INTRODUCTION

Thank you for the opportunity to submit a proposal for the website designing and development. Along these we are sharing proposal for SEO,SMO, Digital Marketing and Mobile App Development . Working together, I believe we can create that is simple to navigate and has a professional yet welcoming design and functionality.

We have been an established with an excellent track record for the best client satisfaction.

We have never compromised on the quality and the services provided to the client. We believe in keeping the clients

Happy and providing them with products at a very competent price.

We have an excellent staff who will guide you with their best ideas by keeping in constant touch with your company and informing about the market trends.

InfoCentroid is a leading IT Service Provider, providing services in the world.

1. Static Website AED 1800 or US $500

- Mobile Friendly
- 5-10 Static Pages Design
- 1 Slider
- Menu Bar with According to Pages
- Logo placement (Logo Design Normal)
- Social Media Integration
- Fevicon Icon Configuration
- SEO Friendly
- Show Your Clients
- Client Testimonials
- Photo Gallery
- Domain name registration for 1 year
- 20 GB Shared hosting for 1 year
- 4 eMail Ids

India | Dubai | Abu Dhabi |

Renewable Charges: AED 900 or US$245 per year (Hosting+ Maintenance)

Estimated Time: 5 Working Days

2. Dynamic Web Sites

A:-Editable/CMS Based Website AED 2400 or US$ 700

- Mobile Friendly
- Unlimited Web Pages
- Menu Bar according to pages and post
- News & Updates
- Social Media Integration
- Fevicon Icon Configuration
- SEO Friendly
- Product Portfolio
- Media Images
- Blog Module
- Show Your Clients
- Client Testimonials
- Download Files
- Sitemap Management
- Photo Gallery
- Inquiry Forms
- Admin portion for the update the content of the website
- Domain name registration for 1 year
- 50 GB Shared hosting for 1 year
- 8 eMail Ids

India | Dubai | Abu Dhabi |

Renewable Charges: AED 1000 or US$300 per year (Hosting+ Maintenance)

Estimated Time : 10 Working Days

<mark>**B:-EcommerceWebsite(SingleVendor) AED 3500 or US$1000**</mark>

Following features and functionality:

- 100GB Hosting- Linux server (Shared server)
- Mobile Friendly
- Unlimited Web Pages
- News & Updates
- Social Media Integration
- Fevicon Icon Configuration
- SEO Friendly
- 25 Official mail ID.
- Text graphics and Header or Footer.
- Logo design (Normal).
- Professional & Userfriendly.
- Creative banner Designs.
- Live chat
- Google Map
- Menu Bar (Home,About us,Service,Contact us,Blog,Login/signup, inquiry form).
- Product Information or productcatalog (Image, Price, Ratings, add to cart, zoom) .
- Sorting, searching and listing of products
- Reviews, Events, Shopping cart, check out, Shipping.
- Payment gateway integration.
- User account management
- Social media integration (Company profile page

India | Dubai | Abu Dhabi |

in Facebook .com, Twitter.com &Linkedin.com).
- Content and image placement on additional pages.
- Fully functioning content management system.
- Admin portion of web site
- Search engine friendly design.

▪ **Renewable Charges: AED 1500 or US$410 per year (Hosting+ Maintenance)**
▪ Estimated Time : 20 Working Days

C:-Ecommerce Website (Multi Vendor) AED 5,000 or US$1400

Following features and functionality:

° 200GB Hosting- Linuxserver
° 40 Official mail ID.
° Text graphics and Header or Footer.
° Logo design (Normal).
° Professional & Userfriendly.
° Sorting , searching and listing of products
° Creative banner Designs.
° Database Web site.
° Live chat
° Google Map
° Menu Bar (Home, About us, Service, Contact us, Blog, Login/sign up inquiry form).
° Product Information or product catalog (Image, Price, Ratings, add to cart, zoom)
° Reviews, Events, Shopping cart, check out, Shipping.
° Payment gateway integration.
° Content and image placement on additional pages.
° Fully functioning content management system.
° Search engine friendly design.
° Vendor Registration.
° Vendor can list his/her products
° Vendor can manager his/her account
° Admin portion of web site

