



An E-Book on
Web Consultancy & Website Promotion Services



INFLUX WEB TECHNOLOGIES

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Best Web Consultancy

Influx Web Technologies will guide you to online success from start to finish. Whether you are a small firm or are a familiar name in the industry, it is important for every business to have its very own website. With Internet reaching every nook and corner of streets, it has become essential for business owners to mark their presence in market. Having a highly influential website and a massive presence over the World Wide Web will solve your purpose.

We understand that the potential of web to generate profit and credibility for your organization is huge, but it is not easy to find out the start point of the entire web promotion project. Getting better ROI is easy if you have the right professionals working for you and co-ordinating in a well-defined manner.

When we talk about an effective web development, it requires a comprehensive planning, clearly defined goals and an expert execution. You might find an excellent designer, but he might not be good at getting higher ranks for your website. On the other hand, there's a great traffic on your site but the sales conversion graph is too low.

When we talk about SEO Services India, we mean your overall success. The team of Influx focuses on the big picture and maps a strategy that will get you success. We provide web consultancy that revolves around goal setting, usability testing, defining target audience, marketing strategies and effective search engine tactics.

Being an experienced Search Engine Optimization Company, we have realized that an effective website should be integrated as a part of web strategy to generate positive result. Therefore, we offer everything right from SEO to website designing and website promotion.

We do not provide Websites; instead create Well-built Websites for You!

We have some of the most experienced practitioners involved in the process of web consultancy. They have worked for leading names in the market and have shaped many of the emerging online trends. Always focused on giving innovative ideas and creating effective promotion strategies, Influx Team has created a niche in the industry with its totally unique working methodology.

We will work hard to understand your organization and its growth prospects by talking to key people in the company. Their valuable input will help us in designing a web design project that will give better identity to the organization and benefit the business.

Whether you are looking for an effective web design, want latest web development tools to be implemented in your website or have the desire to see your website on the top 10 search results of major search engines, Influx Web Technologies assures a success in your website promotion project. Our experience in web consultancy and Internet promotion plays a crucial role in defining your online business objectives and achieving them.



Leading Search Engine Optimization Company

Getting traffic directed from search engines is a tricky affair. Many SEO company out there in the market promise of getting your higher placements, but only a few are able to turn their words to reality. If you come across the wrong SEO India Company, it could end up getting your website banned from major search engines permanently.

SEO is a complex process and changing search engine algorithms are making it further more complex.

Influx Web Technologies has a holistic approach that will summarily resolve all the ongoing SEO issues with your website and will make it ready for the upcoming ones. We relentlessly do tweaking and process adaptation to tune your website with the changing requirements.

Initial Analysis

Our initial analysis phases involve review of the website, conducting its competitive analysis and preparing a submission report based on the assessment done.

Keywords Research

Our SEO team conducts extensive research through a variety of tools and search data to find out the keywords that are worth working upon. The keywords that best suit your business and have high probability of yielding maximum returns are selected. We make a sheet of the keywords and send it to client for review.

Page Optimization

Your website will be search engine friendly, if it will be optimized with right keywords and key phrases. The page optimization phase includes optimization of page by incorporating keywords, LSI, interlinking and anchor text. We optimize every page according to its theme or the section under which it falls on your website.

Search Engine and Directory Submission

All the websites are submitted to major search engines and directories, so that they get maximum visibility over the World Wide Web.

Report Generation and Rankings Tracking

Our team makes excel sheets, ranking graphs, PDFs and conversion charts to find out the overall success rate of the project. We also study traffic flow, ranking trends and click rates, so that further improvements can be made to achieve higher ROI.



Analyzing Competitors

We understand your goals and objectives at the early stage of the project. Our SEO specialists will analyze your website, navigation, link structure, content and code. Other than this, we will also analyze the websites of your competitors on major search engines like Yahoo!, Google & MSN and make a competitive report.

Right from research and development to preparing an analysis report, our SEO service will provide you with a full range of deliverables and reports. We assign every project to a separate SEO team and account manager, so that clients get the needed attention.

Influx Web Technologies will optimize your website for generating long-term traffic and it involves no secrets or tricks, but sheer experience and knowledge. All we expect from clients is their trust on us and a full fledged co-operation in making us understand their business objectives.

