



GAGELLAN
LIVING TECHNOLOGY

GAGELLAN GLOBAL SOLUTIONS

DIGITAL MARKETING PROPOSAL



Gagellan Global Solution Pvt Ltd.

• Bangalore • Chennai • Hyderabad

Email : sales@gagellan.com Website : www.gagellan.com

Proposal for Search Engine Optimization (SEO), Search Engine Marketing (SEM) Plans, Social Media Optimization (SMO) & Pay Per Click (PPC)

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INTRODUCTION

Gagellan Global Solutions Pvt Ltd is established to provide IT services and Business consulting in Capital markets, Risk Management, Treasury management specialised in Risk and trade analytics platforms and OTC applications in the Asia Pacific, Europe and Middle east markets. Gagellan Global Solutions keeps itself abreast with latest technology and aims to establish itself as a Transactional Technology provider with focus on Enterprise, Integrated mobility and communication Solutions, Strategic Outsourcing services.

Our IT Solutions lead to business process improvement, greater operational efficiencies in complex evolving enterprise and Risk management technologies, allowing greater profitability. We have repeatedly delighted our clients around the Asia Pacific Region across all business industry segments through our cutting-edge solutions for Banking & Financial, Trade platform (Forex, Treasury, Derivatives, commodities).

We keep our clients happy by rolling up our sleeves and getting the job done providing programme and project Management capabilities in implementation, deployments and migrations.

Gagellan Vision is to be a world standard integrated Enterprise technology provider with partnership programmes through innovative and cost-efficient service delivery models to our customers.

Gagellan has successfully provided integrated solution in Banking and Financial Services, Market Data & Trade Analytics, Manufacturing, Supply Chain, Logistics, E-Commerce and Digital Marketing.

SERVICES & TECHNOLOGY

The following services will be provided as part of the program SEO, SEM & Revamp of current website gagellan.com into next generational portals.

Gagellan will provide services as a SEO, SEM & project manager to oversee the Gagellan program and serve as a single point of for the program communications. The project team may also consist of additional SEO, SEM & Website specialists, web designers, content providers and other staff members who will contribute as the Gagellan program requirements.

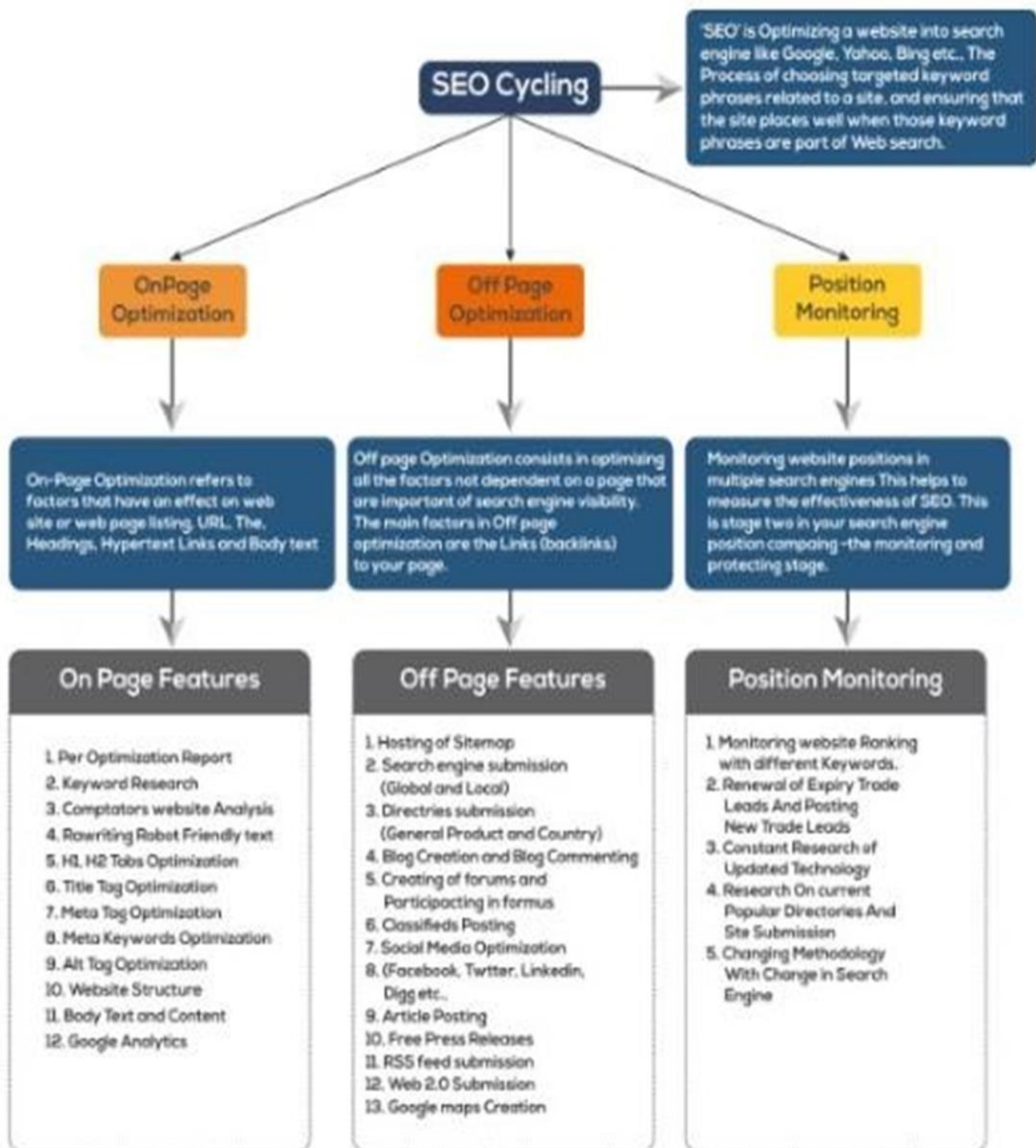
We Develop the code in the appropriate languages (i.e. HTML5, .NET, Java, PHP) for a properly functioning web site and its attributes to display and operate on common & business user's devices.