India | Dubai | Abu Dhabi |

- Social media integration (Company profile page in Facebook .com, Twitter.com &Linkedin.com)
- No charge on minor content updates in 6th month

Renewable Charges: AED 2400 or US$ 700 per year (Hosting+ Maintenance)

Estimated Time: 30 Working Days

3. Other Web Site Development Services Are

News Portal Development: AED 2,000 or US$ 600 (Renewal are AED 800 or US$ 200 per year)

Matrimonial Portal Development: AED 6,000 OR US$1700 (Renewal are AED 2400 or US$700 per year)

JOB Portal Development: AED 6,000 OR US$1700 (Renewal are AED 2400 or US$200 per year)

Social Networking Portal Development: AED 10,000 OR US$ 3000 (Renewal are AED 4,000 or US$1000 per year)

Customized Web Portal or Web based software development are also available ,its costing depends on the client's requirement

4. SEO(Search Engine Optimization) Services

SEO Packages	STARTER AED 500 or US$150/Month	GOLD AED 1,000 or US$300/Month	DIAMOND AED 2,000 or US$600	PLATINUM AED 5,000 or US $1299/Month
Package ID	CS-ST	CS-GL	CS-DM	CS-PN

India | Dubai | Abu Dhabi |

Number of Keywords Optimized	10	20	40	80
Campaign Setup Charge	Free	Free	Free	Free
Minimum Contract Duration	6 Months	6 Months	6 Months	6 Months
Initial Review And Analysis				
Keyword Analysis	✔	✔	✔	✔
Baseline Ranking Check	✔	✔	✔	✔
Critical Website Analysis	✔	✔	✔	✔
Back Link Analysis	✔	✔	✔	✔
Competitor Analysis	1 Competitor	2 Competitor	5 Competitor	Unlimited
Duplicate Content Check	✔	✔	✔	✔
Manual Spam Check	✔	✔	✔	✔
Google Penalty Check (Panda/Penguin)	✔	✔	✔	✔
W3C Validation Check (for Home page)	✗	✔	✔	✔
Cross Browser Compatibility	✗	✔	✔	✔
Check the Broken Links	✔	✔	✔	✔
On-Page Optimization				
Google/Bing Webmaster Tools	✔	✔	✔	✔
Google Analytics Tracking Code Installation	✔	✔	✔	✔
HTML Code Optimization	✔	✔	✔	✔
Optimizing Site Directory Structure and Navigation	✔	✔	✔	✔
XML Sitemaps Creation	✔	✔	✔	✔
HTML Sitemap Creation	✔	✔	✔	✔
Optimizing Robots.txt	✔	✔	✔	✔
Canonicalization	✔	✔	✔	✔
Existing Content Optimization	✔	✔	✔	✔
Header Tags Optimization	✔	✔	✔	✔

Optimizing Title/Meta Tags	Upto 5 Pages	Upto 15 Pages	All Pages	All Pages
Image Optimization	Upto 5 Pages	Upto 15 Pages	For All Pages	For All Pages
Navigation Analysis & Recommendations	✔	✔	✔	✔
Internal Linking & Anchor Text Optimization	✔	✔	✔	✔

