Holistic Digital Marketing Company

Creative Web Mall (India) Pvt. Ltd.



Topics

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- → What is Holistic digital marketing?
- → Why Creative?
- → Digital marketing Approach.
- → What is Search engine optimisation?
 - ◆ The idea.
 - Creative Approach.

- → SEO v/s PPC
- → Few of our ranking highlights.
- → Creative client reviews & feedbacks.
- → Creative client case studies.
- → SEO Scope of Work
- → Contact Us



About Us

TURN KEY WEB SOLUTION PROVIDERS

Creative is a well established digital marketing agency located in Mumbai, India, successfully entered in the global market in 2003, combining technical expertise with creative vision. As we have grown, our clients have grown with us. We are your turnkey online marketing agency.



What is Holistic Digital Marketing?

Plan

Right message delivered in the right way at the right time.

Reach & Act

Marketing strategies that are designed to market the brand to every person related to it.

Seamless consumer experience

Maintain a strong and focused brand image Right Platform

A partner who can ensure success with an approach that gives you best possible solution, cost, speed and quality.



Why Creative?

Since 2003

Providing search engine optimization (SEO) services since 20+ years.

We are on Top

Top positions in Google for various key phrases since 20 years.

100% Satisfaction

We have more than 1000+ satisfied portal clients with 100% success rate of achieving organic search results in Google.

Cutting Edge

<u>Small e</u>nough to be Flexible and BIG enough to Deliver.

We believe in Holistic Digital marketing approach.

Creative Web Mall (India) Pvt. Ltd.



Various Digital Marketing Platforms









Search engine optimisation

Search engine optimization (SEO) is the process of optimizing the content & improve reach of your website so that it appears in top search engine results for a specific set of keywords.

Pay per click marketing

Paid search, or pay-per-click (PPC) advertising, typically refers to the "sponsored result" on the top or side of a search engine results page (SERP). You pay only when someone clicks your ad.

Social media marketing

Social media consists of various types of web platforms where users can share their thoughts and information. Promoting a product or service on these social sites is known as Social Media Marketing.

Email designing & marketing

Email has been around for more than two decades, and it's not going anywhere anytime soon. It's still the quickest and most direct way to reach customers with critical information.



What is Search Engine Optimisation?



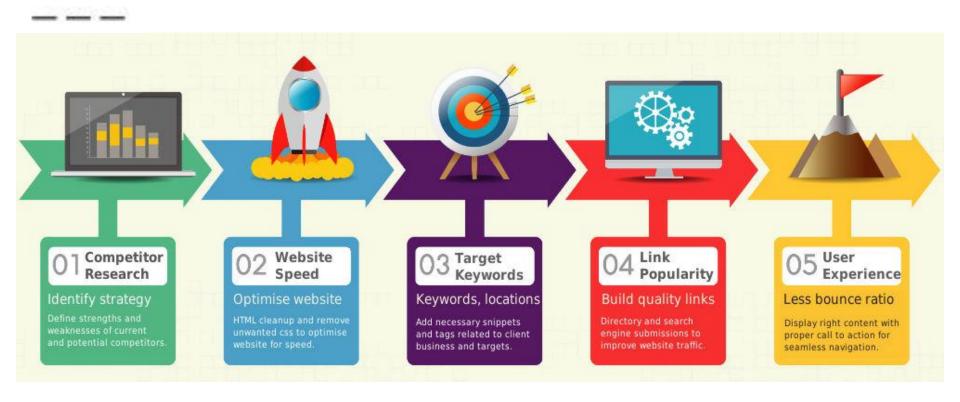
SEO - THE IDEA

Search engine optimization (SEO) conveys more clients to your business by positioning your website higher in Google, Bing, Yahoo and other web search tools.

SEO isn't just about building a website for search crawlers. It's tied in with building a website for people—that's what search engines want. And this is how Creative conveys results for.



SEO - CREATIVE APPROACH





SEO or PPC?

