



TRANSCENDENTAL - TECHNOLOGIES

PORTFOLIO



Multimedia & WEB Service

Digital Marketing

Our Services



WEBSITE DEVELOPMENT



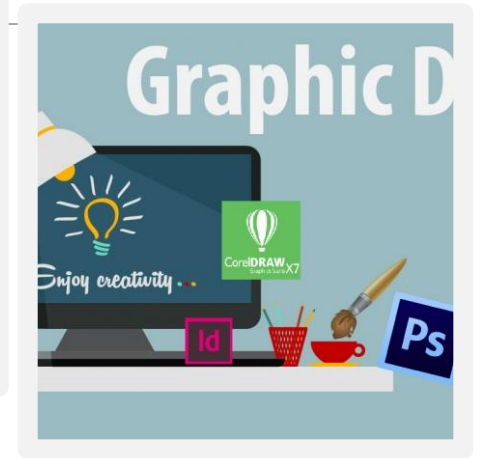
SEO



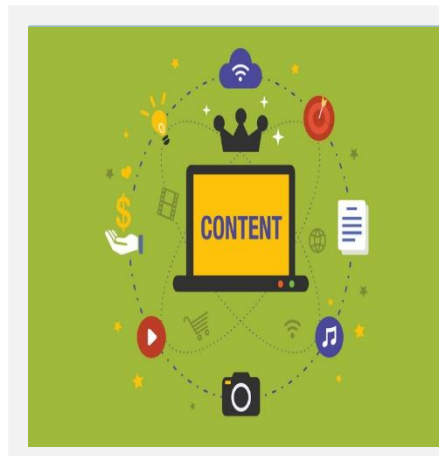
SMO



PPC (Advert)



GRAPHICS DESIGN



CONTENT WRITING

WEBSITE DEVELOPMENT

Web development is the work involved in developing a website for the Internet or an intranet. Web development can range from developing a simple single static page of plain text to complex web-based internet applications, electronic businesses, and social network services.



WEBSITE DEVELOPMENT

WE PROVIDE

CMS WordPress Development Services

MOBILE RESPONSIVE

SEO FRIENDLY

WIDE RANGE OF PLUGINS (SOME PAIDS)

SPEED OPTIMIZATION

WEBSITE SECURITY OPTIMIZATION

PLUG-IN IMPLIMENTATION

THEME IMPLIMENTAION

WEBSITE SEO FRIENDLY STRUCTURE

SEO

Search engine optimization is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

SEO = On Page + Off Page



SEARCH ENGINE OPTIMIZATION

WE PROVIDE

ON PAGE

WEBSITE OPTIMIZATION

META TITLE, META DESCRIPTION, META KEYWORDS CREATION

IMAGE OPTIMIZATION (ALT TAG)

H1 TO H6 TAGS SETUP

ROBOTS.TXT SETUP

XML SITEMAP CREATION

GOOGLE ANALYTICS SETUP

GOOGLE WEBMASTER SETUP

301 REDIRECTION

CANONICAL TAG SETUP

INTERNAL LINKING, *URL REWRITING (IF REQUIRED)

WEBSITE NAVIGATION STRUCTURE

BROKEN LINK ANALYSIS, BROWSER COMPATIBILITY, HIDDEN TEXT ANALYSIS

OG TAG SETUP

SCHEMA MARK-UP SETUP

KEYWORD MAPPING

KEYWORD ANCHOR TAG, KEYWORD BOLD AND ITALIC SETUP

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WE PROVIDE

OFF PAGE

Micro Blog Submission

Document Sharing

Image Submission

Profile Creation

Local Listing

Blog Commenting

Social Bookmarking

Classified Ads Post

Directory Submissions

Article Submission

Guest Blog Posting (PAID)

SMO

Social media optimization (SMO) is the process of increasing the awareness of a product, brand or event by using several social media outlets and communities to generate viral publicity.



SOCIAL MEDIA OPTIMIZATION

WE PROVIDE

Facebook/Instagram/Twitter/Linkedin/YouTube

Informative and Service Post

Making Social Calendar

Identify Hashtags

Creative Post

Planning Strategy

Paid Marketing - As per Budget

Complete Social Media Optimization

Integrate Social Media Activity

Social Media Posting and Management on a regular basis and Post scheduling

Join Group related to interest and topic to increase engagement

Uploading Videos (If applicable)

