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WEBSITE DEVELOPMENT

Our world has come regular closer and fits in the search bar of our Internet browser. With this growing reach ability of the internet, websites have become an integral part of the complexities of business, with which present has arisen a need for specialist web development solutions.

- Website represents your business or your organization.
- A website gives the opportunity to tell customers about your business and services.
- A website is worth more than physical store/showroom, it will be available to customers 24/7.
- Website not only advertises your product or gives information about your business but also helps in sale and sale and profit of the business.
- A website is a cost effective and convenient medium to keep in touch with your potential buyers.
- Customers can quickly and easily give feedback on your product.

E – C O M M E R C E W E B S I T E

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge. E-Commerce can also help improve your business processes and information flows by enabling you to communicate with other business.

Ecommerce gives your customers the ability to buy from you without having any limitations imposed by time or distance. Think about that for a moment. A sale that you normally would not have made because the customer was unable to visit during business hours or lived too far away suddenly becomes not only possible, but likely.



ONLINE MARKETING

The internet has transformed business marketing. No matter what you do, the internet is likely to be at the heart of your marketing strategy. Mainly focused on :-

It's time for
YOU to be #1



SEARCH ENGINE OPTIMIZATION (SEO)

- SEO is more important in this competitive market. If you have an own online store or an website without SEO, then people may have to wait for a very long time to search. So SEO is essential cause, since the majority of the users are mostly like to select the top opinions on the results page, meanwhile our effective SEO can help you to bring your website in top opinions.
- "SEO helps your website appear on the first few pages of the search results."
- "SEO helps your website appear sooner when someone searches for..." (You then will list the terms someone might use to find your client's business).
- "SEO makes it easier for people to find your business/website."
- Optimization allows a search engine to read the content of your website. The search engine will then display your site in the results when someone searches for the keywords that appear on your site."
- "SEO is two things: allowing search engines to display your website when people search for it, and convincing search engines to place it before other sites in the results."



Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine. SEO is typically a set of "white hat" best practices that webmasters and Web content producers follow to help them achieve a better ranking in search engine results.