Search engine optimization "Organic"

Pros:

- → Great long term ROI.
- → Target to volume.
- Cost effective.

Cons:

- → Tough to quantify.
- → Takes a while to show results.
- → Needs an expert.

Pay per click "Search advertising"

Pros:

- Instant short term results.
- Quick setup Basic PPC can even be done by a layman.
- → Highly measurable & quantifiable.

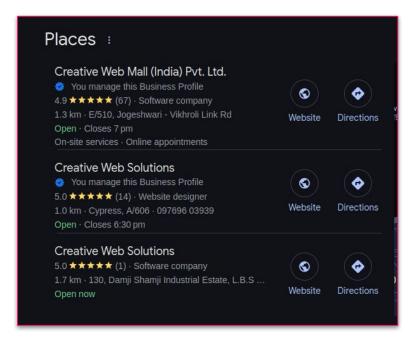
Cons:

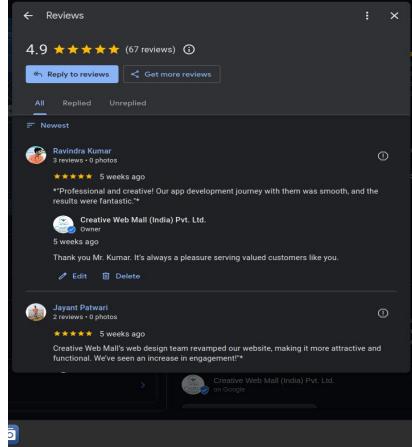
- → Less volume targeted audience only.
- Highly expensive.
- → Needs an expert.



Creative Google Reviews

Our clients rated our services 5 star.







Creative Facebook Reviews

Creativewebmall Facebook page receives 19 reviews, 5 star rated from prestigious clients.









Paragon Consultancy

This letter is to express my

Services

appreciation for the work done by Creative Web Solutions on our web site. Creative was selected by us from several contenders. They grasped our requirements correctly and delivered the site exactly as we wanted. They have maintained the complete functionality of the site

with a remarkably low failure rate virtually nil. Over several years the site has been less than 100%

functional only for about three days - that too because the server hosting company made some

changes. Creative had our website

up and running on another server.

interactive process for viewers as

- it can be viewed fast. The

The site has been designed very well

well as Paragon is simple and fast -

does not deter the viewer. Last, but

not the least, the search engine

proved extremely effective. Our



Himedialabs

Our experience working with Creative was Excellent. Creative is better than other SEO companies. The prices charged for the services opted are worth it. We find positive return and



Monsoon Agro Bio Ltd

So far we are having good experience working with Creative.We are satisfied with Creative teams support for services provided. We had no poor experience working with the company and will su



Wire Flatteners

Yes we are 100% satisfied with Creative SEO services. We get inquiries once in every 3 days from our website. We had started recieving traffic from 2nd month itself on our website after msoever contracting for SEO service with

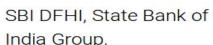
Proprietor

Creative.

Positive feedbacks from esteemed Creative clients.



SBI DFHI Ltd.



Yes we found our website visible on the most popular search engines on the web after opting Creative SEO services. We get 3.4 daily sign up / inquiries from website after accompanying Creative SEO services. We got traffic on our

website after contracting for SEO



Yes we found our elearning website visible on the most popular search engines on the web after opting Creative SEO services. We get 5 signups a week after accompanying for SEO. We are satisfied with the keywords and keyphrases suggested for our business online

Tutorials

Proprietor

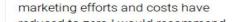


Nissan Electronics Pvt. Ltd.

Yes our website has recieved good response. We get 3-4 inquiries every week. We are satisfied with the keywords and keyphrases suggested for our websites SEO and find

positive return on our SEO and web

development Services. We look forward to a long & profitable



optimization done by Creative has



Multi Blend Ltd.

Yes I think this is true. We have found our web site visible on the most popular search engines on the web after opting Creative SEO services. We definitely look forward to a long & profitable association

with Creative in the future.

Director



Snow Cool Systems Pvt.Ltd.

