



“the ability to understand and deliver the expectations of customers”

Evident on search engines!

seo/smo digital marketing

After successfully leading organizations with our special affinity towards creative design, the team of like-minded who invested their creative minds on design, innovation & creativity have come together to offer world-class design experience. The team with 50+ man years of experience in Visual Design, User Interface, User Experience, Web & Mobile Development, Usability, SEO and Digital Marketing

Mpathy, helps Startups, Medium and Large organizations with specialized services with collaborative knowledge and experience.

SEO/SMO

Search Engine Optimization (SEO)

SEO is process or a technique which makes your website coding and design in a standard usability and accessibility compatible and makes it crawl/come in the first page. In the optimization process, keywords are very important so you need to select your keyword very carefully. Once the optimization process completes your keywords will reflect on the top in the search results of major search engines like Google, Yahoo and Bing.

Social Media Optimization (SMO)

This a continuous process for spreading your product, service, event or a brand awareness over major social networks and make viral publicity.

SMO can be through visual graphics, promotional videos, social news and bookmarking or Blogging. Like SEO it targeted for standing our keywords on first page, SMO goal will be bringing the traffic to your site.

We provide complete SEO/SMO services which eventually helps your business to grow successfully and to bring in more organic traffic to your website.

Our expert team is well positioned on latest industry analytics tools and implemented on our customer's website. And integrated the analytics tools for many mobile apps.

When we talk about SEO and SMO, alongside we work on Analytics part which is one of the most essential part for any Organization to understand the happenings on your website and social channel.

With ease you can generate required reports.

Our expertise are well experienced in implementing:

- ▶ Google Analytics
- ▶ Adobe Analytics
- ▶ Open web Analytics
- ▶ Clicky
- ▶ Woopra
- ▶ Flurry (For Mobile Apps)
- ▶ Appsflyer (For Mobile Apps)

Brief About SEO process:

On Page

- ▶ Keyword Analysis & Research
- ▶ Content Review & Direction
- ▶ Code Optimization (HTML)
- ▶ Proper Website Architecture

Off Page

- ▶ Link Building
- ▶ Social Shares (Articles, Directory Submissions, Forum postings, Bookmarking's etc.)
- ▶ Local SEO

SEO PROCESS



We would love to work with you!

WHY MPATHY?

Experienced Professionals

Mpathy digital marketing team is available in combination of full / part time professionals each with more than three to ten years of industry experience. Dedicated team deployment.

Customer Service

Mpathy experts are client friendly, polite, and most significantly quick responsive to your communications, and you will receive the estimated hours in very short time.

Availability

Our robust Offshore/Offsite/Onsite AMC flexible modal help our client to reach us with ease. We are available throughout AMC duration on your requests. On demand we can arrange onsite support as well.

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THANK YOU !

You are your industry leader

DIGITAL MARKETING

When you think of digital marketing, most important things are your branding and Web presence, that is your Website, if these two are missing, our recommendation would be you first get these ready and get into SEO and digital marketing.

The word "DIGITAL MARKETING" is a word that includes many digital ways of marketing a product or a service. Only way to gain the speed brand awareness and maximum customer base. In this internet era this one is a core competency among all technologies. Even though it is not a technology, instead it is a systematic approach on our marketing goals over the electronic media.

Search engine optimization (SEO) is a major component of Digital Marketing. It is a combination of various optimization methods of strategies and technique used to increase the number of visitors to a specific website by gaining top ranking over search result pages on Google, Bing, Yahoo and other search engines.

You can connect your target audience effectively with below marketing strategies.

Below are the components of Digital Marketing and we are having complete and expert level of DM engineers who worked with fortune 500 companies.

- ▶ Branding
- ▶ Web Design
- ▶ Content Marketing
- ▶ E-mail Marketing
- ▶ SMS Marketing
- ▶ WhatsApp Marketing
- ▶ Paid Advertisements

Pay Per Click (PPC) Advertising *(Quick and fast ROI)*

Brief About PPC: it's a paid service that you can avail for more customer list, it helps really when there is more competition for the same keyword.