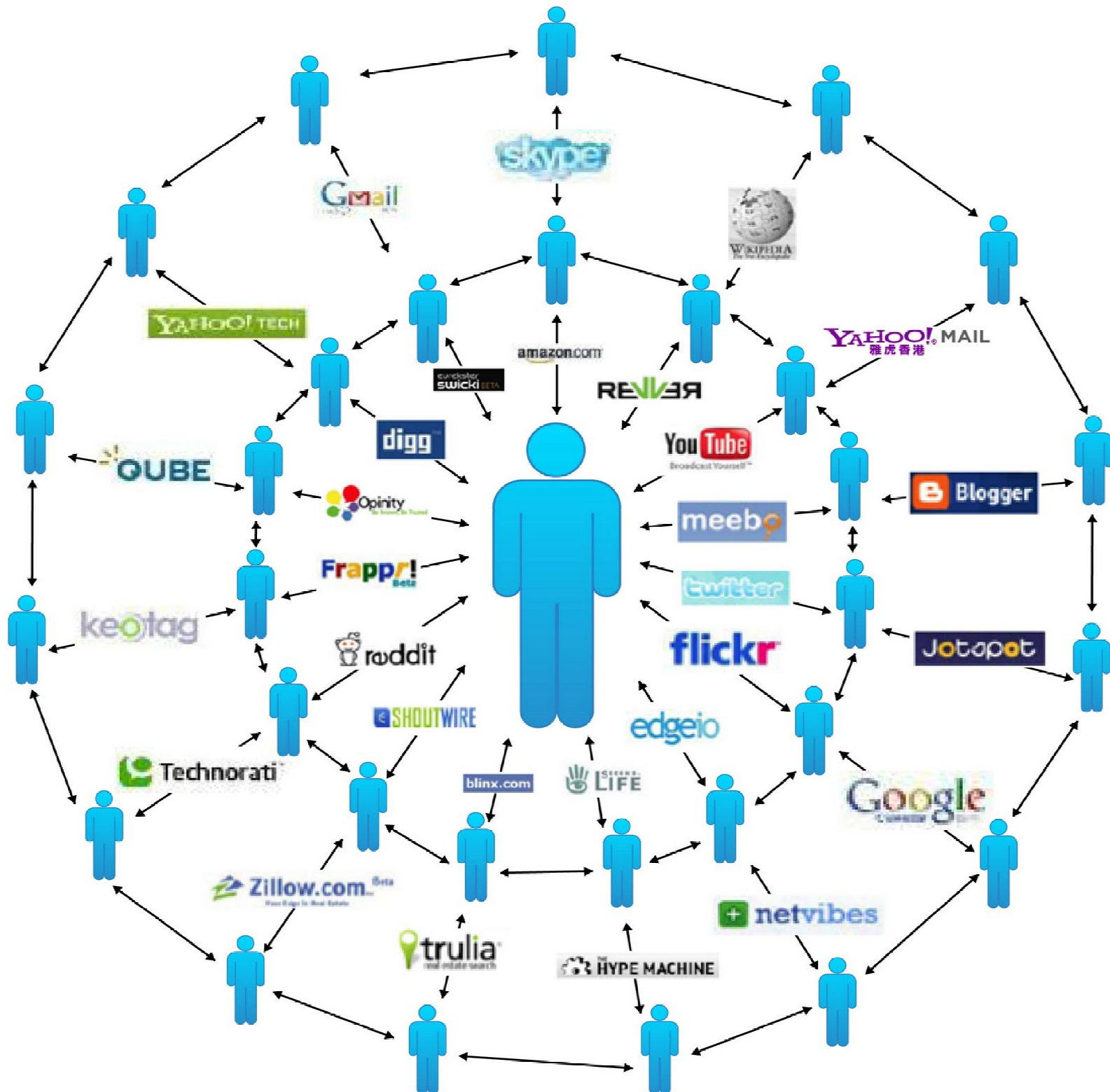
S o c i a l m e d i a m a r k e t i n g

Social media marketing is the evolution of obtaining website traffic via social media sites. Social media help to grow the relationship with target users and the business people. Moreover, 80% of business people are using social media like Face book, Twitter, LinkedIn, and Pinterest. By that your website can reach many of the people in the society.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (Social CRM).

SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM . If a company or its advertising agency provides a blogger or other online commenter with free products or other Incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements.

Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.