Creative SEO services have worked for us.

Executive Director





Bibby International

We did not have any poor experience working with Creative and will recommend Creative to our Partners & friends. We are satisfied with the keywords and keyphrases suggested



Acexc

I have been associated with Sony Surana - Managing Director of Creative Web Mall India Pvt I td. for the past three 3 years. He is very reliable. He personally oversaw our project implementation and ensured a superlative end result. His after sales support is excellent. I continue to hire his services.. Great Results.



Brother International

We have already recommend Creative to our friends. We are satisfied with the keywords and keyphrases suggested for our websites SEO and find positive return on Creative SEO Services. We look forward to a long & profitable association with Creative in the Future.

Director

Positive feedbacks from esteemed Creative clients.

п аераптепт



High Integrity, Creative...

SAY Consultants Pvt.

Ltd. I am very impressed with the speed and efficiency at which the entire team at Creative Web Mall

responded to all my requirements. A

Fore Top Boats and

Marine Services

We found our site visible on the most popular search engines on the web after opting Creative SEO service. We are satisfied with the



Voltas GEC Limited We found our site visible on the most popular search engines on the web after opting Creative SEO service. We have found positive return on our SEO and web development Services and look

What is Social Media Marketing?



SMM - THE IDEA

Social Media



It's not...

- → Traditional Marketing
- → Classic Advertising
- Just building a profile & sharing to known people around you.

It is...

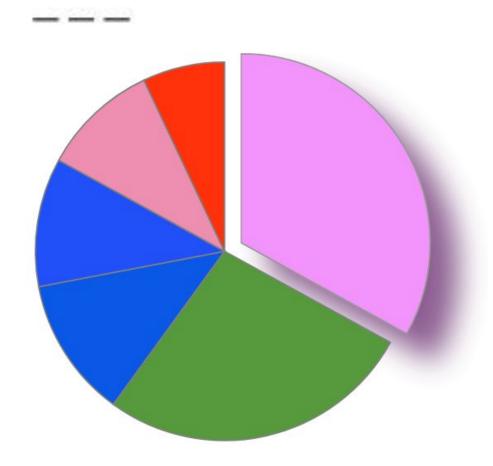
- → An integration of messages with technologies, images ppt, and videos.
- Conversations that are joined by more and more people everyday.

It is made up of...

- → Social interaction.
- → Listening to what customers and followers have to say.
- → Driven by followers.
- → It demands engagement.

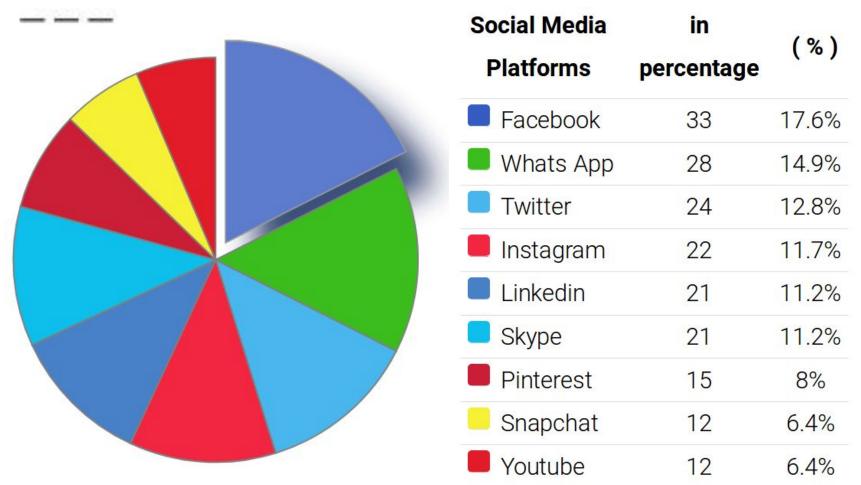


SMM - DEMOGRAPHICS



Demographics	in percentage	(%)
College Students	33	33%
Young Men	27	27%
School Kids	12	12%
Non Working Women	11	11%
Older Men	10	10%
Working Women	7	7%

SMM - POPULAR PLATFORMS



SMM - BENEFITS



To drive targeted traffic

To gain attention of potential customers and make a product famous worldwide, it is necessary to reach the right audience. Through a social media page or an account, a company can contact the right people and let them inform about their products and services. Through regular posts, the customers.