Website Promotion Consultants

Our web promotion services will enhance your online business presence

Why do you decide to have a website of your organization? Why does every website owner want to launch the site?

The basic motive behind every website creation is to promotion products and services of the organization. But, all your efforts will get waste if your website doesn't get ranking on the first page of popular search engines like Google, MSN or Yahoo!

Why do you need web promotion?

Internet users only visit the sites that provide answers to questions they are looking for. If a user is looking for a particular product, he will be interested in visiting website delivering that product. When you type specific keywords on search engine, websites appearing on the top results will have that particular keywords included in the page.

It is fact that most of the users rarely navigate to next page of search results and a few of them only rely on the information provided by the pages ranked top of search engine results.

In such case, even if you are providing unmatched products or services, not too many people will come to know about it. This is definitely going affect your business adversely.

The ultimate solution to this problem is to get your website ranked on first page of major search engines, as this will automatically increase your popularity.



Who can get rankings for you?

You might be wondering, who get your website appear on first page of major search engines?

This is where we have an expertise. We are a leading SEO services company that makes sure that your business gets tremendous boost and a higher ranking on search engines.

Our social media optimization, web promotion, website designing and web development services revolve around increasing the numbers of potential customer visits on your website. We ensure that you get the right traffic that will maximize the sales of your products or services.

We have a team of web promotion experts that conducts extensive research to make sure that your website gets placed on the first page of search engines and continues to do the same in future.

How we do it?

We have tried and tested methodologies to define your success over the world of Internet. Our team of consultants will do an in-depth analysis of your website as well as competing websites to find out loop holes. Based on the research, we will define a strategy that will involve different steps of SEO. Next, search engine professionals start their work like keyword research, off-page and on-page optimization as well as directory submission to provide maximum visibility to your website.

Best Search Engine Marketing Agency

We promote website and increase its visibility with competitive Search Engine Marketing strategies.

Influx Web Technologies comes up with search engine marketing strategies that will appeal to your target customers.

Backed by years of experience, we have emerged as leaders in the field of search engine marketing. Our diverse portfolio of marketing services, extensive experience in SEO and website designing define our success. Influx Web Technologies is a client oriented firm that works with the objective of making its customers achieve their goals. Our Search Engine Marketing services are a combination of SEO, website design and development, PPC campaigns, link building and directory submissions, which will provide you maximum advantage.

Search engine marketing services bring the power of Internet to your business. We have a team of marketing specialists who strive to provide better recognition to clients by designing



attractive websites, running Pay Per Click services and making effective Internet marketing strategies.

We provide dynamic solutions for dynamic businesses with SEM and PPC Management services. Our team takes full advantage of the World Wide Web to device the right marketing strategy that will take you to the right way.

Our commendable search engine marketing services will speak for themselves. We have a unique approach to your Internet marketing assignment that is done by creating optimized web pages that fit into the World Wide Web standards. We ensure that a search engine friendly structure is maintained and further, the smooth navigation throughout the website will result in increasing your conversions.

The search engine marketing strategies we frame are capable of giving that much-longed for push to small, medium and big organizations. It is the result of our unmatched performance that has provided us credibility in the World Wide Web arena. We stand at a level where we create benchmark for our competitors through effective search engine marketing strategies.

Influx Web Technologies will help clients in improving the rate of traffic, its quality, conversion, quantity and cost effectiveness that will maximize returns. We will give our best shot in optimizing your website, implementing various marketing strategies and encouraging your online business growth in every possible way.

We are amongst those rare SEO firms, which have experience, expertise, knowledge, team strength and global reach, the key defining factors required for running a successful search engine marketing campaign.

We keep a targeted approach that is the combination of highly effective & innovating advertising programs as well as some of the best search engine marketing strategies. It is the blend of both the techniques that ultimately results in diverting potential traffic to client's website. Further, we have a cost effective approach that boasts of our popularity in the market and enables us to climb the success ladder leaving others behind.

Online Advertising Consultants

Online Advertising means advertising over the Internet.

If you have online business, then an online advertising service becomes a necessity for you. At such a crucial phase, you have to be very selective about hiring the company for all your online advertising needs. Influx Web Technologies is well-versed with market tactics and proficiently uses them at the needed time, which has further gives credibility to the company.



We are a leading online advertising agency that strives to make your website reach people who are interested in your products and services. The work involves creating phrases and searching for best terms that most Internet users search for, while looking for a particular product or service.

