



# DIGITAL MARKETING

## For your Company



[www.almada.co](http://www.almada.co)

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## About Us

Established in 1998 with 8 developer team and 42 offshore team, a PCI DSS, ISO 27001, 9001 certified Data Center & service provider, a world-leading provider of secure IT service with more than 320,000 hosted clients in MENA, which we guarantee 99.9% up time and 24/7 support, we have turn our data center into a productive services to our customers and clients.



## DIGITAL MARKETING

Is not a cost but an investment with a high ROI. By tying in SEO to Web analytics data, you may observe certain keywords having great conversion rates for which you rank only on page #2 on Google and know that you're leaving money on the table. Lifting your rank to the top 3 spots on the first page, where most clicks go, can provide a massive return on your modest investment into SEO. It's why SEO has been likened to investing in Real Estate – the returns can be truly stupendous when you get it right.

Digital Marketing is all about promoting you products/ brand through Internet & social media and driving the target prospects to the website. By utilizing the customer website & social aspect of the internet, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing. The internet space is a rapidly growing online market place and this is attracting the traditional businesses towards converting to the web. Marketing to promote and sell their brands for new client acquisitions, brand visibility and impactful revenue generation.

The digital marketing **INCLUDES** of the following:

1. Search Engine Optimization <b>SEO</b>	2. Social Media Optimization <b>SMO</b>	3. PPC Management
4. Link and Backlink plan	5. Reputation management	6. Leads Generations
7. Social Media management	8. Local <b>SEO</b>	9. Content Writing
10. Mobile app marketing	11. Email Marketing	12. <b>Messages/ SMS</b> marketing
13. Multilanguage's content	14. Live Chat	15. Web Traffic
16. Social Bookmarking	17. Document Sharing	18. Wiki, Blogging & Reviews

## GLOBALLY ALL COMPANIES TURNING TO DIGITAL MARKETING FOR REVENUES



## DIGITAL MARKETING PLANS:

PACKAGES	STANDARD	GOLD	PLATINIUM
<b>Keywords Plan</b>	10 Keywords Plan	40 Keywords Plan	60 Keywords Plan
<b>PHASE 1: Initial Review &amp; Analysis</b>	✓	✓	✓
In-depth Website Analysis	✓	✓	✓
Content Duplicacy Check	✓	✓	✓
Initial Backlinks analysis	✓	✓	✓
Google Penalty Check	✓	✓	✓
Competition Analysis	✓	✓	✓
Keyword Research	✓	✓	✓
Initial Rank Report	✓	✓	✓
Recommendations for website	✓	✓	✓
<b>PHASE 2: On Page Optimization</b>	✓	✓	✓
Canonicalization	✓	✓	✓
Website Page Load Optimization	✓	✓	✓
Header Tags Optimization	✓	✓	✓
HTML Code Cleanup & Optimization	✓	✓	✓
Internal Link structuring & optimization	✓	✓	✓
Image & Hyperlink Optimization	✓	✓	✓
Robots.txt Creation/Analysis	✓	✓	✓
XML Sitemap	✓	✓	✓
Google Webmaster tools Set Up	✓	✓	✓
Google Analytics Set Up	✓	✓	✓
Title& Meta Tags Optimization	✓	✓	✓
Page Speed Optimization Analysis	✓	✓	✓
Site Map Creation	✓	✓	✓
WordPress Blog Integration	✓	✓	✓
Mobile Site Optimization	✓	✓	✓
Geo Tag Optimization	✓	✓	✓





Google+ Profile Set up	✓	✓	✓
Google Publisher Tag	✓	✓	✓
Social Media Optimization	✓	✓	✓
Rich Snippets	✓	✓	✓
Microdata	✓	✓	✓
<b>Phase 4: Social Media Optimization</b>	✗	✓	✓
Social Bookmarking	✗	✓	✓
Google Plus Business Page setup	✗	✓	✓
Facebook, Twitter & Instagram Setup	✗	✓	✓
Profile Content Writing	✗	✓	✓
Facebook wall updates	✗	✓	✓
Twitter Updates	✗	✓	✓
Facebook Timeline Design	✗	✓	✓
Custom Twitter Background	✗	✓	✓
<b>Phase 5: Off Page Optimization</b>	✗	✓	✓
PDF Creation	✗	✓	✓
PDF / Doc Submission	✗	✓	✓
Pinterest Image	✗	✓	✓
Video Creation	✗	✓	✓
Video Submission	✗	✓	✓
Press Release Submission – NEWS PORTALS	✗	✓	✓
Google+ Post	✗	✓	✓
Off-Site Blog Post	✗	✓	✓
Infographic Submission	✗	✓	✓
<b>Pay Per Click Management – PPC</b>	✗	✓	✓
Account & Campaign setup	✗	✓	✓
Keyword Research & Bid Management	✗	✓	✓
Instagram & Mobile ad campaign	✗	✓	✓
<b>Link and Backlink plan</b>	✗	✓	✓





Add 30 Backlink .edu .gov sites PR9	✗	✗	✓
<b>Reputation management</b>	✗	✗	✓
Search WWW for Negative feedback	✗	✗	✓
Search Social Media Negative Feedback	✗	✗	✓
Report to the Company	✗	✗	✓
<b>Leads Generations</b>	✗	✗	✓
<b>Mobile app marketing</b>	✗	✗	✓
Developing new app	✗	✗	✓
Publishing into App stores	✗	✗	✓
<b>Email Marketing</b>	✗	✗	✓
<b>Messages/ SMS marketing</b>	✗	✗	✓
<b>Multilanguage's content</b>	✗	✗	✓
<b>Live Chat</b>	✗	✗	✓
<b>Web Traffic</b>	✗	✗	✓
<b>Social Bookmarking</b>	✗	✗	✓
<b>Wiki, Blogging &amp; Reviews</b>	✗	✗	✓
<b>COST</b>	BD 180/ Month	BD 250/ Mo.	BD 490/ Mo.

### What you will get investing in Digital Marketing:

1. Getting traffic from the “free”, “organic”, “editorial” or/and “natural” search results on search engines like Google, Bing, Yahoo, etc. We optimize your website so that Google “like” it and that way you get higher Google rankings and more traffic! We stay current with the best and cleanest SEO techniques so you rank high legally and with no risks.
2. Get Backlinks that are the most important Google rankings factor, this why our services are focused on link building. It works for YOU and brings real organic traffic.
3. Increase your website rank in google that results real traffic and visibilities in search engines.
4. Increase company visibilities in Social media.
5. Monitor all internet activities and remove any negative feedback/ report to the company.
6. We will provide leads and contacts.
7. We will do regular IM advertising through Whatsapp/ Viber/ Others.
8. We will translate your website to other languages/ other nations can access and purchase.
9. We will post your company in blogs/ review websites/ wiki/ forums for more traffics.
10. We will add your company link in all bookmark pages that results huge traffic.