

Omniscient Computer Consultants

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Sub: Website Promotion system

Sir,

We would like to explain you some of the facts that go in to the making of great successful website/web portal.

First of all, we all concentrate on the development of website/ portal as we desire it to be but we forget that the design itself does not guarantee the success of the website. The main aim of getting the website/ portal is not only to have the web presence but it should also drive business to a successful level.

How can a website drive your business?

Three aspect of driving or generating the business through our website:

1. **Getting traffic to website.** (One time effort)
2. **Retaining traffic on website.** (Regular effort)
3. **Converting traffic to potential customers.** (Regular effort)

Getting traffic to website: This is most important aspect because it is the traffic which posts enquiries and brings business. There are following ways of getting the traffic to the website :

- Offline marketing – media, print etc.
- Online marketing/promotion: banner ads in other popular websites, listings in online directories and search engines.

We are not marketers but yes we do promote the websites in search engines and the process is called Search Engine Optimization. 70% of internet traffic is through search engines and if your website is not there at the top with relevant key phrases/words you are missing out a lot of traffic. Even some very good designed websites fail to find a place in Search engines as they are not optimized.

Retaining traffic on the web site: Once somebody is on the website we need to retain them there by generating things of their interest as under :

1. Design should be catchy and visually appealing.
2. Content should be present as per the theme.
3. Portal should be content rich yet user friendly and should not look messy. A good balance of all the factors is to be maintained

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Converting traffic into customers:

It is your business process & offers that will be put to test to see if your visitors are interested in them or not. This is purely your domain, we can only divert the traffic to your site/ portal but converting them into customer is the process you would be doing by using your marketing skills.

We would be interested to learn from you, your vision, content and target customers, so that we can do the research do plan out a scheme for you.

By now you would agree to it that just getting good website/ portal is not all but there is so much more to it in the form of pre-website/ portal and post-website/ portal job to make the website/ portal not only great but successful project venture.

Commercials:

After the website design & development is complete and the site is launched, the search engine promotion requires a dedicated website submission to directories and link exchange for achieving ranking with keywords. Although the parameters required by the search engine in the website shall be followed in the process of development of website itself still SEO process needs to be consolidated only after the site is fully designed.

While ranking is developed by submission of website to directories and search engines which is a dedicated and ongoing process after the website is complete.

The standard cost aspect is already mentioned in the standard quotation page however it may vary depending upon the volume and frequency of operations and updations etc.

Reports:

Reports shall be provided monthly and the results can be expected by the end of 6 months. The number of keywords covered at any given point of time shall vary between 10-15 depending upon the importance of the keyword and its competition level.