The trend of website promotion has now shifted from big to small businesses. More and more small businesses are now using online advertising as a strong medium to sell products to target audiences. There is no doubt that online advertising is one of the most economical ways of marketing your company and reaching out to millions of people.

How can online advertising help your business?

There is no doubt that immense flexibility of online advertising makes it approachable and affordable for all types of business owners. You get the freedom to track leads per advertising keyword, cost per lead and cost per sale, all in online advertising. It allows you to select the most appropriate keywords for online advertising campaign and keep a track of effectiveness of every keyword in terms of sales and revenue.

Why you should use online advertising for your website?

When you are sure of the finding habits of search engine users, it is always good to get your website advertised on those search engines. It is true that only 80% of type users visit the first three results they get from a search query and only 54% of the users see only one result page for every keyword search session. Whereas, 19% users go to second page of search engine results and only 10% of them bother to navigate to the third results page.

How online advertising works?

It is correct to say that when it comes to driving visitors to websites, search engines beat all other online advertising media. Moreover, when a consumer sees search listing versus banner advertising, he/she is five times more likely to buy the product or service.

Other sources of online advertising

Online advertising is not only restricted to promoting website on search engines or opting for best SEO services, there is much more to explore in this area. You can do website promotion by designing attractive banner ads and running PPC campaigns.

Many website owners are nowadays opting for sending e-mail newsletters to Internet users. Whether you are launching a new product/service or just want to share your industry expertise, sending emails to target customers will positively work for you.

Influx Web Technologies is here to design effective online advertising campaigns for you. We have a team of advertising experts who know what will actually appeal to your target customers and push them to buy your product/service. You can call it our experience or



understanding of market, but we have created benchmarks in the industry with our result oriented, ROI centric and highly effective online advertising services.

Influx Web Technologies has made groundbreaking accomplishments in the online advertising industry and has emerged as leaders in the market. It is our influential and innovative advertising strategies that have redefined the meaning of online advertising. We think from a customer's point of view and understand what is going to benefit his/her business in a better way. We custom-make plans and advertising strategies as per the individual business requirements of clients and this attitude of ours have helped us secure a reputed clientele base in overseas markets as well.

How to Improve Search Engine Visibility

Get higher placements in search engine rankings and more potential traffic to your website with our SEO Services.

Influx Web Technologies knows how to capture online market with effective and tested search engine optimization techniques.

A leading SEO company, we put in best efforts to maximize your ROI by getting your website on the top 10 results of most of the search engines. The search engine rankings service we provide primarily focus on result oriented strategies that will glorify your Internet sales.

An efficient search engine optimization strategy is the primary rung of the success ladder. There is a massive competition amongst SEO companies out there in market, with most of them claiming a sure shot Internet marketing success, but only a few of them can stick to their words and get you desired goals. Influx Web Technologies lets its work do the talk.

The SEO methodologies we design are building to last.

It is correct to say that search engines generate 85% of the web traffic and a major part of it drops to your website from a selected few sources. If your website is not ranked in top 10 on major search engines, you are suffering from a huge loss every single day.

Influx Web Technologies has the experience and knowledge to get your website to top 10 results and achieve higher ROI. The SEO strategies we frame and implement are a result of our extensive research and understanding of client's business. Right from knowing your goals, business plans to analyzing the steps taken by your competitors, we do every possible thing that will work in your favor.

Our team does not make fake promises, but believes in delivering performance based results and is committed to give you an outstanding service.



More than 14 billion online searches are held every month, which means your probability of exploring out opportunities and making profit gets higher. We leverage on our expert's advice, result oriented SEO strategies, proper implementation of pay per click advertising and creation of appealing websites to get you to the desired position.

Influx Web Technologies is an SEO firm with skills, knowledge and a proven process that has enabled it to deliver consistent results that will significantly increase the traffic to your website and generate a bigger ROI.

We make a strategic Internet marketing plan that revolves around a sound SEO technique, social media marketing plans and an optimized website. Our team tenaciously works, so that clients are able to dominate online market quickly and more effectively.

So, what are you waiting for? Start dominating your competitors today!

Request a quote from Influx Web Technologies and give us a chance to place you higher on search engine rankings, get more customers and as a result, generate better ROI.