To create brand recognition

Through social media, a company can make its product reach various regions of the globe without setting promotional events in real. Social media platforms can become a company's voice and face and lure customers worldwide.



To grab more opportunities

Social media websites are the fastest way to reach the targeted audience and tell them about a company's services and products. In addition, customers believe content posted on these platforms through the company's right source..



For fast & measurable results

As social media allows a company to reach many customers at one time, there are high chances that even half opportunities can be transferred into full opportunities. By gaining trust of current customers, an organization can attract new clients.



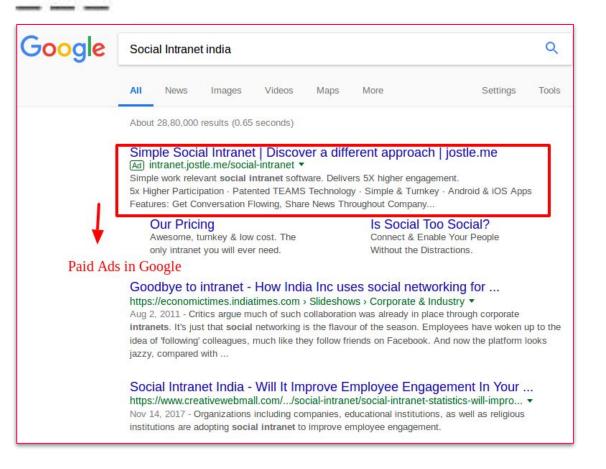
Creative Social Media Marketing Approach



What is Pay Per Click Marketing?



PPC - THE IDEA



Pay-Per-Click, popularly known as PPC, is an online advertisement technique of modern world where businesses are allowed by search engines to promote their products on international levels. This approach is a direct way of getting online traffic where online ads are used to lure Internet users and make them click on a company's webpage.

Your ads appear above and below the non-paid organic search results. Higher bids have a better chance of the #1 position.



Various PPC Mediums











The major purpose of PPC campaign is to be found at first when a potential buyer is looking for relevant services of search engine. When a buyer types a keyword matching a company's PPC campaign, their webpage should be at the top.



Creative PPC Strategy

- → A compelling headline.
- → Relevant keywords.
- → A relevant display URL Landing pages.
- → A call to action.
- → Tracking user behaviours.
- → Improvising bounce back ratio.





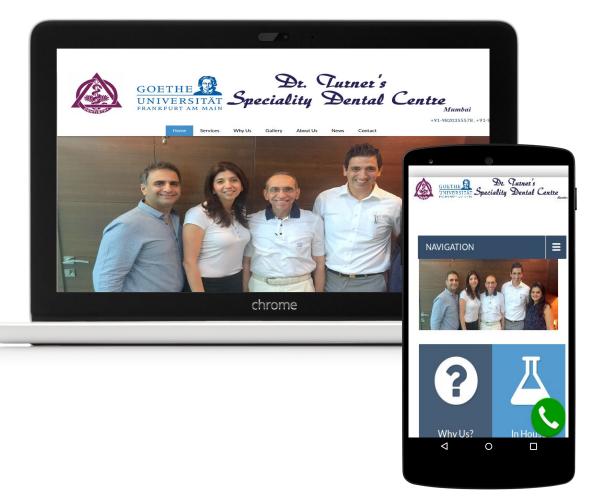
Creative SEO Case Study



Project name - Dentalspecialistindia.com

A renowned Dentist in India wanted to create an online presence to get foreign customers book an appointment online through his website for various services.

Solution: A mobile responsive website design with optimum speed optimization. Website had separate services section optimised and various Doctors pages with an online appointment form for every Doctor.