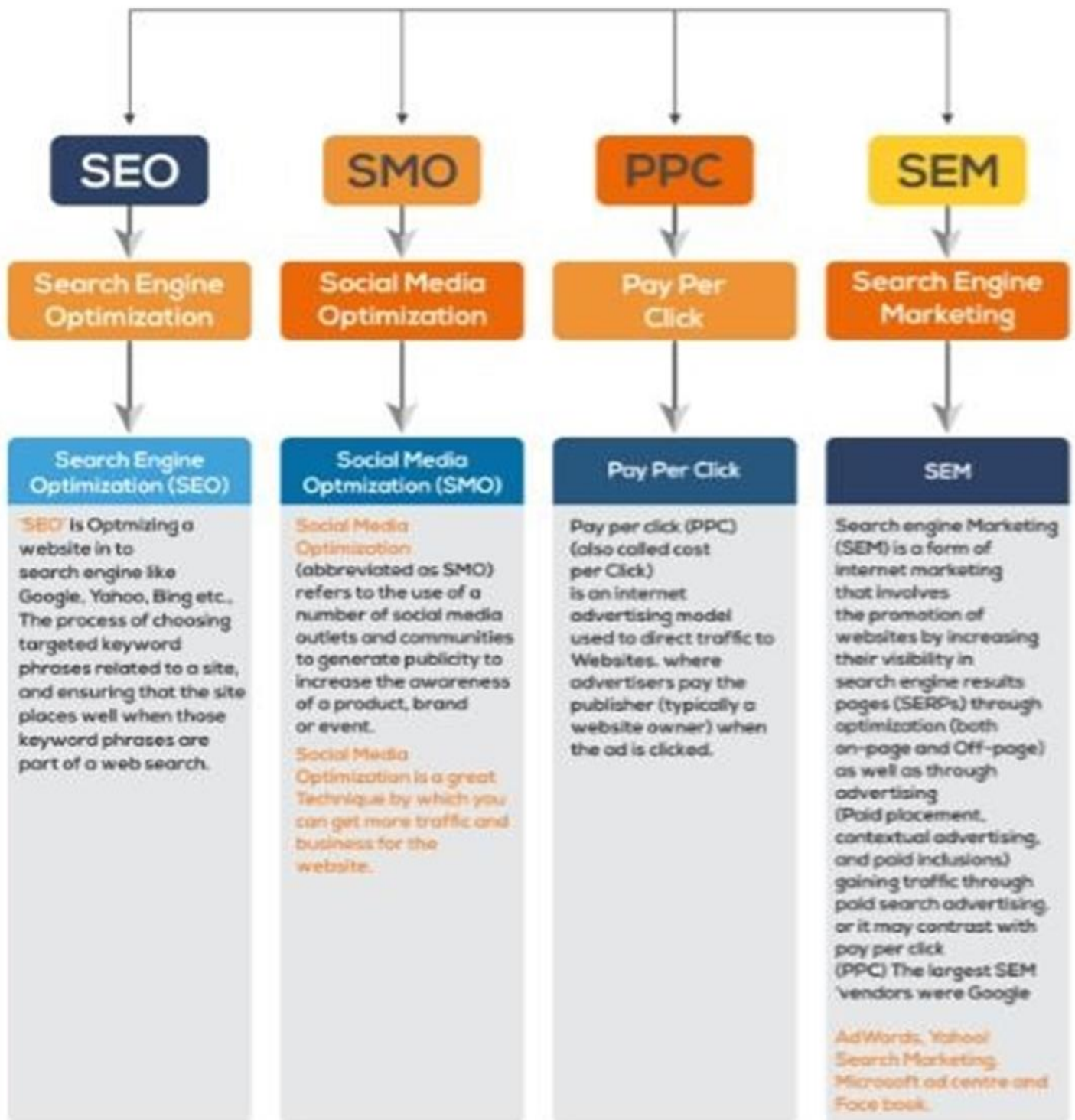
The project work will generally take place at the client provided facilities (or Gagellan), however the project manager will coordinate with client and regularly visit onsite client premises for the meetings, evaluations, observations, reviews, testing and other project purposes as needed.

