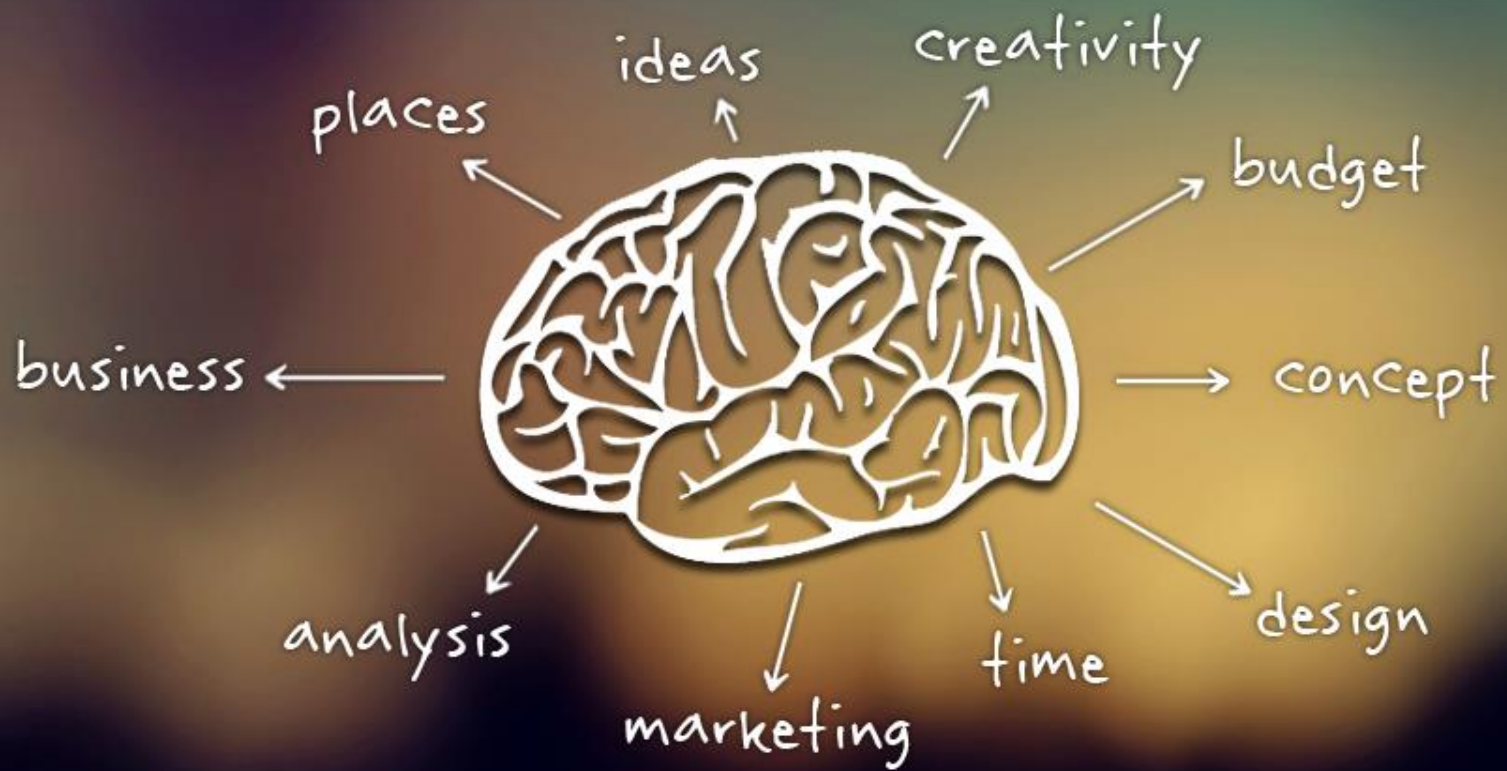


TECHNOLOGY, POWERED, COMMERCE





about

We are geographically based in India with ability in providing full service web solutions to across globe. It's a Decade old since we started our operations in Bangalore. Since then we have been serving corporate's, businesses and individuals on their various requirements in the areas of Designing, web development, digital marketing services and e business solutions. We take pride in providing 360 degree E Business solutions.

We also provide the blend of not only technology but also the creativeness, marketing solutions & Strategy with a complete expertise team handling end to end aspects from owning your ideas and blending with our creativity.

why soppnox

- ▶ 10 + yrs of Experience
- ▶ We are Google Certified Partners
- ▶ We Deliver Top Rankings
- ▶ More than 1000 Brands Trust Us
- ▶ Created 1000 + Websites
- ▶ Affordable Pricing

What we offer ?

