

ONLINE BRANDING PROPOSAL

THERESA CREATIONS

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1. Who We Are?

Digital media is a famous pioneer in online branding, will provide a full service digital agency approaches to grow your brand online. We have a well dedicated team gets to work. We provide our clients with custom solutions to help grow their brand online. Our mission is to create long term relationships with our clients.

1.1. Our main services are:

- 🔗 Web Developing
- 🔗 Web designing
- 🔗 Digital Branding
- 🔗 Digital marketing
- 🔗 Search engine optimization
- 🔗 Social media optimization

1.2. Why to choose us?

- 🔗 We build a well master plan and analyse each and every aspect of your brand.
- 🔗 We use our expertise to create a map for success.
Our wide range of design solutions takes your business to the next level.
- 🔗 We are constantly investigating new technologies and recommend them when they make sense.
- 🔗 We love what we do, some might say a bit too much, and we bring enthusiasm and true commitment to every project we work on.
- 🔗 From the moment a client approaches us, a dedicated team gets to work.
- 🔗 We have a non-hierarchical structure, supported by strong leadership, so we work together at all levels.
- 🔗 Our clients know exactly who is doing the work and are involved throughout the process - continuity and communication are vital.
- 🔗 We make the best people available for each client's needs.
- 🔗 We plan, consult, take nothing for granted, keep in touch and deliver.
- 🔗 Speed is an aspect of quality - not an alternative - we work hard and fast.

1.3. Our top clients

- ☞ Jos Alukkas : www.josalukkasonline.com
- ☞ Lilaq Boutique : www.lilaqboutique.com
- ☞ Jomsons : www.jomsons.com
- ☞ Parkland builders : www.parklandbuilders.com
- ☞ Periyar Rice : www.periyarrice.com
- ☞ Heyday : www.heyday.in
- ☞ Fitted home alarms : www.fittedhomealarms.co.uk
- ☞ Innowire : www.innowire.in
- ☞ Etc...

