

About Winapps Software Solutions Pvt.ltd.

Founded in 2013, Winapps provides IT solutions specially- tailored to its customers' needs, with a focus CRM Implementation, ERP implementation, web and mobile development. We bring security and integrity to the development process, efficiently blending our assets with your existing structure. We love to code; set your business process and we know how to do it right. Our approach, which combines innovation with timely delivery, is perfectly attuned to our clients' goals. Independent from the dynamism and complexity of business requirements, our vast, collective experience and comprehensive solutions library allow us to build cost- effective programming teams and set realistic budgets.



Search Engine Optimization(SEO)

SEO (Search Engine Optimization) is the process of optimizing a website to improve its visibility on search engine results pages (SERPs) for relevant keywords and phrases. The goal of SEO is to drive organic (unpaid) traffic to a website by making it more relevant and authoritative in the eyes of search engines like Google, Bing, and Yahoo.

Purpose:

- **On-Page SEO:** Optimizing individual pages on a website.
 - Keywords placement in titles, headings, and content.
 - Meta tags (title and description).
 - Internal linking.
 - Mobile responsiveness and page speed.
- **Off-Page SEO:** Building credibility outside the website.
 - Backlinks from authoritative sites.
 - Social signals (shares, likes, etc.).
 - Online reputation and brand mentions.
- **Technical SEO:** Ensuring search engines can crawl and index the site effectively.
 - XML sitemaps.
 - Robots.txt file.
 - Secure and accessible website (SSL).
 - Fixing broken links and errors.
- **Content SEO:** Creating high-quality, valuable content that satisfies user intent.
 - Blog posts, videos, infographics.
 - Answering user queries effectively.

Digital Marketing

Digital Marketing refers to promoting products, services, or brands using digital channels and technologies. It encompasses a broad range of strategies and tools to reach target audiences online.

Key Components of Digital Marketing

1. **Search Engine Optimization (SEO):** Improving website rankings on search engines.
2. **Search Engine Marketing (SEM):** Paid advertising on search engines (e.g., Google Ads).
3. **Content Marketing:** Creating and sharing valuable content to attract and retain customers.
4. **Social Media Marketing (SMM):** Promoting brands on platforms like Facebook, Instagram, Twitter, and LinkedIn.
5. **Email Marketing:** Sending targeted emails to nurture and convert leads.
6. **Pay-Per-Click Advertising (PPC):** Paid ads on platforms like Google Ads and social media.
7. **Affiliate Marketing:** Partnering with affiliates to promote products and earn commissions.
8. **Influencer Marketing:** Collaborating with influencers to promote products.
9. **Analytics and Data Insights:** Measuring performance using tools like Google Analytics.

Basics Digital Marketing

- Introduction To Online Digital Marketing
- Importance Of Digital Marketing
- How Internet Marketing Works?
- Traditional vs. Digital Marketing
- Significance Of Online Marketing In Real World
- Increasing Visibility
- Performance Evaluation
- Lead Generation

Analysis And Keyword Research

- Market Research
- Keyword Search And Analysis
- Types Of Keywords
- Tools Used For Keyword Research
- Competitor Website Analysis
- Choosing Right Keyword To The Project

Search Engine Optimization(SEO)

- Introduction To Search Engine Optimization
- How Search Engine Works?
- SEO Fundamentals And Concepts
- Understanding The SERP
- Google Processing

On Page Optimization

- Domain/Hosting Selection
- Meta Data & URL Optimization
- Internal Linking
- 301 Redirection
- 404 Error Pages
- H1,H2,H3 Tags Optimization
- SEO Tools And Online Software
- Optimize SEO Content
- Creating Robot.txt
- Landing Page Optimization
- Indexing And Caching

Off Page Optimization

- Link Building Tips And Techniques
- Difference Between White Hat And Black Hat SEO
- Alexa rank, Domain
- Authority, Backlinks
- Link Acquisition Techniques
- Directory Submission
- Web 2.0 Submission
- Article Submission
- Press Release Submission
- Forum Submission
- PDF Submission
- Blog Commenting

SEO Updates And Analysis

- Google Panda, Penguin, Humming Bird Algorithm
- How To Recover Your Website From Google Penalties
- Webmaster And Analytics Tools
- Competitor Website Analysis And Backlinks Building
- SEO Tools For Website Analysis And Optimization

Why Winapps?

Industry Experience:

Winapps possesses huge experience in IT with different streams like education, E-commerce, banking, tourism, mortgage, real estate, insurance, medical, and health etc.

Certified Professional:

We have experts in-house as Certified Android developer, Certified iOS Developer, Certified Web Developer (PHP), Certified Mean/Mern stack Developer, Certified Networking engineer (CCNA), Certified QA tester, Certified Software engineer, Certified flutter Developer, Certified React Native Developer, Certified ASP.net Developer, Certified UX/UX Designer. Certified backend database developer.

Trust and Transparency:

We have a proven track record of serving 500+ customers with security as a paramount and high touch communication. Extensive experience in end-to-end Implementations, Integrations, Support & Maintenance as Quality Service & Delivery is the primary focus. As well as the we have been providing the training to the candidates with a surety of job within and in the other MNCs.

If you would like to move forward with our proposal, please send me an email so we can begin discussing and planning the next steps right away. I will follow up with you through email next
Thank you kindly for reviewing our proposal. If you have additional questions, I am available by info@winapps.info or by phone at- **7015796830**



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