



**DIGITAL  
GYB  
TECHNOLOGIES**

**Design | Development | Marketing**

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**DIGITAL GYB** connects your business with the digital world. We create unique, integrated digital campaigns and long-term strategies which deliver a worthwhile return on investment. We care about the latest technology as this will enable us to deliver the most effective results. Innovative digital marketing solutions combined with dedication allows for a product which is not only beautiful but functions exactly according to specification.

## WHAT DO WE DO & WHY ARE WE DIFFERENT?

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We provide bespoke digital solutions for all types and sizes of businesses. We don't try to sell you things which you don't need. If it doesn't work for your business, we won't try sell you it. At the forefront of our mind is your.

## HOW DO WE DO IT?

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We don't rely on anyone else apart from our team. A careful process of planning, analysis and testing ultimately results in an engaging and unique product. By spending every hour of the day researching your audience, analysing your competitors and creating a detailed plan we can create a truly bespoke strategy.

## WE SHAPE YOUR BUSINESS FOR TOMORROW

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Consumer behaviour changes every day. What is in one day, isn't the next.

**By monitoring current market conditions, your competitors, your consumers and the latest technologies we are able to shape your business for tomorrow.**

People's tastes and opinions constantly change, therefore, optimising your digital strategy has never been more imperative.

Creating a rich and engaging user experience is the most important element in the digital mix.



# DIGITAL MARKETING BENEFITS

We craft your digital marketing strategy and take it to a new level, tweak the relevant knobs and suggest areas of improvement which will ultimately lead to increasing your website's traffic and revenue.

The benefits of digital marketing? Every click made is tracked and every conversion generated is measured. Traditional marketing doesn't have this advantage.

Reduce your marketing costs by implementing a strong organic search strategy, gain brand visibility and increase conversions through paid advertising or target the right customer at the right time by sending out beautifully designed e-mail campaigns. Higher web traffic will boost your revenue and sales.

Maintaining a strong digital marketing strategy requires creation of high-quality, relevant and unique content which naturally attracts links.

8%

Of a person's day is spent on the mobile.

42%

Of all searchers click the first result.

75%

Of users do not scroll past the first page.

83%

Of internet users use search as a method of finding what they're looking for.

## EXPERIENCE DIGITAL GROWTH

Every business is unique and every customer has different needs and requirements. We will formulate and implement a bespoke digital strategy especially for your business and customers.

With 40% of the world's population actively using the internet business' need to re-think their digital strategy and plan for the future.

Purchases on desktop are still more popular than mobile buying at the moment. However, mobile is playing a more prominent role the buying process. **46% of** consumers use their mobile to actively engage in research – usually moving back to the desktop to complete their purchase (Our Mobile Planet, Google). Therefore, if organisations do not have websites which adapt to mobile, then they run the risk of not being found on the desktop, and therefore run the risk of delivering consumers to a competitor's brand.





## TACTILE DIGITAL CAMPAIGN IMPLEMENTATION

Our digital approach focuses on evaluating current marketplace conditions, understanding how the market interacts and engages and how the consumer buying process is shaped in order to structure your aim and objectives.

Successful digital campaigns will focus on achievable goals while using creativity and analysing user experience.

Both consumers and search engines interpret websites, therefore, an agile campaign will also take these factors into consideration.

## YOUR AIM & OBJECTIVES

We will closely analyse your business' aim and objectives and relate these to your desired online activity.

## YOUR WEBSITE

What type of content you wish to include on your website will influence your target audience. Colour scheme, functionality and speed all have. This phase also includes how your website can be aligned with your brand and how search engines interpret your website.

## WHAT RESULTS CAN YOU EXPECT?

Our campaigns ultimately lead to brand visibility increasing online, **higher conversions, increased website traffic** and **better positioned keyword rankings.**

## THE MARKETPLACE

Analysing how your customers interact online, how your website is found by your target market and the size of your potential customer base are all factors which should be carefully considered

## DO YOU HAVE A PROJECT IN MIND? LET'S TALK ABOUT IT.

Being unique while not compromising on accessibility and usability are crucial to a strong online marketing strategy.

[START MY PROJECT](#)



CAREFUL EXECUTION AND PLANNING RESULTS IN EFFECTIVE PROJECT MANAGEMENT.

# 01

## EVERYTHING STARTS WITH A CONVERSATION

To understand your needs we will meet and discuss your requirements. This will allow us to fully vision your project.



# 02

## PLANNING & ANALYSIS STAGE

This stage is where we agree a structure to the project and plan exactly what needs to be achieved and the time-scales involved. During this stage we take a good look at your business, competitors and industry.