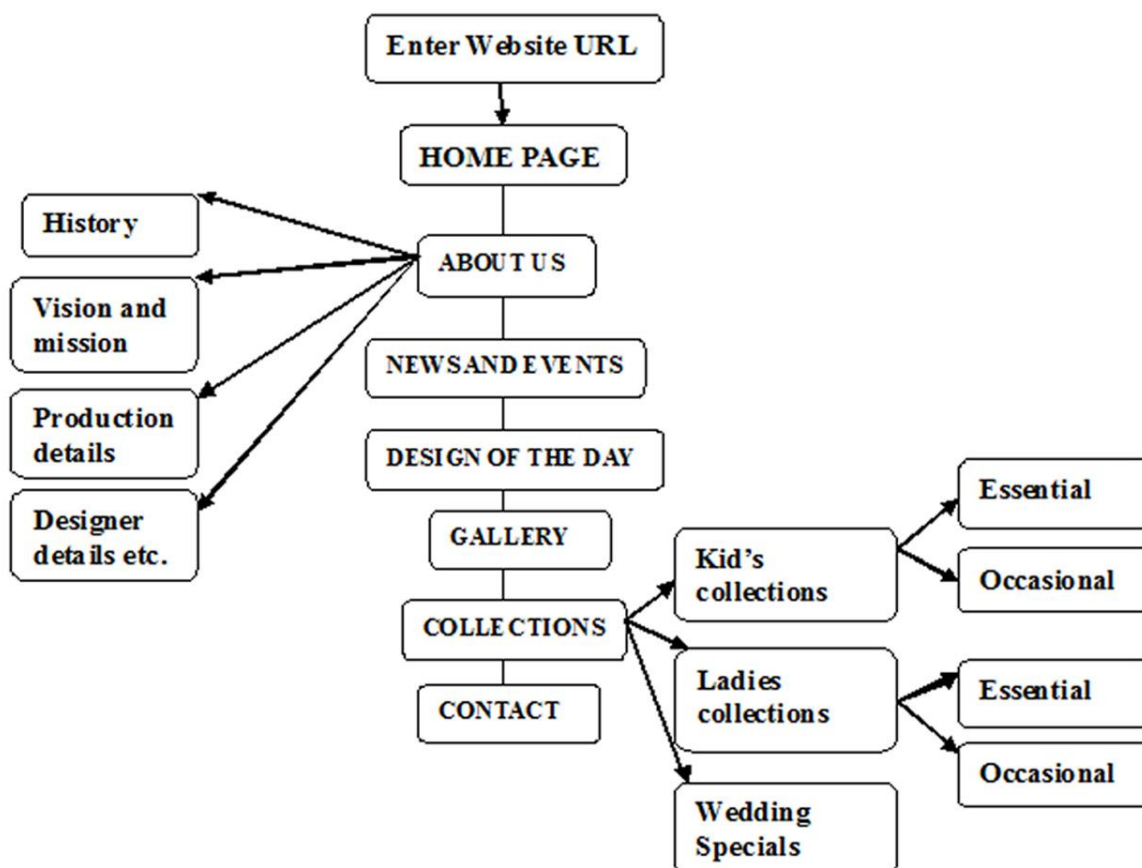
1.4. Our Strength

- ☞ Strong business/profit design
- ☞ Sufficient capital available to grow
- ☞ Great staff moral and high voltage throughout the company
- ☞ Strong leadership and staff communication
- ☞ Hiring quality staff
- ☞ Expertise through experience
- ☞ Company culture is generally open to change

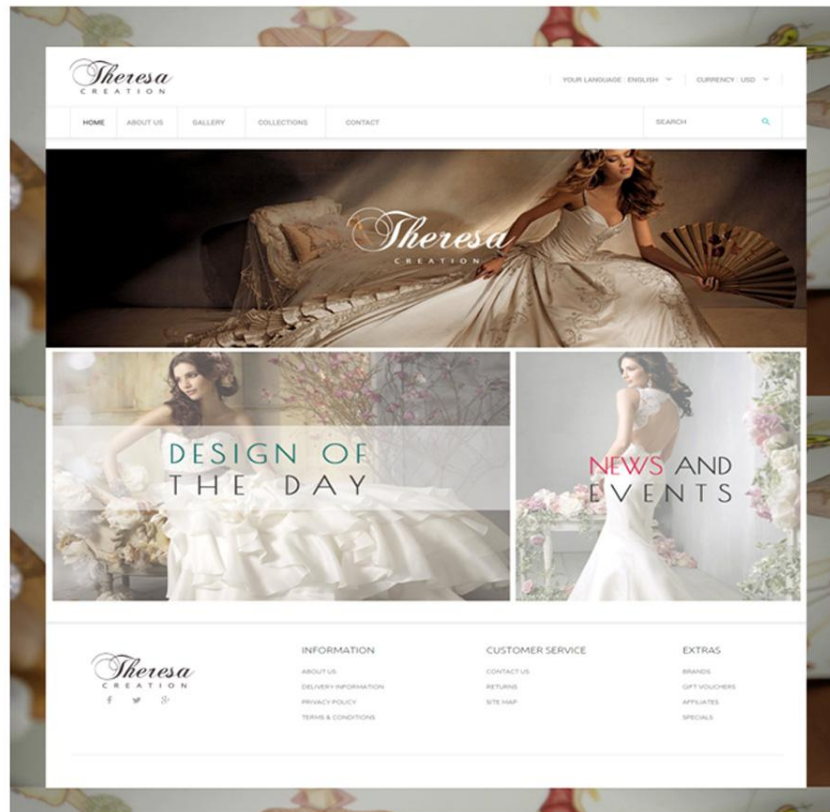
2. Website

This document describes sample procedures that potentially could assist individuals who are planning, designing, and operating web sites that include information about products and designs. With proper design, web sites have the potential to enhance the exchange of information between sellers and buyers of products at the local, state, regional, and national levels. Theresa creations is a smart dress design website with international look and feel.