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Facebook Management	Instagram Management	LinkedIn Management	Twitter Management	Youtube Management
Page Creation	Profile Creation	Profile Creation	Profile Creation	Channel Creation
Facebook Cover And Profile Pic Creation	Profile Optimization	Profile Pic & Cover Pic Creation	Profile & Background Picture Creation	Channel Pic & Cover Pic Creation
Page Optimization	Posting	Profile Optimization	Tweets	Video Optimization(Video Provided By Client) - 1
Posting	Engagement Strategy	Company Page Creation	Retweets	Thumbnail Creation
Facebook Story Creation	Instagram Stories Creation	Competitors Analysis	List Creation	Keyword Research
Post Sharing In Groups	Competitors Analysis	Video Posting (Provide By Client)	Active In Trending Hashtag	Youtube Status Posting*
Video Posting(Provide By Client)	Responding to comment	Video Posting	Creation Of Poll	Comment Moderation
Page Monitoring	Link With Facebook Page	Creation Of Showcase Page	Following Industry Related People	End Screen Cards Creation
Facebook Tabs Creation	IGTV Upload(Video provide by Client)	Invite Connection To Like Your Page	Creation Of Moments	Information Cards Creation
Call To Actio Button Creation	Outreach With Influencers	Responding To Comments	Twitter Analytics Monitoring	Video Tags Creation
Influencer Research	Image Tagging	Relevant Group Joining	-	Playlist Creation
Creation Of Facebook Polls/ Quizzes	Instagram Analytics Monitoring	Sharing In Groups	-	Video Creation
Responding To Comments	-	-	-	Youtube Analytics Monitoring
Page Monitoring	-	-	-	Competitors Analysis
Competitor Analysis	-	-	-	-

GOOGLE ADVERTISING (PPC):-

Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.



GOOGLE ADVERTISING (PPC – PAY PER CLICK)

WE PROVIDE

GOOGLE ADVERTISING (PPC)

Pay Per Click Account Setup

Analysing Website Traffic

Effective Ad Development

Competition Analysis

Create, Manage & Optimize Campaigns

Keyword Research and Selection

Campaign Tracking & Reporting

Minimize the cost of your campaign

Calculate the return on your advertising

Landing Page Identification & Bid Management

Define, plan, and evaluate goals for your campaign

GRAPHIC DESIGN

Graphic design is the process of visual communication and problem-solving using typography, photography, and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously.



GRAPHIC DESIGN

WE PROVIDE

GOOGLE ADVERTISING (PPC)

Social Media Image Design

Card Design

Signage Design

Illustration

Web Designing

Poster Designing

Newsletter Design

Logo Design

Creative Design Concepts

CONTENT WRITING

Content writing is the process of planning, writing and editing web content, typically for digital marketing purposes. It can include writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as Twitter or text posts on Reddit.



CONTENT WRITING

WE PROVIDE

Content Writing

Social Media Post Writing

Blogs Writing

Guest Blogs Writing

Meta Descriptions

Unique Content Writing

Content Plagiarism Checker

SEO Based Content Writing

PACKAGE STRATEGY



PACKAGES STRATEGY

SEO Plans

PLAN	Minimum Duration	Same Keyword for 6 Months	Rate Per month	Paid campaign (Extra cost As per actual)
Essential	12 month	3	6000	1 time
Premium	9 month	5	9000	2 time
Ultimate	6 month	8	13000	3 time
Professional	6 month	12	16000	5 times

Search Engine Optimization Deliverables

SEO	Activities Plans	Output in a month/Resource
Analysis	Website Analysis	Once in a month
	Broken Links Checking	Once in a month
	Navigation Structure	One time activity
	URL Rewriting	One time activity
	Keywords and Key Phrases Research	once in month
On-page optimization		10 Pages (as per to requirements)
	Meta tags creation (Title, Description, Keywords)	
	Alt tag creation	For All Top pages
	Sitemap Generation/Updation	Once in a month
	Webmaster tool implementation	One time activity
	*HTML Coding, Validation & Correction	One time activity
	Create Robots.txt	One time activity (After that Quarterly reviews)

Search Engine Optimization Deliverables For Essential Plan

SEO	Activities Plans	Output in a month/Resource
On-page optimization	Sitemaps Updation	One time activity
	*URL Rewriting (if required)	One time activity
	Google Analytics Code Installation	Once in a month
Off-page optimization	Article Submission	2 submissions Per Months
	Directory Submission (manually)	10 submissions
	Search Engine Submission	One time activity Review check once in 2 month
	Regional Search Engine Submission	One time activity Review check once in 2 month
	Blog Updation	
		4 Posts in a month (Content will Provide by Client)
	Blogs Promotion	Yes
	Blogs commenting	20 comments Per Month
	*Press Release Submission	30 submissions Per Month (If required)
	*Forum Posting	20 Postings Per Month (If required)
	Social Bookmarking	20 Per Month
	Feed Submission	One time activity Review check once in 2 month (If required)

Search Engine Optimization Deliverables For Premium Plan

SEO	Activities Plans	Output in a month/Resource
On-page optimization	Sitemaps Updation	One time activity
	*URL Rewriting (if required)	One time activity
	Google Analytics Code Installation	Once in a month
Off-page optimization	Article Submission	5 submissions Per Months
	Directory Submission (manually)	20 submissions
	Search Engine Submission	One time activity Review check once in 2 month
	Regional Search Engine Submission	One time activity Review check once in 2 month
	Blog Updation	
	Blogs Promotion	6 Posts in a month (Content will Provide by Client)
	Blogs commenting	Yes
	*Press Release Submission	30 comments Per Month
	*Forum Posting	50 submissions Per Month (If required)
	Social Bookmarking	30 Postings Per Month (If required)
		30 Per Month
	Feed Submission	One time activity Review check once in 2 month (If required)