Keyword Research

Ad compose & Optimization

Landing Page Optimization

Headline analysis & very strong headline making

Identify call to action & making it very strong

Content Marketing *(Customer relationship management and establishment)*

Brief About Content Marketing: Marketing your content effectively over many channels.

Blog posts

Infographics

Animated graphics

Research Study

Storytelling

News & Breaking News

Testimonials Spread

DIGITAL MARKETING

Social Media Marketing (SMM)

(Easy way to connect customers through social media)

It's a very critical and important aspect of digital marketing. It's a powerful mechanism for grabbing the customer base and brand awareness.

Major channels to target:

- ▶ Facebook
- ▶ LinkedIn
- ▶ Twitter
- ▶ Instagram
- ▶ Google +
- ▶ YouTube
- ▶ Pinterest

Approach:

- ▶ Videos
- ▶ Images/Photos
- ▶ News/Content

Online Campaigns and Surveys

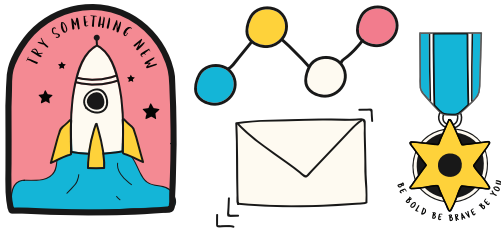
Campaigns for rapid identity & Surveys for Customer views on your service or product and services.

A perfect way of evaluation your products or services. It's a periodic task which gives complete overview of your product or services in a justifiable way.

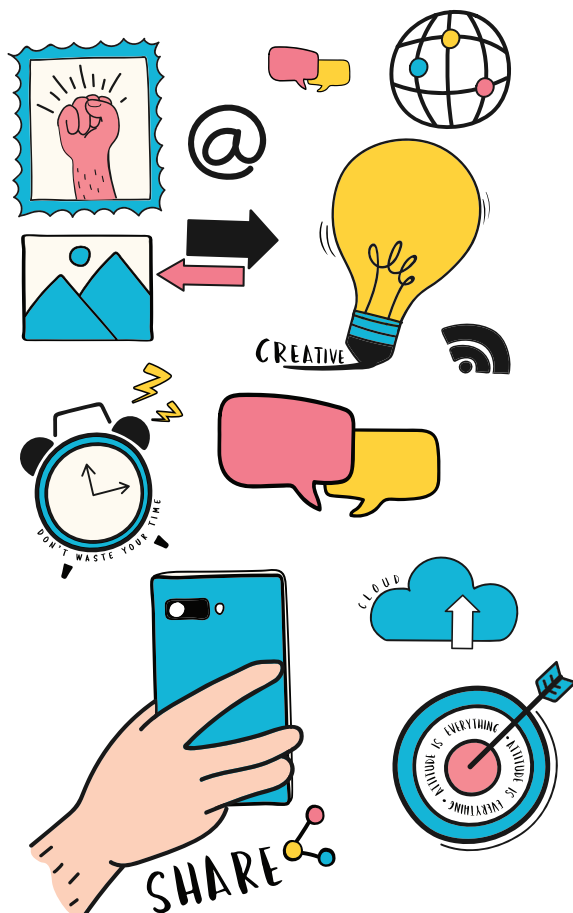


You are your industry leader

DIGITAL MARKETING



DIGITAL MARKETING



Email Marketing

(Regular approach makes brand awareness and repeat customers)

It is a process that distribute your service, product or an event in an e-mail campaign form and reach the target audience.

Major things that you can cover in this:

- ▶ Sending the Promotions
- ▶ New Products/New Arrivals
- ▶ Company Updates/News
- ▶ Follow Up and Reminders
- ▶ Newsletters
- ▶ Offerings

Conversion Rate Optimization (CRO)

(Complete optimization of your website with respect to performance)

It's a regular process of keeping your website update and maintaining the performance of the site.

What covers in CRO process (On regular basis checks)

- ▶ Site Design
- ▶ Responsive check
- ▶ Site Speed
- ▶ Forms Optimization
- ▶ A/B Testing
- ▶ Advertisements
- ▶ Graphics/Imagery/Gallery