# 03

## IMPLEMENTATION

Once we have planned everything we will then put that plan into action. During this step we will find out what strategy will work best.



# 04

## OPTIMISATION

Continual optimisation in all areas of your project is necessary to increase conversions and satisfy your aims and objectives.



# 05

## DIGITAL MARKETING STRATEGY

Once your website or mobile app is optimised we can begin to promote your idea and start generating sales/enquiries.



# 06

## REPORTING

We provide deep insight and analysis when it comes to your website or mobile app's analytics. By providing monthly comparison reports you can easily gain a deeper insight into how your project is progressing.



On-page KPIs to be measured and improved as result of our involvement:



Reduced bounce rate



Increased Conversions/  
goal completions



Increased Average time on-page

Off-site user KPIs to be measured and improved as result of our involvement:



Improved impressions



Improved click-through rate

User-goals across campaigns – against which overall campaign success will be judged:



Increased online sales



Increased enquiries through contact form & PPC landing pages



Increased newsletter sign-ups



## HAVE YOU THOUGHT ABOUT YOUR DIGITAL STRATEGY?

Let's plan your online activity today.

[START MY PROJECT](#)





SIMPLY WHAT WE DO BEST.



## MARKETING



Digital Marketing Strategy



Search Engine Optimisation



Social Media



Pay Per Click



Display Advertising / Retargeting



Copywriting

Graphic Design



Branding



Web Design



Animation



Email Campaigns



## DESIGN



Website Development



Mobile Apps



eCommerce



Web Hosting



Content Management Systems



Website Maintenance



## DEVELOPMENT

DO YOU HAVE A PROJECT IN MIND? LET'S TALK ABOUT IT.

[START MY PROJECT](#)





TARGET THE RIGHT CUSTOMER AT THE RIGHT TIME WITH HIGHLY RELEVANT TEXT, DISPLAY OR VIDEO ADVERTISING.

## GOOGLE ADWORDS MANAGEMENT

We provide a variety of digital marketing solutions which can not only increase website traffic, but also the revenue which is generated from your online shop.

Google Adwords is a cost-effective, targeted method of driving the right customer, at the perfect time to your website's landing page. This type of paid advertising works on a cost-per-click model, whereby you pay Google a specific amount of money per web visitor.

The price you pay varies based on the keywords which you wish to target. The cost-per-click varies on many factors, such as marketplace competition. Once you start advertising your adverts are entered into an auction.

The more relevant and well-written your adverts perform, the less you end up paying and your adverts will be better positioned. Usually this results in a high click-through-rate and increased volume of clicks.

Relevant and well written adverts appear prominently on Google's search results page. Your adverts are rated by Google and assigned a value. How relevant your advert is deemed depends on how well you have written your advert and how relevant the landing page is to your advert.



## ADVANTAGES OF USING GOOGLE ADWORDS

- Targeted means to drive relevant traffic to your website
- Tracked reporting for website conversions
- Reduced monetary risk involved as you only pay for what traffic you receive
- Easy to manage, setup or pause
- Helps increase prominence in Google's search results page

## GENERATE WEBSITE TRAFFIC INSTANTLY

This form of paid advertising can generate qualified traffic straight away. If you have enough budget and achieve a top placement potential customers will see your advert.

When consumers are searching for the keyword terms on which you are bidding and you have placed a well-written advert, you will start to get clicks the second the advert is matched.

Google Adwords advertising is also very agile. Organic search engine marketing or other forms of advertising may take weeks or months to achieve website traffic.

With Google Adwords you can adjust your target audience in minutes. Therefore, by being able to adjust your pay per click campaigns instantly, means you can change direction efficiently.



## STIMULATING DIGITAL ADVERTISING UTILISING THE LATEST TECHNIQUES

### REACH YOUR TARGET MARKET



A challenge which many businesses can be faced with is how to accurately reach their target market in a cost-effective and timely manner. We can set-up and manage your display advertising and retargeting campaign, which will generate more leads and an increase in conversions.

### TARGETED DIGITAL MARKETING

Display advertising can take various formats, from static banners to video advertising. The use of rich media attracts website visitors' attention, so that they gain interest in the product or service and are compelled to find out more.

### RETARGETING

Retargeting or remarketing, as it is commonly known, is central to every digital marketing strategy. Retargeting uses cookies to serve adverts to visitors that are interested in your product or services. This is an effective way of capturing previous visitors. It is a marketing technique which is often employed by E-commerce businesses to help generate further conversions

### START ADVERTISING TODAY

Online advertising is set to account for 25% of the entire advertising market in 2015.