Below we describe the each levels of your website..

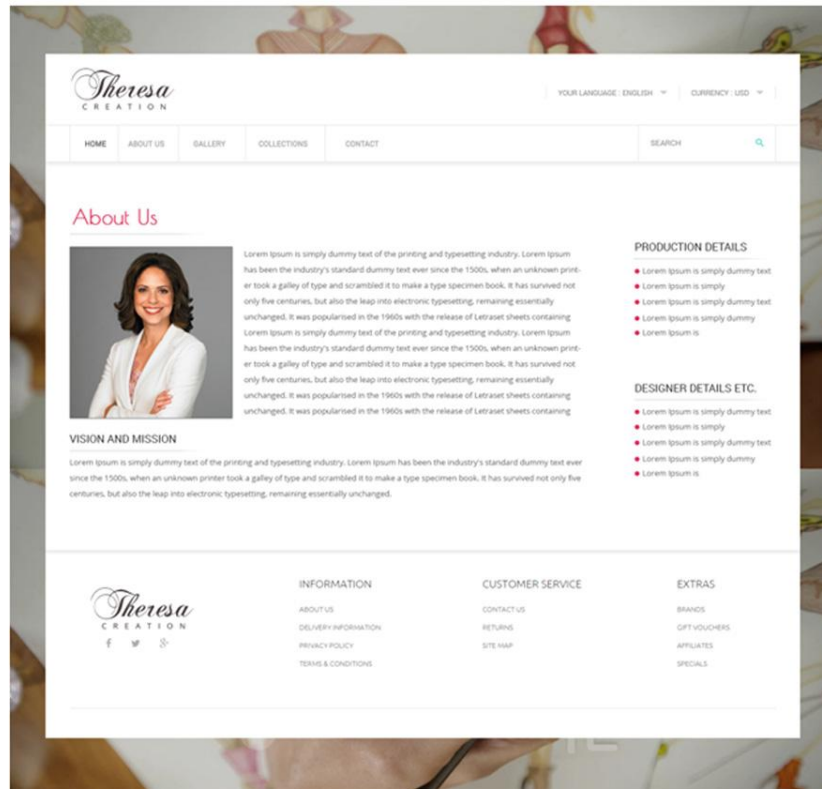


2.1.Home Page



Home page contains product banners with attractive design and model, news and events , all page tabs, slogan, logo depending on design, social media networking links, show case for design of the day etc...Home page is fully SEO friendly with responsive design.User feel easy and user friendly home page.

2.2.About us



This page mainly contains history, vision and mission, production details, designer's details etc...

6. NEXT STEP

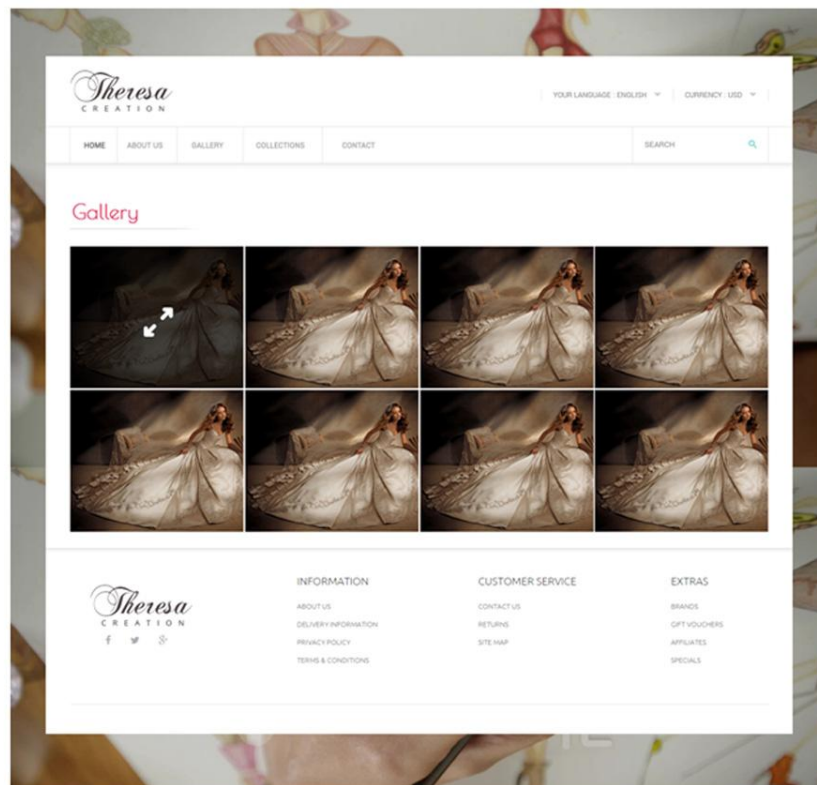
To proceed with this project, WEBSITE is required to take the following steps:

