as the International market especially in the business of providing IT solutions & Services to its clients. Swash Convergence Technologies Limited has been recognized as one of the Microsoft Windows Azure featured partners worldwide. Our team lay on the three milestones i.e.: Simplicity, Excellence and Excitement which helps us to create value in our strategies. It carved out a niche for itself among IT companies, as a provider of single window software solutions and services. In Swash, we honor the collective strengths of all our employees and believe that diversity is the key to our competitive advantage.

### **Contact Us At:**

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