[DEVELOP MY ADVERTISING STRATEGY](#)

## CREATE A CONVERSATION WITH YOUR TARGET MARKET

### SOCIAL MEDIA AGENCY



Social media management is all about creating a conversation, listening and engaging with your audience on various social media channels. In turn this will create trust in the consumer's mind and your product may be perceived positively.

The more your customers are exposed to your brand, through various channels, the more likely they are to respond to your status updates, read information related to your company and become brand advocates.

Social media is now seen as a highly efficient customer service management strategy as the majority of consumers now take to the internet to express their opinions of products and services. Social media monitoring and management can protect your brand's values, trust and loyalty.

### RICH USER EXPERIENCES AND PROACTIVE BRAND MANAGEMENT



Social media management enhances customer relationships in many ways, for example, managing customer service issues, from dealing with customer complaints to engaging with consumers after their brand experience.

Use social media platforms to reach out and engage your target market while recruiting brand advocates along the way.

This means being proactive, building relationships with your followers and providing them with engaging and interactive content.

### START TODAY

72% of all internet users are now active on social media.

[CREATE MY SOCIAL MEDIA STRATEGY](#)

BOOST YOUR BRAND'S VISIBILITY ONLINE.

## OUR SEO SERVICES

- > Search engine submission
- > High-quality directory submission
- > Website audits
- > Keyword research
- > Search engine content writing
- > Article creation
- > Local & global search placement
- > Keyword ranking reports
- > Visitor traffic reports
- > Page title & meta description optimisation
- > SERP snippet optimisation
- > Video & image optimisation
- > Website information architecture
- > Social media marketing
- > Link-building strategy & implementation
- > Online reputation management
- > E-commerce store optimisation
- > Blogging strategy

## SEO STRATEGY & IMPLEMENTATION



KEYWORD RESEARCH

COMPETITOR ANALYSIS

CONTENT OPTIMISATION

LINK ANALYSIS

REPORTING AND GROWTH

### HOW IS YOUR SEO STRATEGY PERFORMING?

89% of UK searches are made through Google.

[CREATE MY SEO STRATEGY](#)



## WHAT IS ORGANIC SEARCH (SEO)?

Organic Search (SEO) is the technique of **improving the visibility of a website** within the search results of popular search engines, such as Google, Bing or Yahoo.

Organic Search has changed over the years and now the formation and qualified promotion of factual and unique content which serve to fulfil the needs of the user is seen as imperative to strong rankings.

Natural link-building is also part of the SEO puzzle and if you can't attract high-quality links to your website then you are missing a piece.

## WHY DO YOU NEED IT?

If consumers can't find your website then you will receive no traffic. What does no traffic really mean? **No return on investment, no sales, no enquiries and no conversions.**

A successful return on investment is only created through relevant traffic which is targeted to specific landing pages to sell a specific product or service. Organic search provides the advantage of:

- Building brand awareness online
- Build brand love & trust
- Be perceived an authority within your industry

## TECHNICAL SEO

This element of SEO begins with an in-depth website audit to ensure there are no technical drawbacks hindering performance.

This audit will result in a collection of proposed recommendations which will ultimately shape your SEO aim and objectives.

Our proposed amendments can be implemented by our in-house teams or we can work alongside third-party development teams to make sure our changes are correctly implemented.

On-page SEO audits are very important as they guarantee your website is built in line with SEO industry standards with a website structure which makes your content easily accessible to search engines.

Our experienced team of SEO consultants in Glasgow will check that your practices do not limit the crawling activities of search engines and that there are no elements about your website that Google, or other search engines, could interpret as against their guidelines. Our SEO team in Glasgow uses a structured SEO audit system to check every aspect of your site. This system is cross-checked against best practices in the wider community to ensure that you receive the most up-to-date advice and relevant recommendations for your businesses' website.

If you have any questions about the technical build of your website or feel that your website may be drawbacks in your online strategy, please contact Smarter Digital Marketing, the only SEO Company Glasgow who can arrange an in-depth technical SEO audit.



Local SEO is a measured and geographically targeted strategy to gain new visitors on your website through optimising local search results.

It is imperative to have a local SEO search strategy if you wish to target your local marketplace. Ensure you are sending the right message to the right people. This is one of the most relevant strategies for SMEs and local businesses to drive local trade enquiries.



### INCREASE BRAND VISIBILITY ONLINE

There are a variety of SEO strategies which can increase the visibility of your website online.

Writing 100% unique, high-quality content and promoting helpful and factual information to your visitors is the best method for interacting with your website's traffic.

Other methods for increasing your SEO rating include building website links to relevant, high-quality websites in your industry, adding your website to Google My Business, formatting the technical side to your website code, positioning keywords correctly and structuring headers, and creating SEO-friendly URLs.