- ☞ Accept the proposal "as is" or discuss desired changes.
- ☞ Finalize and sign the contract.
- ☞ Submit initial payment of 50% of total project fee.

Once these steps have been completed DIGITISLE will begin the project

DIGITISLE
www.digitisle.in

2.4.Gallery



Gallery contains different categories like company events and updations.

Reference: <http://pulimoottilsilks.in/>



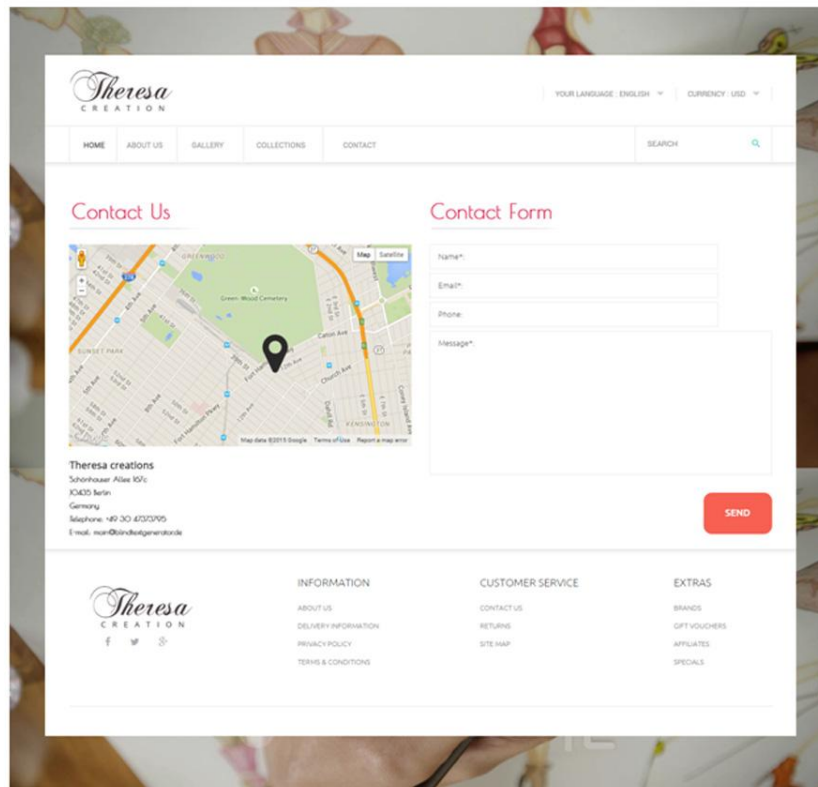
Home page also contains this section for scrolling the news and events. Each news and events containing separate pages

2.6.Design of the day



This page for daily designs. In this section highlight today's designs based on new trends.

2.7.Contact us



Contact page contains store location map, contact form and contact address..

