



DigiDNA

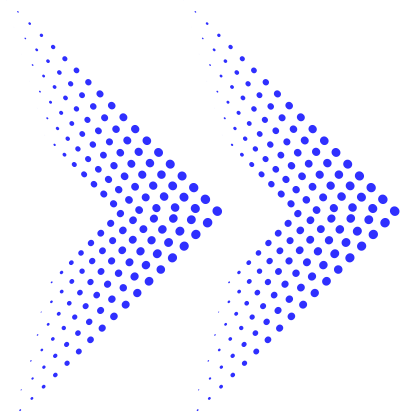
Accelerating the Growth of Your Digital Marketing Journey!

Serving over 20+ clients across 4 countries and completing 35+ projects in a year's span.



About

Our Profile



DigiDNA specializes in driving exceptional results for businesses through a wide range of services, including Search Engine Optimization, Performance Marketing, Lead Generation, Content Marketing, Website Development, and Customized Solutions. We understand the demands of your industry and align our efforts with your specific goals. Our business-centric approach ensures that every strategy contributes directly to your bottom line. Trust DigiDNA to improve your internet presence and generate more business opportunities for your industry.

Services

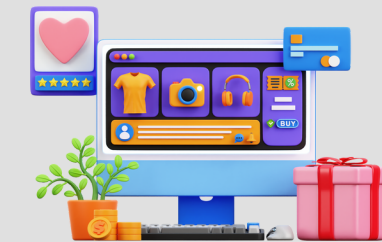
We Provide



**Search Engine
Optimization (SEO)**



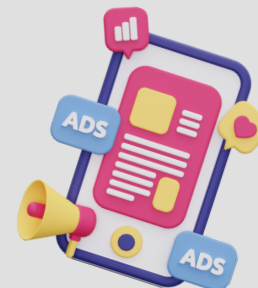
**Performance
Marketing**



**Lead
Generation**



**Content
Marketing**



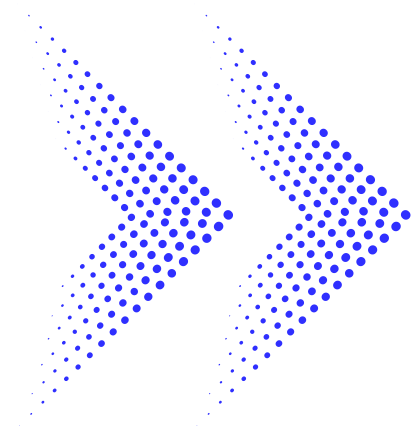
**Social Media
Marketing (SMM)**



**Website
Development**

SEO

Project Phase



1

Audit and Analysis of SEO Techniques:

In-depth analysis for enhanced website traffic.

2

SEO Campaign Development:

Elevate ranks on major search engines with a strategic plan.

3

SEO Campaign Launch:

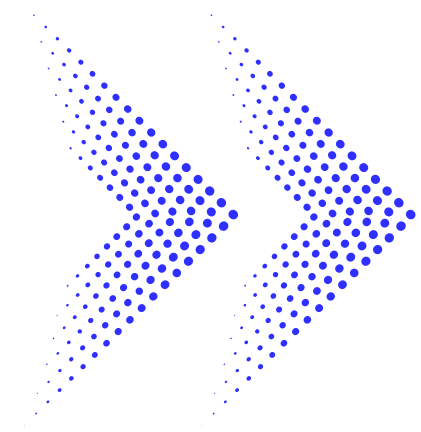
Attract new visitors through a successful campaign launch.

4

SEO Campaign Management & Optimization:

Continuous monitoring and modifications for increased conversions and customer engagement. Monthly performance evaluations provided.