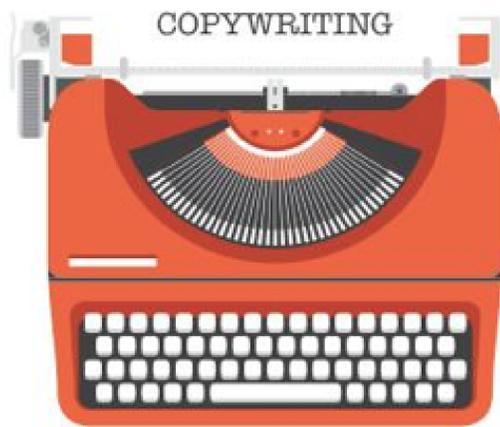
Monitoring tools such as Google analytics will enable your business to focus on improving conversion rates. This is a fundamental factor when it comes to marketing e-commerce websites.

SEO is not an appropriate strategy for every website. There are other Internet marketing strategies which can be more effective like paid advertising through pay per click (PPC) campaigns

Search engines constantly tweak and change their algorithms, this usually results in a website's average position moving in search results. There was over 500 algorithm tweaks and updates that year (Google, 2010). We suggest that all businesses follow Google's guidelines and that you implement a white-hat strategy at all times.



## EXCITE YOUR WEBSITE VISITORS WITH ENGAGING CONTENT



We deliver the quality of content that will ensure your message is delivered with clarity every single time. Businesses only have a limited amount of time to attract potential customer's attention.

Every sentence should count and draw the reader in from the very first word. Informative, persuasively written copy makes the difference between the success or failure of your advertising campaign and marketing efforts.

## CAPTIVATING & FACTUAL COPY RELEVANT TO YOUR TARGET MARKET

According to Statista 58% of people hired a copywriter in 2013, an increase from 44% for the previous year.

As demand for high-quality content increases businesses should realise that in order to attract and engage the modern day consumer, they need to be able to stand out from their competitors, and professionally written material from an expert copywriter is the way to do that.

What type of content can we provide?

- Sharp, snappy and captivating copy can increase your chances of generating conversions.
- We'll pick the best words which will make your customers want to come back for more.
- We know how to make your content seem factually persuasive so that your offer sounds completely irresistible.
- Our written material will highlight the benefits of your product or service in an easy to read, engaging manner and include a call to action which will make the reader feel compelled to buy from your organisation.

## OUR COPYWRITING SERVICES:

> Feature stories	> Brochure content	> Sales letters	> Website content
> How to articles	> User guides	> Emails	> Press releases
> E-Books	> Scripts	> Landing pages	> Blog posts
> Advertising copy	> Newsletters	> Slogans	



BRING YOUR BRAND TO LIFE WITH STUNNING GRAPHICS DESIGNED SPECIFICALLY TO IMPRESS

Building a successful brand takes time, dedication and innovative ideas. High-quality design captures the marketplace, increases your sales and brand awareness.

By understanding exactly what stimulates your customers and what works for your brand, and what doesn't, we can begin to shape your logo, website or marketing material.

Engaging interface design aims to create an easy consumer experience as smooth as possible and makes the site simple to navigate, avoiding confusion at all times.

Research published by Stanford University shows that the easier a website is to use, and the more useful the content is, the greater credibility a website has.

The more credibility your website has, the better chance you have of gaining the trust of your potential customers and building a loyal customer base.

Your brand may have been established over a lengthy period of time and already has a strong corporate identity, however, we can still assist with this.

An effective corporate identity should continually evolve in accordance with changes in the related brand's business aims and objectives.

We can help companies ensure that their corporate identity regularly evolves in such a manner. For example, we can work with your company's existing design elements and develop them further to match the evolving brand.

## BENEFITS OF INTERFACE DESIGN

- Easy to update and navigate
- Be unique
- Grab attention
- Increase conversion rates



## BUILD BRAND EXPOSURE



We supply a complete range of branding services for businesses of all sizes. As well as giving your business a crystal clear identity, strong branding creates a detailed representation of your company.

Successful branding also helps build brand loyalty, which is essential if your brand is going to establish a strong standing in the marketplace and achieve a strong position both in domestic and international markets.

With a professional logo, symbol or slogan, brand recognition is built and consumers will associate it with your products and services. Creating a brand is much more than just producing a catchy slogan or an eye-catching logo. Your logo represents your values, what your brand believes in, its qualities and its attitudes; this is what makes your brand unique.

An instantly recognisable brand will act as a launch pad for your company when it introduces new products or services.