India | Dubai | Abu Dhabi |

URL Mapping	✔	✔	✔	✔
SEO Friendly URLs (URL Rewriting)	✔	✔	✔	✔
Website Speed and Page load optimization	✔	✔	✔	✔
Webmaster Tools - Crawl Error Resolution	✔	✔	✔	✔
Structured Data Implementation	✗	✗	✔	✔
New pages Creation(if required)	Upto 5	Upto 10	Upto 15	Upto 25
Content Syndication and Optimization				
Blog Post Writing & Submission	1 / Month	2 / Month	3 / Month	4 / Month
Article Writing & Submission	1 / Month	2 / Month	3 / Month	4 / Month
Document/Guest Blog Writing & Submission	✗	✗	1 / Month	2 / Month
Press Release Submission (PR content will be provided by client)	✗	1	2	3
Infographic Submission (will be provided by client)	✗	1	2	3
Off-Page Optimization				
Classified Submissions			✔	✔
Business Listing			✔	✔
Social Bookmarking	✗	✔	✔	✔
Article Social Bookmarking	✗	✔	10	15
Blog Post Social Bookmarking	5	5	10	15
Document/ Guest Blog Post Social Bookmarking	✗	✗	5	10
Slides Submissions	✗	✔	✔	✔
Question & Answering (Like Yahoo etc)	✗	✔	✔	✔
Social Marketing				
Social Sharing (in Facebook, Twitter, Google Plus, & Pinterest etc.)	✔	✔	✔	✔
Geo-Social Targeting Research	✗	✗	✔	✔
Web 2.0 Complaince Check	✗	✔	✔	✔
Image Promotion & Submission	✗	1	2	3
Video Submission (Video will be provided by client)	✗	✗	✔	✔
Reports				
Google Analytics	✔	✔	✔	✔
Monthly SEO Performance Reports	✔	✔	✔	✔
Customer Support (Email, Chat & Skype)	✔	✔	✔	✔

India | Dubai | Abu Dhabi |

5. SMO(Social Media Optimization) Services

SMO PACKAGES	BRONZE	SILVER	GOLD
PRICING	AED 500 or US$ 150 PER MONTH	AED 1000 or US$ 300 PER MONTH	AED 2000 or US$600 PER MONTH
Facebook Promotion			
Facebook Account & Page Setup	Yes	Yes	Yes

India | Dubai | Abu Dhabi |

Post Per Month	30*	40*	50*
Cover Photo	Yes	Yes	Yes
New Likes Per Month	50*	100*	200*
Facebook Ads	Yes	Yes	Yes
LinkedIn Promotion			
LinkedIn Account Setup	Yes	Yes	Yes
Posts Per Month	30*	40*	50*
Cover Photo	Yes	Yes	Yes
LinkedIn Group	No	Yes	Yes
New Followers Us Per Month	10*	20*	40*
LinkedIn Ads	No	Yes	Yes
Twitter Promotion			
Twitter Account Setup	Yes	Yes	Yes
Post Per Month	25*	30*	40*
Background Image	No	Yes	Yes

India | Dubai | Abu Dhabi |

Followers Per Month	50*	100*	200*
Google Plus Promotion			
G+ Account Setup	Yes	Yes	Yes
Post Per Month	20*	30*	40*
Cover Photo	Yes	Yes	Yes
New Folllowers Per Month	20*	40*	80*
Pinterest Promotion			
Pinterest Account Setup	Yes	Yes	No
Sourcing of Pin Board Content	No	No	Yes
Pinboard Updates	No	No	Yes
Reports			
Monthly Account Activity Reports	Yes	Yes	Yes

6. Digital Marketing Service

Why InfoCentroid for the Digital Marketing

India | Dubai | Abu Dhabi |

Domain Name and Hosting : Its necessary that client should have ideal domain name and best hosting services . Because its initial steps to the digital marketing

Clean, Light Weight and Good Speed of Web site : We focus that our client's web site should be clean , light weighted and fast . With responsive layout.

SEO: Search Engine Optimization of the web site are necessary now days. Before doing paid campaign and SEM . It is necessary that web site on page and off page optimization should be perfect. We are leading service provider of search engine optimization so that our client of seo or digital marketing they get more leads and business from this vertical.

Quality Link Building: Quality link building are necessary for the competitive market. It help for SEPR (Search Engine Page Result) and it help to create traffic in the web site also.

SMO: Our social media optimization focus with target of to generate traffic on client's web site and highlight the KPI(Key Performance Index). So that our clients get more leads and more business from it .

Business Listing: Now days create a business listing with proper content are also imortant. Because famous business listing web site also give quality leads for every business.

Content Marketing : We create quality content for our clients and we do marketing for it also. It help to create as brand of our client. In this verticle we creates article, info graphics and video.