2.8. Website Design and Setup

- ☞ Design Website to project extra value and expertise
- ☞ Pleasing color themes
- ☞ Consistent inner page designs
- ☞ More visibility and branding
- ☞ Well organized navigation buttons and links
- ☞ Alignment of content and image
- ☞ Form layout designs with suggested field

A. Advanced Look and Feel of Design

- ☞ Creating design focusing on user and usability
- ☞ Delivering a rich look and feel
- ☞ We build a site for the future using the latest web developing technology

a. Responsive Design Structure

- ☞ Auto-detects device and delivers optimal experience
- ☞ Compatible across all types of devices
- ☞ Unlimited flexibility in design, layout, scaling and user experience

b. Content Management System

- ☞ Facilities to create and manage website content with relative ease.
- ☞ used to control a dynamic collection of web material, including HTML documents, images, and other forms of media.

WEBSITE DEVELOPMENT COST: 85000/-

3. Social Media Marketing Strategy

3.1. Facebook campaign Strategy

The following strategies will help streamline our facebook activity and turn our facebook page into a success story

🔗 Page Management

Give your page a human touch. The most successful companies on facebook are those that step out from behind their logo and let the people behind the brand represent their facebook page.

🔗 Custom landing page design

🔗 Business tab creation & integration

🔗 Posts per day – management & engagement

🔗 Product listing

Product will be listed in this facebook campaign with international look and feel. Each products are displayed with all details like dress materials, designs etc

🔗 AD boosting

We create and publish total 30 posts in facebook page and out of this we use 15 product images mainly for AD post.

🔗 Create consistent calls to action

Facebook gives the brands the optimal opportunity to create genuine relationship between the customers. It's a great platform for improve the business.

🔗 Focus on smart branding

Make our facebook page an extension of our website to spark familiarity.

Monitor, measure and track

With the rise of social media, customers are now all social customers. They love to share, like, chat, post and comment, and when they have something important to say (good, bad or worse), they are quick to share it on their social network.

Customize your ad headline

When promoting a Facebook page, the automatic setup is for the ad headline to be the same as your page's title. Instead of leaving it as-is, type out your own customized ad headline to make the ad more enticing.






FB ads can do more than you think

Using Facebook for advertising can help to promote a page, app, or even an event!





Selecting a bidding option

We can choose from a number of different bid setups for Facebook advertising costs. We can bid for clicks, impressions, or your desired objective (e.g., Facebook page likes). If you choose the recommended (and selected by default) option of bidding based on objective, bid will automatically be set to help to reach your objective, whereas bidding for clicks or impressions allows for more customization.

3.2. YouTube campaign strategy

-  Channel management
-  Video for submission
-  Description creation
-  Tag keywords
-  Account creation and video uploading etc...

3.3. Google+ Campaign strategy

-  Creation of Google plus business page
-  Page management
-  Sharing contents
-  Integrate Google plus with website for getting more traffic etc...

3.4. Work strategy of facebook campaign

- ☞ Total time for facebook campaign is 3 months. Within these 3 months we surely get more than 3 lakh visitors and more than 10,000 likes.
- ☞ We will develop your facebook page with international look and feel.
- ☞ We will use different methods to boost your business to top.
- ☞ We take the maximum effort to increase the standard clients and grow your business to international level.
- ☞ We should create your facebook page like massive feel for impressing visitors.
- ☞ We will boost your website in online with during period.
- ☞ After the 3 months, we host a contest for the facebook members. In the past marketers were required to use a third-party application for FB contests, but Facebook recently changed their policy and now allows contests to be hosted directly on Facebook. Hosting a giveaway or contest on Facebook has never been easier!

3.5. SMO Conclusion

- ☞ We will use different creative activities for your SMO work.
- ☞ After 4 month SMO work, Your brand will be engaged in different SMO campaigns
- ☞ We are expecting more than 10,000 engaged likes in your facebook page after the 4 months SMO work
- ☞ This work will helps to increase your brand in future development
- ☞ After 3 months, we host a contest and different campaigns for the facebook members.
- ☞ SMO work will be success after 4 months, because we get more visitors to our brand from this work and our brand will be go to next level.

