



Digital Marketing Proposal

Desire Technologies

www.desiretech.com



Association of Plastic Surgeons
of West Bengal



GYNÆ CARE
WOMEN CARE | INFERTILITY | CHILD CARE

PLASTIC & COSMETIC SURGERY

- BREAST SURGERY**
 - Breast Reconstruction
 - Breast Augmentation
 - Implants
 - Breast Lift
- MOMMY MAKEOVER**
 - Abdominoplasty (Tummy Tuck)
 - Breast Lifts
 - Post Bariatric Correction

COSMETIC SURGERY

- Rhinoplasty (Nose Job)
- Facial Surgery
- Near Revisions
- Face Lifts
- Hair Transplant

BOTOX & FILLER

- Botox Injections
- Fillers for Volume
- Implants

LIPO SCULPTING

- Liposuction
- Thigh Lift
- Arm Lift
- Fat Injection
- Buttock Augmentation

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106/2B Raja Ram Mohan Roy Sarani, Kolkata-700009, West Bengal, India

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We at Desire Technologies are committed to provide you the best solution in digital marketing and also best support in the industry.

Desire Technologies is a web design, Development and Digital Marketing Company. We have expertise in web design, web development, ecommerce, Search Engine Optimization (SEO), Search engine marketing (SEM), Social Branding and online marketing solutions. Our online marketing strategies ensure the maximum exposure of your website.

Why a Web Site Needs Search Engine Optimization

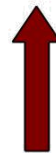
The increased visibility which results from a properly well thought-out SEO optimization campaign boosts your website's ability to be found by searchers seeking your services. This increase in targeted traffic to your site greatly increases the likelihood of sales.

Our search engine optimization process can be described through as below

Off-Page Optimization

- Link Building
- Directory Submission
- Article Submission
- Product Directory Submission
- Social Book Marking Services
- Press Release

Step 3:



On-Page Optimization

- Optimizing Title Tags & Meta Tags
- Optimization Site Directory and structure, Navigation
- Anchor Tag Optimization
- Existing Content Optimization
- Creation of new Optimized pages
- Image Optimization

Step 2:



Site wide Factors

- Preparing a detailed SEO Strategy
- Basic Keyword Research and identification
- Competitors analysis and report preparation
- Site change implementation
- XML Sitemap
- RSS feeds
- Website Traffic Analysis

Step 1:



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We would be performing below task monthly for each website:-

S.No.	Activity	Quantity	
		Weekly appr. figure	Monthly appr. figure
1	Social Bookmarking	30 (3-5 for each keyword)	120
2	Directory Submission	20 (3-5 for each keyword)	80
3	Search Engine Submission	1st month only	
4	Classified	12 in a week	50
5	Business Listing	5 in a week	20
6	RSS feeds submission	Every Week	
7	URL Pinging	once in a month	
8	Blog Creation & posting	2 in a week	8
9	Forum	8 in a week	30
10	Article	2 in a week	8
11	Article Bookmarking	10 for approved article URL	40
12	Blog Bookmarking	10 for approved blog URL	40
13	Content Sharing	Each approved blog and article in 5 top sites	
14	Press Release submission	Provided by client	
15	Question & Answering	4 in a week	16
16	Social Profile creation	5 in a week	20
17	Facebook Likes	8-10 in a week	30-40 in a month
18	Twitter Followers	8-10 in a week	30-40 in a month
19	Facebook Posting	2 in a day (10 in a week)	40 in a month
20	Twitter tweet	2 in a day (10 in a week)	40 in a month
21	Each approved blog and article URL sharing in Facebook, Stumble, digg, delicious, diigo.		
22	Integrate external blog with Social Account.		
23	Create External Blogs (Wordpress, tumblr) and Customized.		
24	Increase people talking about.		
25	RSS Feed generation and submission.		
26	Social Profile creation.		
27	Photos Sharing		
28	Quality Check up		
29	On-Page, SEO and SMO Progress Report every 15 days.		
	Continued below SMO Strategy:		