Mobile App Design, Development and Marketing : We have team of experienced mobile app developers, who design and develop quality mobile application for our client. Along this we do app marketing also to download it and use it to the end users.

ORM: Online Reputation Management is also part of digital marketing to maintain best position in the market. With help it we hide negative reviews and rating of our client, We shows all positive reviews, rating and best portfolios of our client.

Email Marketing : We run best emali campaign for our clients to generate leads and business.

India | Dubai | Abu Dhabi |

Paid Campaign: We run paid campaign also for generating leads and busines for our client . Beign a best digital marketing company in the world. Our SEM(Search Engine Marketing) experts run best campaign of PPC(Pay Per Click), Display Ad adn Remarketing . Along this we also do SMM(Socail Medial Marketing)

7. <mark>We provide customized package of organic digital marketing</mark>

Our AED 500 or US$150 per month starting package content following services

1. Web site content and design optimized
2. Google Web master installation
3. Google Analytics installation
4. Google my business account optimization
5. All business listing optimization
6. **SEO on ten keywords**

Here we will take guarantee of 5 keywords will come front page of google after three months , rest keywords will be ranked.

7. **SMO on four network**

Here we will do social media optimization on **facebook, twitter , linkedin and instagram.** For SMO we have two targets

1. Increase traffic on your web site
2. Highlights your KPI(Key Performance Index) that makes you different

For achieve these two target we will work on infographics, articles and hash tags . Here we will provide guarantee on these things weekly one post of article , info graphics and hashtags

With the help of it we will share the status of your page like, followers, accounts friend list , But we can't commit of figure here . Because our target will to get organic people only.

India | Dubai | Abu Dhabi |

8. **ORM**

Online reputation management , here we will listing your information on different free business listing platforms, After it we will try to get good rating and reviews on it .

Scope fulfilled by client: We need raw material of content and images, articles , event details , services details , authorization to access your web site , social network accounts

In digital marketing we provide client oriented services like what he/she wants

8. Mobile App Development Services

InfoCentroid is a leading android and ios app development company. We are famous app development company of india.

Mobile app development cost depends of the client requirements. Still here we are sharing brief information about our starting costing .

Package 1 (Small App): Our starting package include only 5 screens design and development without internet/cloud / api integration . Its cost for android is AED 750 or USD $250 , Its cost for IOS is or AED 1200 OR USD $500

Package 2(Internet Based App): Our this package include upto 7 screens design and development with maximum 5 api integration, Login Authentications , Web Panel Development, Web Service Development. Its cost for android is AED 1200 OR USD $350, Its cost for IOS is AED 1800 OR USD $490

Package 3(E Commerce Based App): Our this package include upto 15 screens design and development with internet/cloud / api integration, Product Searching ,Sorting and Listing, Payment Gateway Integration, Receipt generation, User accounts management , Web Panel Development, Web Service Development. Its cost for android is AED 2500 or USD $700 , Its cost for IOS is or AED 3500 OR USD $1000

About InfoCentroid

Company Name: InfoCentroid Software Solutions Pvt. Ltd.

CIN Number: U72200MP2010PTC023562

GSTIN Number: 23AACCI3686B1ZW

Offices: Indore, Mumbai, Dubai, Abu Dhabi

Indore Address: 115, Navrang Plaza, Sapna Sangeeta Road, Near at Tower Choraha, Indore(MP)

Mumbai Address: J-2 Madhu Milan CHS, Mangal Kunj, S.V. Road Borivali West, Mumbai(MH)-400092

Dubai Address: P.O Box - 32926, Nr Karama Centre, Al- Karama, Dubai, United Arab Emirates

Abu Dhabi Address: P.O Box 105142, Shabia Sector- ME 12, Building No: C251, Musaffah, Abu Dhabi, United Arab Emirates

Establishing Year: 2009

Team Strengths: 36

Thank You ,

Rekha Verma

Operations Head

+917566643042

rekha.verma@infocentroidtech.com

India | Dubai | Abu Dhabi |