



Online Presence & Digital Marketing

**INIFYE
TECHNOLOGIES**

**Ecommerce
Website**

MARKET PLACE

SEO / SEM

SMO



Digital Plan

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■ **ECOMMERCE DIGITAL PLAN**

■ **Brand New Website - Online Presence**

- B2C Ecommerce Website
- Market Place

■ **Search Engine Management**

- On Page Search Engine Optimization – Corporate Website
- Off Page Search Engine Optimization – Corporate Website
- PPC

■ **Social Media Optimization**



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■ Goals to Achieve:

- Develop B2C Ecommerce platform for in such a way that in future if we add Market Place or Mobile app, it can be managed from single backend.
- Search engine management will cover the organic On Page SEO and Paid Promotional campaigns on Google.
- Social Media Optimization covering the organic posting and paid promotions at influencers and social media channels.



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A) BRAND NEW ECOMMERCE WEBSITE

◆ Responsive Website Development

- ◆ Responsive Website Development
- ◆ Contemporary Standard Features:
- ◆ Product Category / Sub category
- ◆ Catalog Wise Products
- ◆ Occasion Wise Products
- ◆ Size management
- ◆ Best Seller / Featured Products / Offer
- ◆ One Payment Gateway Integration for B2C
- ◆ Promotion Code
- ◆ Login email & FB
- ◆ Single Currency / Single Pricing (USD)



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A) BRAND NEW ECOMMERCE WEBSITE

◆ **Common Dynamic Modules for B2C Website Management**

◆ **B2C:**

- ◆ Product Management
- ◆ Members Management
- ◆ Order Management
- ◆ Inventory Management
- ◆ Shipping charge management
- ◆ Reports - 5



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A) BRAND NEW ECOMMERCE WEBSITE

◆ Premium Features:

- ◆ Full Excel Product Upload
- ◆ Loyalty Points
- ◆ Gift Voucher



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B) ORGANIC SEO:

◆ SEO ONPAGE ACTIVITY:

- ◆ Competitive Analysis
- ◆ Check Link Popularity
- ◆ Keyword Density Check
- ◆ Keyword Analysis As per Theme of Website
- ◆ Create Google Webmasters Account
- ◆ Setup Google Analytics Goals
- ◆ Create & submit Xml site Map
- ◆ Optimize Title, Meta Description and Keyword
- ◆ Content and Anchor Text optimization
- ◆ Optimize IMG Alt Tag
- ◆ Add H1 tag
- ◆ Quality content setup as per the keywords



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C) SEO – Off Page Optimization:

◆ OFF - PAGE OPTIMIZATION:

- ◆ Directory submission
- ◆ Broken Links/Dead Links
- ◆ Suppressing a (bad) URL in the SERPs that's appearing for a certain key phrases.
- ◆ Site Map Submission
- ◆ Search Engine Submissions
- ◆ Reciprocal Link Exchange
- ◆ Finding Link Partners
- ◆ Boost Website Brand Signals In Google
- ◆ Expert Link Analysis & Disavow Service (Intensive)
 - ◆ Expert and intense backlink analysis to ensure that low-quality links are disavowed which boosts site quality and rankings across the entire domain. We'll hand over the disavow file to you, ready to be uploaded to Google Search Console.



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C) SEO ORGANIC– REPORTING:

◆ Quarterly Planning:

- ◆ Keywords for to be targeted
- ◆ Content change to be done inline
- ◆ Geographic area to be targeted
- ◆ Link building planning

◆ Detailed Monthly Report on Below Points:

- ◆ Tasks achieved for keywords targeted
- ◆ Analytic Report for:
 - ◆ Traffic Increase
 - ◆ Bounce Rate
 - ◆ Geographic area covered
 - ◆ Goals achieved
 - ◆ Leads / Inquiry Report



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D) SEM – PPC, Display Advert Campaigns & Remarketing:

◆ PPC

- ◆ Campaign Setup
- ◆ Campaign Optimizing

◆ Display Campaign

- ◆ Campaigns Setup
- ◆ Banner Design multiple sizes

◆ Google Remarketing

◆ Reports



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E) SOCIAL MEDIA OPTIMISATION

A) Retainer:

- ◆ 8 -10 Free Posts per Month (mix of company branding & Community building)
- ◆ Maintain Social Media Profiles
- ◆ Develop Campaigns of month
- ◆ Develop art work
- ◆ Develop Content for social media or web
- ◆ Schedule Posting

◆ B) Paid Social media Promotion:

- ◆ Ready images from gallery / month
- ◆ Influencer Marketing
- ◆ Sponsor Adv



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F) Market Place Development

◆ Admin Backend:

◆ Seller Platform Creations:

- ◆ Seller Profile Creations, Mark Up Pricing
- ◆ Admin can manager seller Products
- ◆ Admin can manage seller order Updates
- ◆ Seller Reports

◆ SELLER Platform:

- ◆ Seller Can login from their secure login
- ◆ Seller can manage their product, inventory & prices
- ◆ Seller can manage their orders and update them.



Thank You...