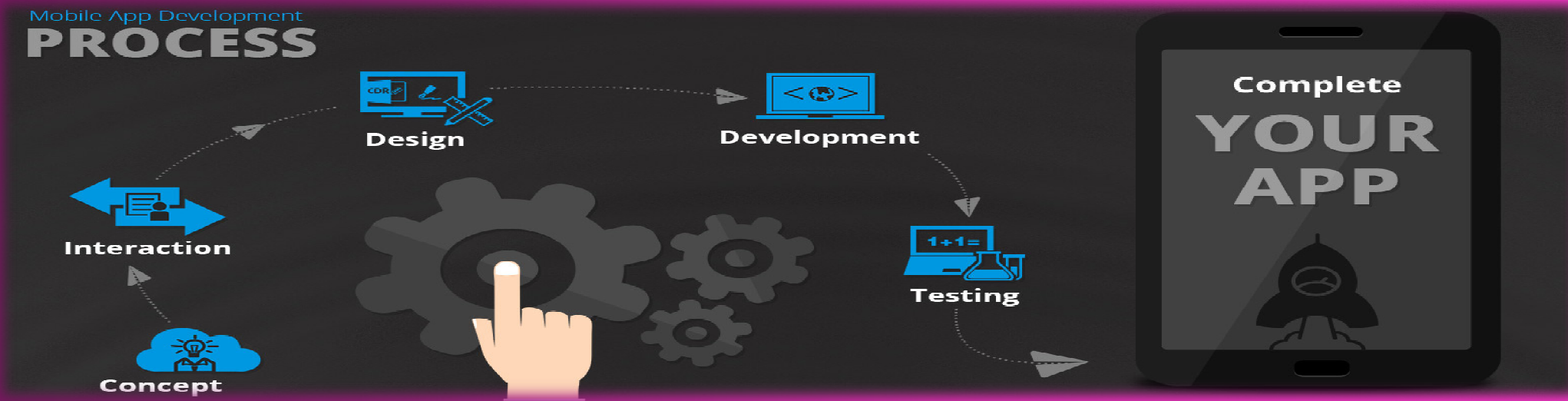
Mobile Development

Ingenious technologies is one of the mobile application development company with over 50 successful projects under its belt.

Ingenious Technologies talent pool of mobile application development service is to make sure our client experience with more IT strategy inclusion needs. Our mobile app development services organise to all business owners with mobile need. If you are looking for a mobile version of your website or web page, we can help you out. We have highly-skilled analysts, UX experts and well-versed in architectonic apps for all the major platforms.

We provide Mobile Application Development for

- ✓ IOS (i-Phone Operating System)
- ✓ Android
- ✓ Windows



Our android developer originates use of the latest android app development utilities. Our mobile app development service clearly flashes our innovation and vision.

C o n t e n t M a n a g e m e n t S y s t e m (C M S)

A standard HTML website is static and fixed. Which means that to change any text and images, the page files that make up the site must be edited then uploaded to the web server. To do this you either have to be a web programmer or you have to hire one. Websites need to be updated and changed with frequency to stay "fresh". Now what? You can either learn to code and do it yourself, hire someone to do it, or...have your website use a Content Management System (CMS).

A CMS is a multifunctional application designed to make website content management easy, web-based and affordable. Clients can manage their own website content, with simple editing tools (WYSISWYG) can learn how to do it in no time! Lower Costs, Faster Deployment Times and Increased Control.

A CMS provides users with a faster, more practical solution to manage your own website, in turn saving you valuable time and money. You are empowered to create, update and manage your own website content. Lower costs, faster deployment times and increased control will encourage more frequently updated websites, and creating a dynamic website will draw key customers, clients or other stakeholders back, time and again!

Administration Interface

With a CMS, the content within the pages that make up the website is not pre-written into the pages, but pulled from an online database when a user requests a page. You have the ability to alter the content within the database at any time via an easy to use administration interface with your web browser. The logon to your administration uses a secure password therefore no one else can alter your website.

Benefits of Content Management System



Easy to Manage
Make graphic and content change with ease

SEO Friendly
Dominate search engine and sell more everyday

Zero Dependency
No need to depend on webmasters for any update

Time Saving
Advance Features to save time & effort

Complete Control
No need to depend on webmasters for any update

Low Cost
Get your website made in your budget

Non-technical people can create and produce online content, while maintaining the uniform look and feel of the website. Clients can usually learn how to operate a CMS in a half-hour or less. Site content is managed using a password protected administration control panel, that allows for the easy creation and management website content. Therefore, a user does not have to have any coding knowledge or experience.

The website becomes truly dynamic and stays up-to-date. Fresh content can be added through any computer with internet access, anywhere in the world. All content is maintained through a web browser (i.e. Internet Explorer, Firefox, Safari, etc). The design of the website can be changed at any time without affecting the content. Because a CMS separates the web design and content management functions, the site can accommodate or expand with the changes or growth in a business without the need for a new website.

The design of the website cannot be "broken" or altered by any content author. All content and links are automatically generated in page layouts that are pre-installed by the web designer. A CMS driven website provides a faster, more practical solution to manage the website. When compared to other web design options (static html), a standardized CMS implemented website is going to increase the speed with which content gets posted, guarantee your content's visibility and interoperability, and cut down on the resources necessary to manage and maintain the website. Lower costs, faster deployment times and increased control will encourage more frequently updates and create a dynamic website.

There are no additional software requirements. This reduces software licensing and hardware costs for the business owner.

T H A N K Y O U



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