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SMO Strategy

- Creation and submissions strategic content (Include profiles, business listings, articles, press releases, blog posts)
- Optimize all content for SERPs, populate and promote exist social assets as well as new ones created using a mix of SEO, content and social media strategies.
- Development of Micro Sites.
- Increase genuine likes and followers in Social Media Profiles (Facebook, Twitter, LinkedIn, Flickr, and YouTube).
- Social Bookmarking and increase voters.
- Setup, Linking & Promotion of Profiles
- External Blog Setup & Social Commentary
- Wikipedia Profile Setup & Linking
- Photo Sharing
- Slide share Submission
- Create Blog with our main domain name and share it in social account.
- Explore Guest Posting
- Tracking and monitoring our Reputation of with our main keywords that represents our brand.
- Evaluate Your Competition
- Focus where we can get the best results (like social bookmark).
- Search relevant forums and start discussion over there.
- We will change our social accounts banner every month (Facebook, Twitter, and LinkedIn) and when we launch any new thing we will create a banner like that and change it.
- Info graphic Submission.
- Grow our YouTube channel subscriber & viewers.
- Create more channels like Vimeo, MySpace etc. and expand our video in other channels.
- Online forums and communities Discussion

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Cost for Digital Marketing (SEO + SMO):

<u>No. of Keywords</u>	<u>Service</u>	<u>Fees per month</u>
5 keywords	SEO + SMO	RS .4999
10 keywords	SEO + SMO	RS .9999
20 keywords	SEO + SMO	RS .19999
30 keywords	SEO + SMO	RS .35999
And so on		

1. Time Frame to achieve Page one ranks:

- **Low Competition keywords:** 3-7 Months
- **Medium Competition keywords:** 5-9 Months
- **High Competition keywords:** 8-12 Months

2. Objective: Main focus is to generate more leads and relevant traffic from Google SERP and all social communities (facebook, Google+, linkedin, directories, and more) with SMO activities mentioned above. Bring traffic from Organic Google search by bring maximum keywords in page 1 rank. Increasing ROI from the website with help of SEO, SMO & SEM strategy.

3. No extra fees for On-page optimization.

4. Target: INDIA.

5. Includes Content writing/ article charges.

6. No contract & No locking period.

7. On-Page, SEO and SMO Progress Report every 15 days.

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Recommended Add-on SEM Strategy

Recommended Budget for SEM:

1. PPC Ads for Branding & Traffic (initially recommended budget Rs.30000)
2. Social Media Ads including Facebook ads (initially recommended budget Rs.9500)

What is PPC?

Pay-per-click (also known as CPC) is where an advertiser pays for their copy/advertisement, Ad, to appear when you search your keywords. A simple and effective way of getting almost instant traffic is by paying for it. When our clients ask us to define Pay Per Click, we tell them that PPC is a very cost-effective means to get their site noticed by their target audience while our other Internet marketing strategies are gradually helping their site achieve their natural ranking potential.

In a way, PPC advertising works like a silent auction. Advertisers place bids on keywords or phrases that they think their target audience would type in a search field when they are looking for specific goods or services. When a web user types a search query into the field of a search engine that matches the advertiser's keyword list or visits a web page with content that correlates to the keywords or phrases chosen by the advertiser, the PPC ad may be displayed on the page. In search engines, a PPC ad is generally just above or to the right of the search results where they can be easily seen. On other kinds of websites, the ad will be placed in the location that the site designer has determined will be the most advantageous to his site and the advertiser.

To differentiate PPC ads from the natural search results displayed on a page, search engines will often place PPC ads under "Sponsored Ads" or "Sponsored Links" which also makes them easier to notice on a page that is crowded with text and other items competing for a web user's attention.

The rates that these outfits charge for a PPC ad vary significantly depending on the popularity of the keyword or phrase. For example, if an advertiser wants a PPC ad targeted for the phrase 'cottage cheese', they can get prominent placement for their PPC ad with a very low bid and a low per-click charge. However, for a phrase such as 'computer', an advertiser can expect heavy competition for prominent placement

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and expect to pay premium per-click rates. It all comes down to supply and demand for the keywords and phrases that the advertiser wishes to target.

The Ad will appear in one of the following positions:

The image shows a Google search for 'pay per click'. The search results are divided into two sections: 'Paid/Sponsored results' and 'Organic Results'. The sponsored results are listed at the top and include various PPC management services. The organic results are listed below the sponsored results and include a Wikipedia entry for 'Pay per click'. A large red arrow points from the sponsored results section down to the organic results section.