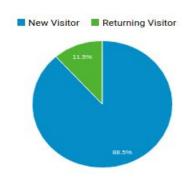




Dentalspecialistindia.com - Monthly unique visitors

Website gets average 599 monthly unique visitors from SEO





Demographics	
Language	
Country	+
City	
System	
Browser	
Operating System	

	Cou	intry	Users % Use	ers
1.	=	India	408	65.70%
2.		United States	52 8.	37%
3.	1	United Kingdom	37 📘 5.9	96%
4.	N.	Azerbaijan	20 3.2	2%
5.		Australia	15 2.4	2%
6.		United Arab Emirates	12 1.9	3%

Dentalspecialistindia.com - Monthly Goal Completions

Website gets average 80 inquiries & appointments from various forms on the website



Goals	
Goal Completion Location	-
Source / Medium	

Goal Completion Location	Goal Completions	% Goal Completions
1. /contact/	64	80.00%
2. /staff/prof-dr-ashdin-p-turner/	10	12.50%
3. /staff/prof-dr-porus-s-turner/	4	5.00%
4. /staff/dr-ferzin-p-turner/	2	2.50%



Dentalspecialistindia.com Ranking Report

Keyword for: (dentalspecialistindia.com)	Google.com
Dental implant clinics India	3
Implant dentist Mumbai	3
Dental implant specialists in Mumbai	1
Zirconia dental crowns Mumbai	1
Immediate function implants Mumbai	1
Nobelbiocare dental implant dentist India	1
Porcelain Veneers dentists Mumbai	1
Porcelain veneers dentists India	1
Implantologist India	1
Implantologist Mumbai	2



Our Ranking Highlights

Web Solutions

No.1 in Google since 16 years out of 2,57,00,00,000 results.

Intranet Development India

No.2 in Google out of 30,30,000 results

Employee Engagement Portal

No.1 in Google out of 4,39,00,000 results

Enterprise Intranet development

No 2. In Google since 6 years



More Successful SEO Rankings



Bombaymedicalaid.com Ranking Report

Keyword for: (bombaymedicalaid.com)	Google.co.in	
Free Medical Camps Mumbai	1	
Philanthropy Centre Mumbai	3	
Donate Wheelchairs Mumbai	4	
Rural Area Medical Clinic Mumbai	1	
Donate Medical Equipment Mumbai	1	
Free medical care Mumbai	4	



Halowais.com Ranking Report

Keyword for: (halowais.com)	Google.com.ng	
Metabo Power tools Nigeria	2	
Metabo Hammers Nigeria	2	
Metabo Drills Nigeria	2	
Tailin Grinding Wheel Nigeria	1	
Tailin cutting wheels Nigeria	1	
Premium Hand tools Nigeria	1	
Uncoated Abrasives Nigeria	1	
F		



Creative domain without location (keyword) Report

Keyword for: (Creatives Domain)	Google.com	
Intranet software development	3	
Enterprise intranet development	2	
Employee engagement portal	1	
Elearning training intranet	1	
Employee training portal	6	
Intranet Learning & development	1	



Why Choose Us?

Combine the strength of web design, SEO, security and speed optimization to propel your website to the top.

- Award-Winning Design: We craft beautiful, user-friendly websites that resonate with your audience and leave a lasting impression.
- SEO Expertise: We optimize your website for search engines, using data-driven strategies to ensure top rankings and organic traffic growth.
- Unmatched Security: Your website's data and user information are our top priority. We implement robust security measures to keep your site safe from cyber threats.
- Blazing-Fast Speed: We prioritize fast loading times that deliver a seamless user experience and comply with Google Web Vitals standards.
- Accessibility Champions: We ensure your website is accessible to everyone, regardless of ability, following WCAG guidelines.



20+ Yrs

Design, Development, SEO



1K+

Digital Transformed Clients



5000+

Web Projects



10K+

Keywords Ranked



1Cr+

Traffic Attracted



5 Star

Google Reviews

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