SMO COST: 30000/month

4. SEO Friendly and SEO Optimized Technology

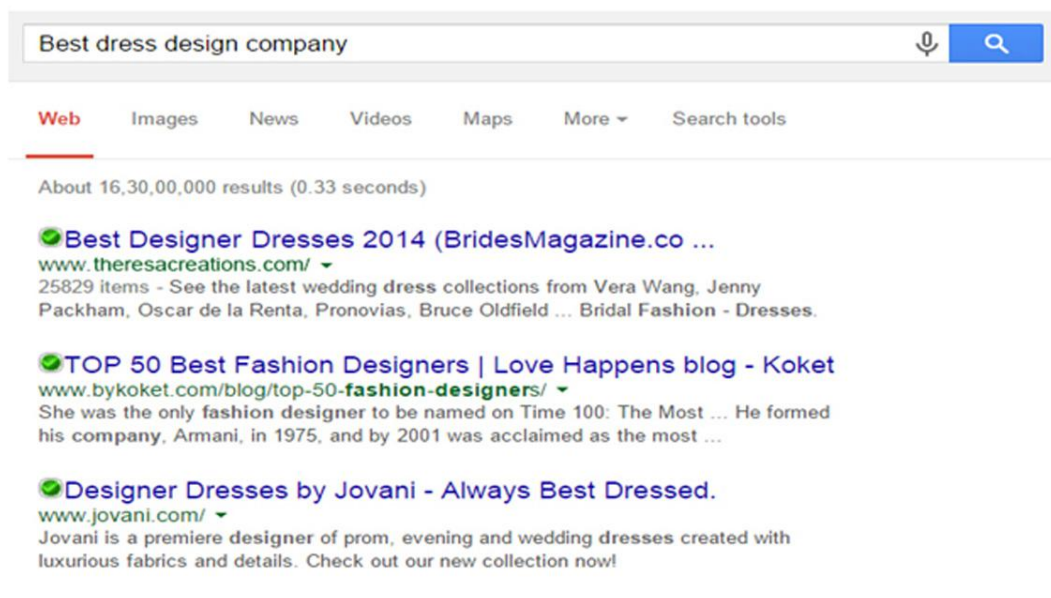
Website will be SEO friendly manner for gaining these things :

- Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines.
- SEO is one of the technologies in Internet Marketing.
- 85% to 90% of website traffic comes from the search engines like Google, yahoo, bing etc.
- Through Internet Marketing we can market our website or product globally with low cost.

Boost top keywords like:




- Best dress design company
- Fashion boutique
- Designer wear
- Ladies designer wear
- Kids designer wear
- Fashion collections
- Dress designs
- Latest designers etc...

While we doing SEO, We will boost keywords and make your website top on google search like:








Delivering Results

Here's what DIGITISLE's SEO experts will do to assure THERESA CREATIONS meets its goals after 4 months:

-  Launch a campaign to bring in a stream of new visitors to your website – If prospects can find you at the top of their search engine results, you can turn them into buyers. We'll launch a campaign to improve your rankings and drive visitors to your site.
-  Build a framework to sustain a long-term increase in website traffic – We want your SEO investment to pay off over the long haul, so we'll base your campaign on ethical link-building strategies. This framework gives you a sustained increase in traffic.
-  Optimize your SEO campaign to convert your new traffic into customers – A SEO campaign should produce a tangible return on your investment: new customers. We'll manage your campaign for 3 months after we launch it, making
Continual improvements to increase the percentage of your new traffic that turn into paying customers.

4.1. SEO ANALYSIS AND RECOMMENDATIONS

Off-page SEO:

-  We will generate links for your website to increase visitors.
-  Creating better reviews for our business.
-  Following different type of website related to our business and keep updating .
-  All other technique will applied as per needs.
-  An analysis of how and where content is being syndicated or used on other sites and how it is being linked back to the client's website

1) Blog

A blog is your best bet for a voice among the online crowd. It's a personal website, packed with features, as easy to use as your e-mail. We choose for you a preferred blogging platform. Setting up a blog on your own domain. We design your blog and use

2) Directory submission

🔗 Recommendation:

Directory submission is used to increase website indexing by gaining back links from top web directories. Quality back links improves our keyword ranking in search engines and help us to increase our blog traffic and page rank.