## WHAT'S INCLUDED?



**Logo design** - a unique logo is one of the most valuable aspects of branding. Your logo will build brand identity, trust and recognition by representing what your company really means, and the quality which it delivers. With an effective logo, consumers will be able to identify your business at a glance, and they will know what it represents.



**Business Cards** - Design comes first. Business cards still play an important role in introducing your business to new customers and helping to drive potential new leads.



**Website** - Any serious business will be expected to have a web presence in order for consumers to find out more about what your business has to offer. As a website acts as a marketplace for all of the services and products that you have to business provides, it is imperative that it is professional, well maintained and easy to navigate, as well as being eye-catching; it must also tie in with the rest of your branding.



**Letterheads** - an effective letterhead will help to complement a company's branding efforts.



FROM THE FIRST SKETCH TO THE FINISHED PRODUCT, WE DO IT ALL.

## HIGH-QUALITY BESPOKE RESPONSIVE WEBSITE DESIGN



We supply stunning, intuitive, responsive web design custom to your brand guidelines. Design and build innovative websites for clients across the UK and Europe. Our website design packages offer individually tailored, bespoke design, developed specifically to incorporate your branding and promote your business. These are designed and developed to work in tandem with your individual business goals and objectives.

## YOUR BRAND IS VISIBLE ON ALL DEVICES

- Your website displays perfectly on mobile, tablet and desktop
- Your online revenue increases
- Your brand is transformed from a digital perspective



We offer a variety of website design packages to suit your needs, for example, a full website re-design or a tweak to your existing website.

Your website may require an e-commerce shop where you can sell your products or services. We can also manage your hosting and domain name.

An extensive list of website features which we can implement on your website, to make it rise above the competition, is detailed on next page.

In the competitive world of e-commerce it is a challenge to get noticed, however, our digital agency can help your online business to reach new heights.

The answer to giving your business the edge over competitors online is **responsive web design**.

There are many businesses which still haven't implemented a responsive design strategy, and with the trends towards mobile devices, this puts them at a distinct disadvantage.

## RESPONSIVE & EFFICIENT FUNCTIONALITY

- > User Experience Design
- > Web Development & Design
- > HTML 5 / CSS3
- > Javascript / jQuery
- > PHP
- > .Net Solutions
- > Conversion Rate Optimisation
- > E-Commerce / Online Shops
- > Server-side integrations
- > Client-side integrations
- > Database Management / MySQL / Oracle
- > Content Management Systems (Umbraco, Wordpress)
- > Load time optimisation

## WEBSITE FACTS & STATISTICS

**85%** of consumers surveyed believe responsive web site performs better than a static website.

**67%** of consumers suggested that they are more likely to buy a product from a website if it is optimised for use with their mobile device. This is a significant percentage of the marketplace which your business can't afford to lose out on.

**48%** of people surveyed by Google stated that if a mobile website is not working well, they felt that it showed the company didn't care about its consumers.

**48%** of tablet and smart phone users believe websites are still not optimised for use with their devices. This means that a large percentage of businesses are missing out on valuable extra sales which could be gained by optimising their website for mobile users.



## RELIABLE, ROBUST AND SECURE



Every business or organisation needs a visible international and local web presence if they are going to compete in a modern business environment.

Hosting service provide server space so that your organisation can get online and start reaching a new audience with your products or service.

Web hosting comes in a variety of forms, from very basic five or ten page websites to more complex ecommerce websites.

It may be tempting to save money by opting for a free hosting service, however, there are many limitations with these type of packages. For example reliability, robustness of the sever and you may experience security issues at some point when you try to upscale.

Your customers require a fast, secure and reliable service, especially if you are promoting an e-commerce website. Outlined below are some of the key benefits of using a paid webhosting solution.

## BENEFITS OF OUR WEBSITE HOSTING PACKAGES

- **Worry-Free Uptime Reliability** – Your web hosting service remains trouble-free with us. Our packages include features such as automatic backup and restore services. These give your business peace of mind knowing your online presence will be consistent.
- **Large Disk Space and Storage** – Each web hosting package comes with plenty of disk space and bandwidth to support your business needs. Start small and scale up when needed.
- **Easy FTP Access** – Transferring files is also hassle-free with us. Our FTP File Manager allows you to quickly upload and download files to your website by simply dragging and dropping.
- **24/7 Support** – Get support for our services when you require it. Our 24/7 Support is just a phone call or email away. We also have online user guides and tutorials to help you find the answers which you need.

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## CONNECT WITH US



DO YOU HAVE A PROJECT IN MIND? LET'S TALK ABOUT IT.

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[START NOW](#)



Thank You...



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