Search Engine Optimization Deliverables For Ultimate Plan

SEO	Activities Plans	Output in a month/Resource
On-page optimization	Sitemaps Updation	One time activity
	*URL Rewriting (if required)	One time activity
	Google Analytics Code Installation	Once in a month
Off-page optimization	Article Submission	8 submissions Per Months
	Directory Submission (manually)	30 submissions
	Submission in DMOZ	One time activity
	Search Engine Submission	One time activity Review check once in 2 month
	Regional Search Engine Submission	One time activity Review check once in 2 month
	Blog Updation	8 Posts in a month (Content will Provide by Client)
	Blogs Promotion	Yes
	Blogs commenting	50 comments Per Month
	*Press Release Submission	80 submissions Per Month (If required)
	*Forum Posting	50 Postings Per Month (If required)
	Social Bookmarking	50 Per Month
	Feed Submission	One time activity Review check once in 2 month (If required)

Search Engine Optimization Deliverables For Professional Plan

SEO	Activities Plans	Output in a month/Resource
On-page optimization	Sitemaps Updation	One time activity
	*URL Rewriting (if required)	One time activity
	Google Analytics Code Installation	Once in a month
Off-page optimization	Article Submission	10 submissions Per Months
	Directory Submission (manually)	50 submissions
	Search Engine Submission	One time activity Review check once in 2 month
	Regional Search Engine Submission	One time activity Review check once in 2 month
	Blog Updation	15 Posts in a month (Content will Provide by Client)
	Blogs Promotion	Yes
	Blogs commenting	80 comments Per Month
	*Press Release Submission	100 submissions Per Month (If required)
	*Forum Posting	80 Postings Per Month (If required)
	Social Bookmarking	80 Per Month
	Feed Submission	One time activity Review check once in 2 month (If required)

SEO ACTIVITIES - On Page Optimization (6 Months)

Activities	Details
Keyword & Key phrase Identification	Yes
Meta tags creation (Title, Description, Keywords)	Yes
Alt tag creation (Image Optimization)	Yes
Google/ Yahoo Sitemap Generation	Yes
HTML Sitemaps creation / Updation	Yes
H1, H2.... , Bold Tags	Yes
*HTML Coding, Validation & Correction	Yes
Create Robots.txt & Optimization	Yes
Creation of Themed SEO Pages (if required)	Yes
RSS Feed Creation / Updation	Yes
No follow links Creation	Yes
Content Optimization & Keyword density Analysis	Yes
*URL Rewriting (if required)	Yes
Google Analytics Code Installation	Yes
Google and Bing Webmaster Code implementation	Yes
*Additional Navigation Bar (if required)	Yes
Canonical Tag implementation/ 301 Redirect	Yes
Internal linking	Yes
Broken links, Navigation Structure, Browser compatibility, Hidden Text Analysis	Yes

SEO ACTIVITIES - Off Page Optimization (6 Months)

Activities	Details
Sitemap Submission	Yes
*Article Submission	Yes
Directory Submission (manually)	Yes
Directory Submission (automated)	Yes
Search Engine Submission (manually)	Yes
Search Engine Submission (automated)	Yes
Regional Search Engine Submission	Yes
Submission in DMOZ	Yes
*Blogs creation	Yes
*Blog Updation	Yes
Blogs Promotion (Extra Cost)	Yes
Blogs commenting	Yes
*Press Release Submission	Yes
*Forum Posting	Yes
*Discussion & Forum Posting	Yes
RSS Feed Submission	Yes
Social Bookmarking	Yes
Yahoo Answer	Yes
Google & Yahoo Group Posting	Yes
Local Business Listing	Yes
Classified Ads Posting	Yes
Other Link Building Activities	Yes

SMO Plans

Analysis & Strategy	STARTER	BASIC	ADVANCE	PREMIUM
Account Management	FB, IG	FB, IG, TWITTER	FB, IG, TWITTER, LINKEDIN	FB, IG, TWITTER, LINKEDIN, YOUTUBE
Audience Analysis	Yes	Yes	Yes	Yes
Identify Hashtags	Yes	Yes	Yes	Yes
Create Social Media Calendar	NO	Yes	Yes	Yes
Monthly Post	8	12	18	22
Page Monitoring	Yes	Yes	Yes	Yes

SMO Plans

PLAN	Minimum Duration	Rate Per month	Paid campaign (Extra cost As per actual)
Starter	12 month	8,000	1 time
Basic	9 month	12,000	2 time
Advance	6 month	16,000	3 time
Premium	6 month	20,000	5 times



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