All program work will be in accordance with accepted best practices for SEO & SEM and Web developments.

PROPOSED SOLUTIONS







SEO is the way of getting more visibilities with keywords through Online in **Organic way**

PPC is the way of getting more visibilities with the keywords through Online in **Payable way**

GET A DOMAIN NAME.

If the customer doesn't have a website needs an address where people can visit.

Make sure you own your own domain name and have full control over it. It's best if you register your domain yourself rather than having someone else, like a web designer, do it for you.

Use an established registrar like gagellan.com, rather than an unknown company. Cheaper options offer poor support, something you'll need if you want to make a change to contact information or are changing hosting companies use Gagellan.

BUILD ON A CONTENT MANAGEMENT SYSTEM (CMS).

A content management system, or CMS, allows you to update your website through any browser. Add a page, upload a photo, update your event calendar, embed a video from your YouTube channel, even update the navigation...you get the picture.

SEARCH ENGINE OPTIMIZATION & MARKETING.

Industry Market Research - Online Market Industry Research and corresponding document – determining “competition,” site legitimacy landscape, looking into what your competitors online generally do well (community building, good usability, consistent online presence, etc.), determining your gagellan.com website's advantages and disadvantages within the online space. This document will also consider your target markets online and help isolate your online marketing campaign objectives, such as page views, sign ups, downloads, etc.

Key Phrase Research - Determining the most searched and best long-term keyword strategy. This will determine what your customers are searching for and what phrases companies like yours are using on their sites. By determining this we can focus on phrases that not only bring in qualified traffic but also are often overlooked by the competition. This research is the base for all other search-engine-marketing efforts.

Competitor Research - Online Market In-depth Competitor Research and corresponding document – analyzing your competitor's Design, Content, and Links for organic optimization viability, usability, and other online marketing savvy. This data will tell you your competitor's strengths and weaknesses. Solution will take a closer, more in-depth look at what certain competitors are doing in the social media space.

Complete Site Audit - A thorough SEO analysis of your existing site, including a detailed break-down of what is going right and wrong on your website from an SEO standpoint. This document can be used as a basis for your overall organic optimization services and general web marketing plan. The site audit includes: Key phrase Research, Web Site Design & Content Analysis, Link Analysis, Search Engine Strategy Recommendations, and Summary.

Link Bait Strategy - Link popularity is an essential part of organic optimization services. These in-coming only links cannot be bought or bargained for effectively any longer. Websites must create content worth linking too and then promote that content to encourage linking. Solution can help brainstorm and create a link bait campaign that will establish your website as an industry leader and generate the incoming links needed to do well in organic search listings.

Gagellan plan on talking about SEO (Search Engine Optimization & Marketing) in another Back to Basics article in more depth. However, it's important to write copy on Gagellan.com site that will rank well at the search engines and persuade people to take a desired action at your website.

Each page on your site should narrowly focus on a subject related to gagellan.com business. It could be a product, service, or benefit your business offers. Using a third-party tool, you can do some research on how often a desired keyword is searched on each month.

GAGELLAN CAMPAIGN GOAL

SEO

1. Getting top SERP {1-5} for most keywords.
2. Mixing the low hanging and high completion/generic keywords in a way that increase the landing page weight.
3. Increasing the visits from organic keywords and listing.
4. Creating the page rank.
5. Increasing the link popularity.
6. Implementing the Silo structure so that internal linking value increases.

SEM

1. Generate visitors with conversions.
2. Refining and selecting all the high conversion keywords that has low search volume.
3. Testing the keywords vis-à-vis landing page so as to increase the CTR and reduce the campaign cost.
4. Removing the non-performing keywords from the list.