Paid/Sponsored results

- PPC Advertising
www.lakestarmccann.com/PayPerClick
Expert in Pay Per Click Management
Performance, Zero Risk
- Pay Per Click Management
www.clickconsult.com/Pay-Per-Click
Our ppcTRAX™ Software is Proven to Reduce CPC by 13% and CPA by 27%
- Bing® Pay Per Click
advertising.microsoft.com/UK
£30 Free Ads On Bing® & MSN® from Microsoft. Grow Your Business.
- Pay Per Click Yorkshire
www.purenet.co.uk/eCommerce-PPC
Speak to the Local Experts in Delivering Max ROI & Increase Sales
- Pay per click
www.forward3d.co.uk/PPC
Increase PPC Advertising ROI. Pay for Results. Get Free Audit Now!
- Pay Per Lead
www.emedia.co.uk/
020 7098 2200
UK lead generation experts
Create demand and raise awareness.
- Topclick

Organic Results

- Pay per click - Wikipedia, the free encyclopedia
on wikipedia.com/wiki/Pay_per_click
Pay per click (also known as cost per click) is an internet advertising model used to drive traffic to websites, in which advertisers pay the publisher (typically a website) to increase the number of visitors to their website.
Determining cost per click - History - See also - References
PPC program where webmasters can create their own ads and choose keywords.

Benefits of Pay Per Click (PPC)?

PPC advertising is a powerful and responsive method for generating immediate targeted traffic for your business as it gives you high return on your investment. It is an important part of internet marketing which can be done with a pre-set budget and it also allows conversion rate tracking.

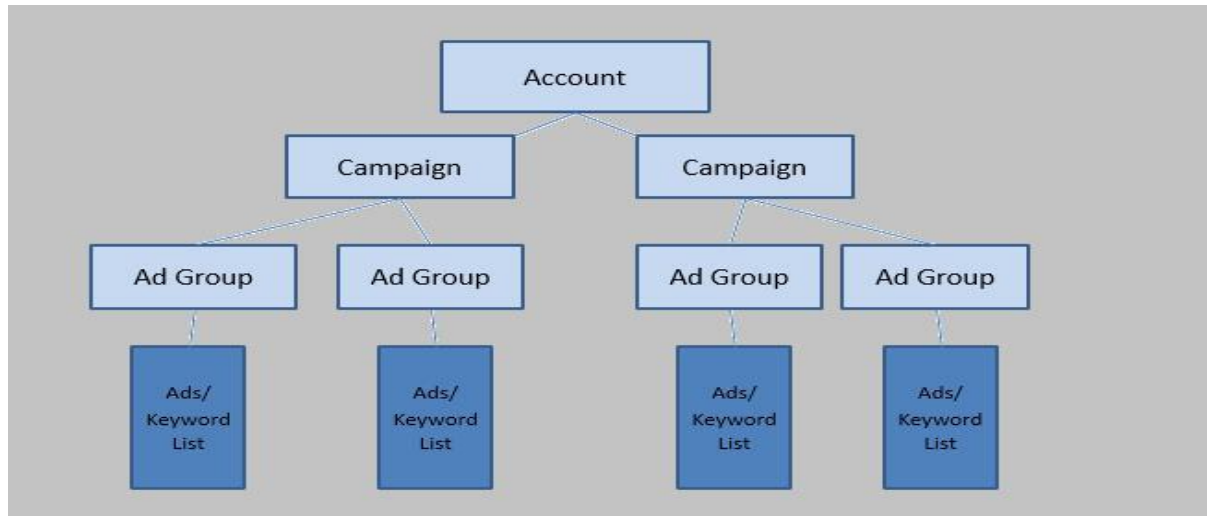
- Results come in quick
- Cost is easy to control
- You decide what words to bid on
- You write the ads
- Changes are easy to make and upload fast
- There's an on/off switch
- No contracts
- There is customer service/tech support for most issues
- It can be the cheapest form of advertising
- Visitors are a targeted user- they searched for you!

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PPC Account Structure



Campaign Set Up:

The campaign is the vessel for your ad groups and where most of the settings are. Budget, geography, networks, negative keywords, time of day/days of the week and devices.

Ad Groups:

Use the keyword niches you plan on targeting to determine how many and which ad groups you'll need to create.

Writing Ads:

- Make the message in the ad match the message on the landing page.
- Write for your audience
- Use a keyword from your list in the headline and in the body

Cost for PPC and Facebook ads campaign(if required):

1. **PPC Campaign Setup:** Rs.2000 one time.
2. **PPC Campaign Running fees per month:** 30000 per month up to budget of 450,000.
3. **Facebook ad Campaign Setup:** 1000 one time.
4. **Facebook ads Campaign Running fees per month:** 2000 per month up to budget of 20000.

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