SEO Inclusion



KEYWORD RESEARCH

- Current Keyword Ranking
- Competitive Keyword Analysis
- Expansion of Search Market
- Search Volume & Diversity
- Seed Keyword Selection

ONPAGE OPTIMIZATION

- Meta Tag Optimization
- Content Optimization
- URL Optimization
- Hyperlinks Optimization
- Google Rich Snippet
- SEO Meta Tags
- Header Optimization
- Image Optimization
- Robots.txt Creation
- HTML Sitemap
- XML Sitemap & urllist.txt
- Webmaster Tools
- Google Analytics
- SEO Implementation

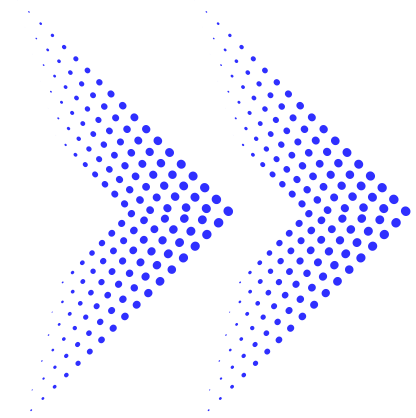
OFFPAGE OPTIMIZATION

- Social Bookmarking
- Business Profile Listing
- Infographics Creation & Submission
- Press Release Paid Promotion
- Article Writing & Submission
- Image Promotion
- Video Promotion
- On Site Blog Promotion
- Local Listings
- Shopping Feeds Optimization
- Coupon Submissions
- Classifieds

Note: Clients will provide few seed keywords; We will conduct keyword analysis and proceed with further activities.

SEO :

TECHNICAL WEBSITE EVALUATION



- Crawl Errors
- Site Architecture Evaluation
- Programming Code Evaluation
- Backlinks Profiling & Audit
- Web Page Design Issues
- Broken Links
- Canonical URL Issues
- W3C Validation
- Site Download Speed Analysis
- Fixing the Identified Issues
- Core Web Vitals Report
- PageSpeed Insights

PERFORMANCE MARKETING STRATEGY

Drive your business forward with PPC expertise!



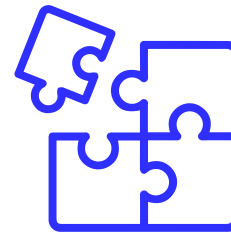
Collaborative Partnership

Transparent communication, proactive strategies, and tailored solutions for lasting success.



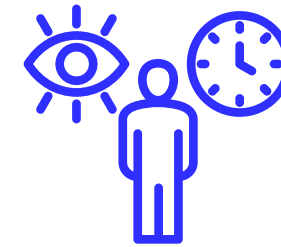
Real-time Optimization

Data-driven decisions, real-time monitoring, and continuous adjustments for maximum impact.



Strategic Campaigns

Expertise in Google Ads, LinkedIn Ads, and Facebook Ads for targeted results.



Anticipated Outcomes

Expect increased website traffic, substantial lead growth, and a strong online presence.



Creative Excellence

Persuasive Ads copy and compelling visuals designed for high engagement.

PERFORMANCE MARKETING INCLUSIONS



Google Ads

- Keyword Research & Selection
- Ad Copywriting and A/B Testing
- Graphics Creation
- Targeted Audience Segmentation
- Budget Management and Bid Strategies
- Conversion Tracking and Analytics
- Remarketing Campaigns
- Landing Page Optimization

LinkedIn Ads

- Professional Audience Targeting
- Sponsored Content Creation
- Graphics Creation
- Lead Generation Forms
- Audience Network Advertising
- Budget Management and Bid Strategies
- Conversion Tracking and Analytics
- Remarketing Campaigns
- Landing Page Optimization