3) AD Posting

Ad posting means, if you have any product or service and you want people to look at the product or service you are selling, buy them if they like, then you need to post advertisement by different means.

Examples for Ad posting sites are: OLX, QUIKR etc...

4) Social networking medias

🔗 Recommendation:

Developing contents and images for social networking Medias based on keywords and concepts. Posting these contents and images in 13 and more social networking sites like facebook, blog, word press, instagram etc...Users are more attracted to Images than the contents. So we can create classy and eye-catching images for instagram. Social networking Medias like:

🔗 Facebook

We will post details and images of Theresa creations to facebook page daily. Majority of users are using facebook. So the users got the post on their own facebook page. Then interested user click on the link and go to the site.

🔗 Google+

Google+ is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. Google+ not only allows you to link to your other profiles across the web, but you can embed followed links directly into your bio with the anchor text of your choice.

[Pinterest](#)

Pinterest is now one of the fastest-growing and most popular social networking sites on the web. Though still relatively new it already has a rabid fan base of users with more and more turning to its unique layout and content sharing system each day. Benefits are built back links, share unique con-

Blogger

[BlogSpot](#)

The blogs are hosted by Google at a sub domain of blogspot.com. A user can have up to 100 blogs per account.

[Blog.com](#)

Tumblr (stylized in its logo as Tumblr) is a micro blogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private

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[Wordpress.com](#)

TWordPress.com is the easiest way to create a free website or blog. It's a powerful hosting platform that grows with you.

[Rebel mouse](#)

Rebel mouse organizes your online presence into a beautiful, dynamic and social site. Rebel mouse is the equivalent of an international news website bringing the opinions, perspectives and updates of the entire world into one place. Rebel mouse does all of this, but in a way that allows you to personally participate and relate to the specific content etc...

Photo Sharing

[Flickr](#)

RFlickr is an image hosting and video hosting website. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs and social media

[Photobucket](#)

Photobucket is an image hosting and video hosting website, web services suite, and online community dedicated to preserving and sharing the entire photo and video lifecycle. Photobucket hosts more than 10 billion images from 100 million registered members.

[Instagram](#)

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr

5) Competitor benchmarking

Recommendation:

In a similar way to the keyword identification stage, the competitor benchmarking process involves picking out the different types of competitor in the search results that the client should benchmark performance against.

On-page SEO:

We will setup your website SEO friendly and keep update according to online basis. a review of the effectiveness of all on-site content, including products pages, blog/articles, content marketing assets like info graphics, landing pages, support and on-site search.

1) Reviews and analysis

- [!\[\]\(039cd6b2e7148ba5690aa619b922c426_img.jpg\) Keywords Analysis](#)
- [!\[\]\(8b9db310e3bd56ffa44f3d5130ea99e2_img.jpg\) Complete Website Analysis](#)
- [!\[\]\(49f66b396e80c47181c1b6b90370748d_img.jpg\) Critical SEO Analysis](#)
- [!\[\]\(f186cdc5336a7be142e8eda07f4bdfc8_img.jpg\) Competitor Analysis](#)
- [!\[\]\(8d86d9d4a1b60f6ddfe06edafff75620_img.jpg\) Baseline Ranking Check](#)
- [!\[\]\(d46387e74d38c3440811d55bc6527bbb_img.jpg\) Duplicate Content Check](#)

1) Google analytics setup

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. It's the most widely used website statistics service. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also tracks display advertising, pay-per-click networks, email marketing, and digital collateral such as links within PDF documents.

3) SEO-friendly Content

Recommendations:

Use High-quality content on your pages, especially in homepage. Extensive keyword-rich content will need to be added to individual pages to improve rankings. Search Engine friendly, keyword rich content in line with Meta tags to be implemented as appropriate on the site to achieve high traffic and rankings. Text has to be added on the home page as well as inner pages.