GAGELLAN SEM CHECKLIST

- Setting the AdWords as well as search marketing account.
- Creating the Ad Groups
- Selecting the landing page for campaign.
- Ad Copy generation.
- AB Testing.
- Landing page optimization.
- Quality score measurement.
- Installing the tracing code for conversion.
- Setting up the Goal funnel.
- Competitor research and figuring the killing ads.
- Adding up the engaging features over the landing page to increase the conversion rate.
- Campaign analysis.
- Daily ROI reporting.
- Removing the non-performing keywords.
- Increase the geo targeting.
- Compiling the final list of high conversion keywords.
- Day parting as applicable to reduce the cost.
- Back end work to increase the CTR and reduce the cost in long run

GAGELLAN SEO CHECKLIST

- Strategic keyword selection.
- Keyword grouping.
- Landing page selection.
- Creating the Google Webmaster log.
- Creation and submission of XML sitemap.
- Fixing broken links.
- Fixing canonicalization.
- Validating website forms.
- Search engine friendly URL rewriting.
- Setting up the Google Analytics log.
- Creation of the Blog.
- Creating keyword rich page title.
- Creating unique descriptions.
- HTML/CSS validation.
- Anchor text links.
- Image validation.
- Link building.
- Article syndication.

- Press release submissions.
- Blog optimization.
- Forum marketing.
- Yahoo and Wiki answers.
- Facebook and twitter marketing.

SEO (SEARCH ENGINE OPTIMIZATION) TECHNIQUE

- On-site optimization of metadata, installation of analytics and web tools
- Press releases distributed to relevant sources
- Microsites (and link building for those microsite)
- Directory submissions
- Social claiming of 50+ social media sites (YouTube, Facebook, etc.)
- Social signals (using those claimed sites to generate interest/presence for the client)
- Niche blog posts
- Video
- Article submissions
- We optimize with industry best practices to increase the campaign's overall performance.

Social Media

Will help to create a social media sub website



Reporting

Measure your traffic.

It's important to know how much traffic your site is getting, where your visitors are coming from, and what their behavior is once they get there.

For most small business, Google Analytics is the way to go. It's free and insanely powerful. Your web developer should be able to quickly add the snippet of code to every page so you can start measuring your results.

- Keyword rankings
- Website traffic report
- Note: SEO & SEM reporting dashboard reports delivered by the 12th day of the month or first business day after the 12th if it lands on the weekend.

Fulfilment SLA

- Five business days after all required materials are received

Deliverables:

The provider will deliver the following items during or at conclusion of the project development.

1. Comprehensive SEO & SEM Website revamp plan with timeline
2. Web concept descriptions, sketches, drawing, and / mock ups
3. Fully functional and professional web site
4. All related ancillary files used to execute the web site.
5. Monthly reviews of SEO & SEM results and associated web site modifications / updates.
6. Final Review and completion / hand-off.

A proposed the Gagellan.com program required development man days & infrastructure

Table 1: SEO, SEM & Gagellan.com Website Revamp Program		
Item	Description	No. Man Days
1	Review Planning and Strategy	9
2	Concept Design & Mock-up	7
3	Web Site, Database Developments & Deployments	12
4	On-Going Review, Improvement, and Updates (monthly)	10
5	Final Demonstration and Acceptance	10
6	Project Management	12
Total No. Man Days		60

Table 2: Software & Hardware infrastructure		
1	Third-party SEO & SEM Products (Example - Google Analytics, Adobe Site catalyst, Akamai solutions etc.) license will be purchased & won by Gagellan and I will make provide my services at integrations along with requirement development.	
2	Software, Hardware infrastructure will have owned by Gagellan.com entire infra will managed through Microsoft servicers / standalone Infra	
3	Support and managed services will be maintained by me after upon the completion of actual development. Managed servicers	

All SEO & SEM campaigns include baseline metrics and custom keyword strategy based on client goals.

The following techniques are examples of on-site and off-site techniques that may be used to achieve optimal SEO & SEM results:

Customer Support**Email Marketing Activates**

- 24x7 Skype Support
- 9:00am to 6:00pm Phone Support
- Yahoo / MSN /Gtalk

Note: Any Operational Support cost will be workout before going application live.

Cost

Cost proposal will be based on time & material or hourly basis upon the customer choices

Project Risk Management Values

Identifying, communicating, and managing project risks require a risk management culture. This culture is defined by the values in which we operate. The following attributes depict PRM values required for the development of a successful risk management culture.

Risk decision-making based on balancing project values such as cost, schedule, and quality

- Stewardship
- Efficiency
- Teamwork
- Accountability