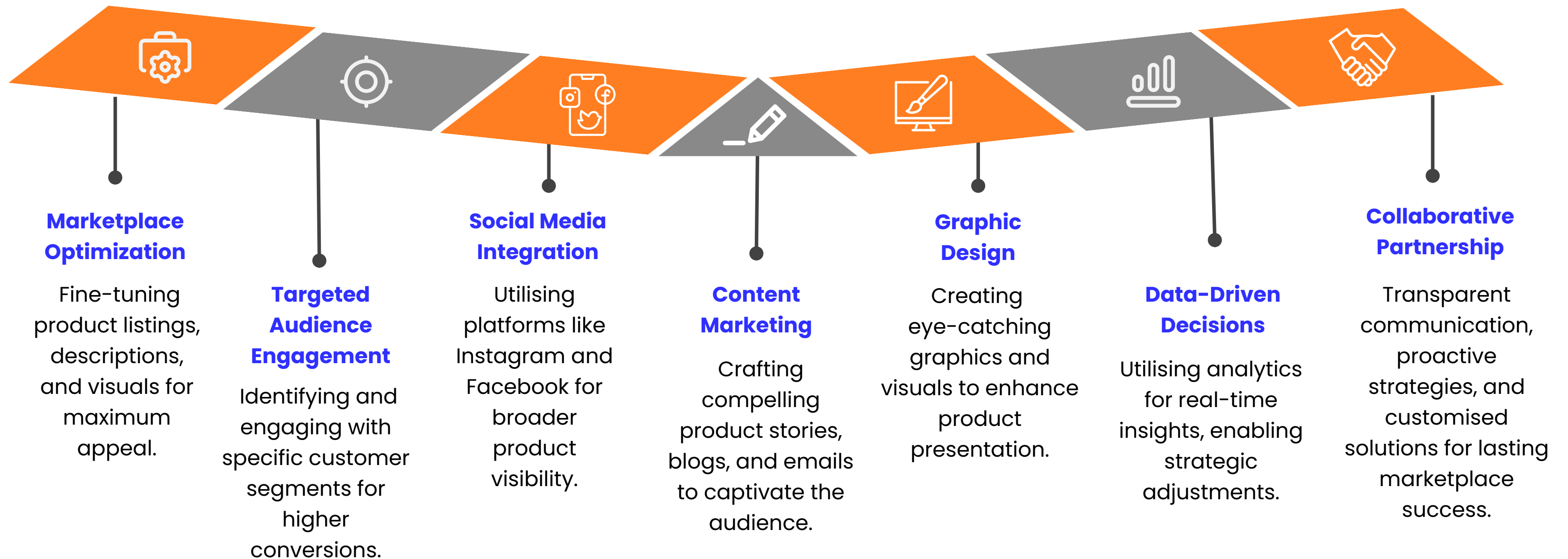
Facebook Ads

- Audience Profiling and Segmentation
- Ad Content Creation (Images, V, Carousels)
- Custom and Lookalike Audience Creation
- Campaign Budget Optimisation
- Dynamic Product Ads
- Conversion Tracking and Analytics
- Remarketing Campaigns
- Landing Page Optimisation

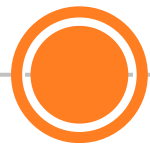
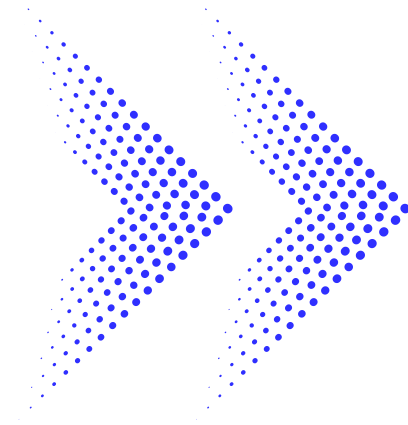
Notes: *Building a Landing Page is non inclusive*

LEAD GENERATION STRATEGY

Elevate your marketplace presence with tailored Lead Generation Strategies!

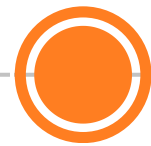


CONTENT MARKETING STRATEGY



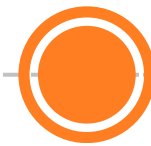
Content Strategy Development

Crafting strategic plans focused on SEO-rich content, thought leadership, and audience engagement.



Content Creation

Producing diverse content formats, including blogs, social media posts, emails, and more, ensuring consistent quality and relevance.



Content Promotion and Distribution

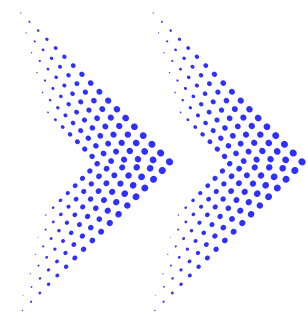
Implementing targeted distribution strategies across various platforms to maximise reach and engagement.



Content Performance Optimization

Utilising data-driven insights to continuously refine content strategies for optimal performance.

