

BS IT SOLUTIONS PTY LTD

DIGITAL MARKETING

Prepared By:



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What is Digital Marketing?

BS IT gives you an insight into the best digital marketing strategies, our campaigns can boost revenue and sales for your business. We do marketing of products and services to other businesses and organizations through online channels and digital technologies.

What we can achieve for them as a business?

We can improve your online visibility and increase your brand awareness with the right techniques and strategies. As a result, you can earn more web traffic, leads, and conversions for your organization. And with digital marketing strategies like SEO, you can focus on improving your website's presence in the search engine results pages (SERPs).

How to achieve (SEO, Social Media Mkt, etc)?

SEO strategy is a detailed plan to improve a website's search engine rankings in order to capture more organic traffic. This plan draws from several foundational pillars, including technical SEO, content strategy, on-page SEO, link building, and user experience.

How we craft plan SEO and details?

Help generate organic, qualified leads for your website. By better understanding your target market and creating a strategic, data-driven SEO plan, you are able to more effectively market your website.

We make sure that we provide that content, and then further determine the top keywords needed for your area and use those terms relevant on your site.

Targeted Keyword Discovery:

Ideally you'll want to do keyword research based on what the audience wants, not solely on what content the site already has

How we craft SMM plan?

Social media covers a range of digital media enabling audience Participation, interaction, sharing, and creation of user-generated content (UGC) on social networks.

We plan your social media marketing campaign strategy to acquire new customers and increase sales to existing customers and set effective goals which are specific, measurable, attainable, relevant, and time-bound. We create messages in your campaigns that can resonate with your target

audience to build trust and convince your prospects to take action.

OUR SERVICES

Communication B2B is an end-to-end provider of digital marketing services. Whether you're looking for a managed strategy, an independent audit, Or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

- 1) Search Engine Optimization
- 2) Social Media
- 3) Web Design & Development
- 4) Pay-Per-Click (PPC)
- 5) Digital Content & Video

Search Engine Optimization

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines.

At Communication B2B, we specialize in an innovative approach to SEO that uses white-hat tactics to put Your website at the top of your target audience's searches.

Our SEO services include:

Keyword Research

Technical SEO

Full SEO Audits

SEO Consulting

Social Media

Social Media has changed how brands communicate with their audiences forever. social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. platforms like Facebook, Twitter, LinkedIn, and Snapchat have sophisticated advertising

platforms that can help you grow your audience.

Our full suite of social media services includes:

Social Strategy Development

Social Media Consulting

Social Media Advertising

Community Engagement

WEBSITE DESIGN & DEVELOPMENT

Web development services are perfect for brands at any stage. Our web Development team Can help you build your brand's website from the ground up. We specialize in Building Websites that tell a unique brand story while meeting the expectations of today's most Discerning consumers.

We offer a full range of web design & development services including:

Website Design

Website Coding

Conversion Optimization

Monthly Packages (Digital Marketing)

MAIN FEATURES	BASIC	ADVANCED	AGGRESSIVE
	Most suitable for local businesses	Most suitable for SMBs, SaaS or companies in moderately competitive niche	Most suitable for E-commerce portals, multi-location stores or businesses in high competition niche
TARGETED KEYWORDS	Up to 10 Keywords	Up to 20 Keywords	Up to 30 Keywords

* Targeted Keywords : It influences how you optimize the page to improve their visibility in the search results and on social media

INITIAL WEBSITE ANALYSIS			

Discovery call	Yes	Yes	Yes
Comprehensive SEO Audit	Yes	Yes	Yes

***Web analytics** : is the measurement, collection, analysis, and reporting of web data to understand and optimize web usage. Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research and assess and improve website effectiveness.

Keywords Research	Yes	Yes	Yes
Competitor Analysis	Yes	Yes	Yes
Mobile Usability Analysis	Yes	Yes	Yes
Google Analytics Setup & Analysis	Yes	Yes	Yes
Google Search Console Setup & Analysis	Yes	Yes	Yes

ONSITE TECHNICAL ANALYSIS & OPTIMIZATION

*** ONSITE TECHNICAL ANALYSIS & OPTIMIZATION :** It is the process of optimizing web pages to rank higher in search engines for specific keys to increase organic traffic.

Core Web Vitals Checking (FID, LCP & CLS)	Yes	Yes	Yes
Broken Links Checking	Yes	Yes	Yes
Duplicate Content Checking	Yes	Yes	Yes
Meta Tags Optimization	Yes	Yes	Yes
Robots.txt Optimization	Yes	Yes	Yes

MAIN FEATURES

XML Sitemap Creation / Optimization	Yes	Yes	Yes
URL Structure Optimization	-	-	Yes

***URL Structure Optimization :** It is a process/technique in which we refine the URL structure of the website/blog page to make the web page more accessible to users and search engine crawlers.

Schema Markup	-	Yes	Yes
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***Schema Markup :** primary function of the markup is to help search engines better understand your content.

Page Speed Optimization	-	-	Yes
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***Page speed optimization :** means improving the loading time of web pages.

Removing Dead Weight Pages	Yes	Yes	Yes
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Internal Linking Optimization	10	20	30
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***An internal link :** is any link from one page on your website to another page on your website.

Image Optimization	Yes	Yes	Yes
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Image optimization : It refers to the process of creating and delivering high-quality images in the right format, dimension, and resolution for whatever device is accessing them, all while keeping the smallest possible file size.

Heading Tag Optimization	Yes	Yes	Yes
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Existing Content Optimization Suggestions	-	Yes	Yes
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Onsite Blog Optimization / Posting	-	1 per month	2 per month
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OFFPAGE OPTIMIZATION (PER MONTH)

* **Off-page SEO:** refers to SEO tactics applied outside of a website to improve its rankings. These tactics often include link building, guest posting, social media marketing, and more. The goal of off-page SEO is to get search engines (and users) to see your site as more trustworthy and authoritative.

Article Submission	1	2	3
Web 2.0 Submission	2	2	3
Infographic Creation	-	-	1
Document Sharing	1	1	2
Image Sharing	-	2	5
Gaining Competitor Backlinks	-	2	4

Social Profile Creation	2	5	8
Guest Blog Posting	1	2	4

MAIN FEATURES	BASIC	ADVANCED	AGGRESSIVE
Local Listings	6	4	4
Google My Business Optimization	Yes	Yes	Yes
NAP Syndication	Yes	-	-

REPORTING

Monthly Activity Report	Yes	Yes	Yes
Monthly Rank Report	Yes	Yes	Yes