4) Site Meta tags

Recommendations:

Meta tags were originally intended as a proxy for information about a website's content.

5) Keyword Research

Keyword Research is very important and can literally make or break your SEO campaign. Most popular mistake people make is to select one word or two word keywords to rank on. The whole idea of keyword research is to select realistic keywords which can bring in significant amount of traffic. We use paid version of Word Tracker and Google Keyword Research tool and involve our clients in keyword selection.

6) Title Tag Optimization

Title tag appears at the top bar of your web browser. Based on the keywords in this tag, search engines list the site relevant to a search made in their engines. It is one of the important aspects of getting rankings in search engines. Since this title also appears in search engines' result pages, appropriate use of keywords in promotional language may result in more click through.

7) Robots.txt Optimization

This file allows you to hide files or directories that you don't wish the search engine spiders to find. You can let us know which files or folders you do not want spiders to crawl they will be disallowed.

8) W3c Validation

The Mark-up Validation Service by the World Wide Web Consortium (W3C) allows Internet users to check HTML documents for conformance to HTML or XHTML and is also a quick method to check for errors in code. We validate your sites as per W3C guidelines.

9) Working on HTML Source Code

Apart from Title Tag, there are other sections on your web page which can be optimized. These include Meta Description tag, Image Alt tag, and Adding Header tag for important information on your web page. Sometimes we take out JavaScript's and making them external to increase Text to HTML ratio.

10) Image & Hyperlink Optimization

We incorporate keywords in Alt text of image tags and title attribute of hyperlinks. This helps to a certain extent in search engine rankings.

11) Canonicalization

We incorporate keywords in Heading Tags (h1 to h6). Search engines do consider this tag while ranking a site.

12) Local Search Engine Submission

We submit your site to various local search engines. This helps to improve your local visibility over the net and get some local traffic as well.

13) Customer Review Submission

Most of the consumers check out online business reviews before making a purchase or signing up for a service. We submit reviews about your site or business to these local search engines so that you remain one step ahead of your competitors.

14) Home Page Content

- ☞ a. Descriptive Titles
- ☞ b. Direct Address
- ☞ c. Clear Language
- ☞ d. Break It Up
- ☞ e. Summarize
- ☞ f. Interesting content
- ☞ g. short and sweet content
- ☞ h. load fast content
- ☞ i. Structure your text
- ☞ j. Call for action
- ☞ k. Hit your headline hard

Other recommendations:

- ☞ Targeted keyword should occur 3-4 times in the body, in alt, one image to be renamed after that keyword, with same keyword in alt tag
- ☞ Use of unique title tag (8-10 words), Meta description (less than 200 characters), Meta keywords (make sure you do include spaces between each keyword) for each page.
- ☞ The only META tags that you MUST have are the "description" and "keyword" tags
- ☞ Use of sitemap is important, and should be linked from each page of the site

4.2 SEO conclusion

- ☞ After 4 months SEO work, your brand go to high level and your brand is good in different search engines like Google, Yahoo, Bing etc...
- ☞ Your brand will present in search engine with professional manner.
- ☞ SEO work is very important part for future development in E-commerce, online sale et... So SEO develop your brand in next level.

SEO COST: 15000/month

5. Terms and Conditions

DIGITISLE assumes THERESA CREATIONS has permission from the rightful owner to use any code, scripts, data, and reports are provided by THERESA CREATIONS for inclusion in its materials, and will hold harmless, protect, and defend DIGITISLE from any claim or suit arising from the use of such work.

DIGITISLE retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of THERESA CREATIONS and DIGITISLE

The agreement contained in this contract constitutes the sole agreement between THERESA CREATIONS and the DIGITISLE regarding all items included in this agreement.

6. NEXT STEP

To proceed with this project, WEBSITE is required to take the following steps:

- ☞ Accept the proposal "as is" or discuss desired changes.
- ☞ Finalize and sign the contract.
- ☞ Submit initial payment of 50% of total project fee.

Once these steps have been completed DIGITISLE will begin the project

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