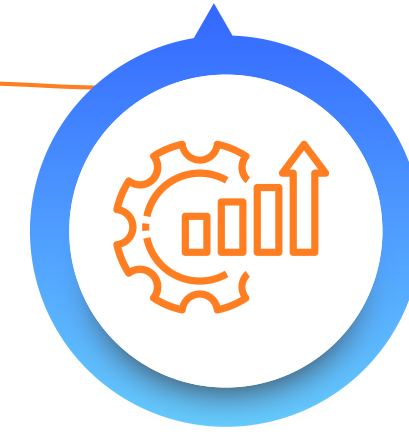
REPORTING & ANALYTICS INCLUSIONS



**Off Page
Activities Report**

**Social Media
Analytics**

**Content
Performance
Report**



**Search Engine
Ranking Report**

**Google Analytics
Traffic Report**

**Google AdWords
& PPC Campaign
Report**

Note: Monthly Reports for these additions will be provided!

SOCIAL MEDIA MARKETING (SMM) STRATEGY



Facebook

- **Engaging Content:** Tailored posts for captivating Facebook audience.
- **Interactive Campaigns:** Contests, polls, and interactive posts for engagement.
- **Targeted Ads:** Precise audience targeting for effective Facebook ad campaigns.



Instagram

- **Visual Storytelling:** Engaging imagery and videos for compelling brand narratives.
- **Hashtag Strategy:** Research-based hashtags to increase post visibility.
- **Engaging Content:** Tailored posts for captivating Instagram audience.



LinkedIn

- **Visual Storytelling:** Engaging imagery and videos for compelling brand narratives.
- **Professional Content:** Industry insights, articles, and thought leadership content.
- **Networking:** Build professional connections and engage in relevant industry discussions.

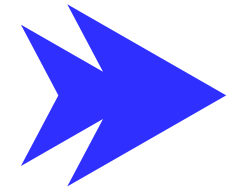


Twitter

- **Visual Storytelling:** Engaging imagery and videos for compelling brand narratives.
- **Hashtag Strategy:** Research-based hashtags to increase tweet visibility.
- **Concise Messaging:** Craft concise yet impactful tweets to capture attention.



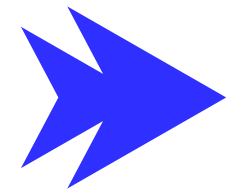
CUSTOMIZED DIGITAL MARKETING SOLUTIONS



Strategic Synergy: Crafted marketing solutions tailored to unique business needs, integrating SEO, PPC, SMM, and Content Marketing for comprehensive success.



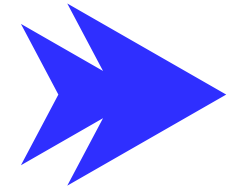
Data-Driven Decisions: Analyse data to refine strategies for optimal results.



Omni-Channel Integration: Seamless integration across various digital platforms.















Comprehensive Analytics: Detailed reports providing insights for continuous improvement.



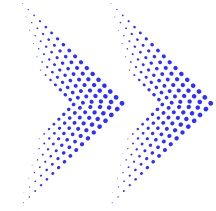
Adaptability: Strategies evolve to match changing market trends and customer behaviours.



Our clients

Our Partners



Technology



Akhilesh Sontakke
Priva Technologies

Cloud Services



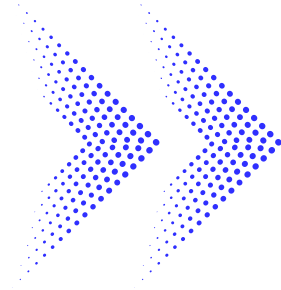
Rameshwar S.
RefactorQ

Sales & Support



Kapil Bansode
Tyche Tech Systems

Our Team



Shraddha Agrawal
Founder DigiDNA



Mitali Surana

Content Writer & Editor

Ashwini Warpe

Digital Marketing Expert

Nasir Multani

PPC Specialist

Krina Makwana

Principal Designer

Vishal Pavasiya

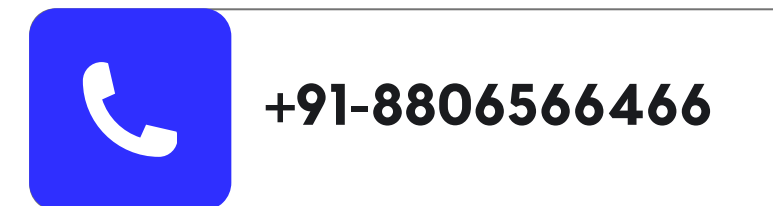
Website Developer

Nikita Bahiram

SEO Expert



Advance Your **Digital Journey With Us!**



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