1. Search Engine Optimization
2. Social Media Optimization
3. Paid Marketing
4. Web Design & Development
5. Lead Generation
6. All In One Digital Marketing
7. Analytics



what we deliver

Search Engine Optimisation : We Create awareness of your brand in search engines

Social Media Optimisation : We create your social presence, Manage, Market and Optimize with strategy

Paid Marketing : We know the exact budget to promote your business campaign

Web Design & Development : We create websites with Mix of creativity & technology to give you best presence on web

Lead Generation : We work towards your marketing objective & generate leads

All in 1 Digital Marketing : We bring one stop solutions for all your business needs

Analytics : We give exact information on whats happening at the backend of your Website

Search Engine Optimization (SEO)

- Every minute, millions of searches happen in Google.
Just imagine, how many quality prospects you are missing.
- If you have a website but failing to get traffic, SEO will help people to find your website.
- It will attract relevant traffic with high conversion rate.
- It builds trust & credibility.
- It is a crucial part of your marketing mix.
- It helps in building your brand.
- It is a part of long term marketing strategy.
- It is a measurable marketing tactic.
- SEO is cost effective.
- It beats paid traffic, because more than 80% people trust organic results.



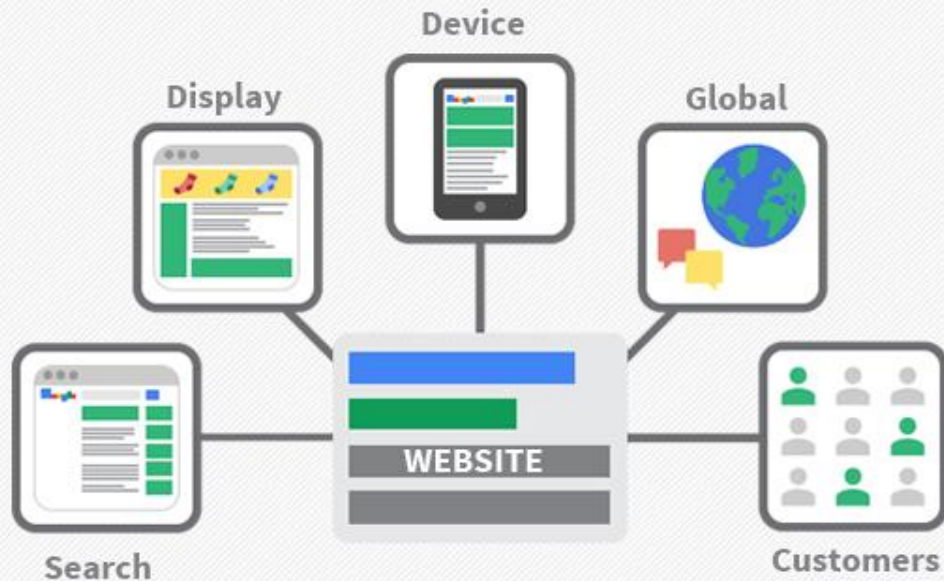
Social Media Optimization (SMO)

- Increased Brand Recognition
- Improved brand loyalty
- More Opportunities to Convert
- Higher conversion rates
- Higher Brand Authority



- Increased Inbound Traffic
- Decreased Marketing Costs.
- Better Search Engine Ranking
- Richer Customer Experiences
- Improved Customer Insights

Paid Marketing (PPC)



10 Reasons to Market a Website with Paid Marketing

- First Page Exposure in the Top 3 Search Engines
- Immediate Traffic
- Consistent Traffic
- Targeted Ads
- Reach
- You pay only for clicks
- Relevance
- Geo-Targeting and Ad Scheduling
- Tracking
- Branding

Web Designing & Development



Good Design Is A Bottom Line Of Your Investment: A right mix of **Creative designing**, **Color combination**, **Navigation**, **proper content** and **simplicity** will get more CTR (Click through Rate). That is what we practice since our inception.

Lead Generation Through Digital Marketing (LGTDM)



We at sopnox work as in-house digital marketing team for your company, which works towards your marketing objectives. Either your B2B nor B2C company what we understand is your bottom line, Our digital marketing experts takes constant time & effort to generate good quality leads using digital platform to your company.

To know more call us + 91 84948 18307 or email us sales@sopnox.com

All In One Digital Marketing (ADM)

We know that every business owner needs multiple vendors to manage all digital marketing needs like website maintenance, EDM designs, Search Engine Optimization, Pay per click advertising, email marketing, Social Media Marketing. But as number of vendors increase, he will have to shell out more money.

Since last 12 years, i.e. almost from the beginning of the digital marketing industry, we understood businesses need one stop solution for all their digital marketing needs. Keeping it in mind, we have designed the package of all-in-one digital marketing plan which will help you cut the need of multiple vendors, and to save time and money.

This digital marketing service is designed in such way that, all your digital marketing services will be taken care under one roof at most reasonable cost.



Analytics

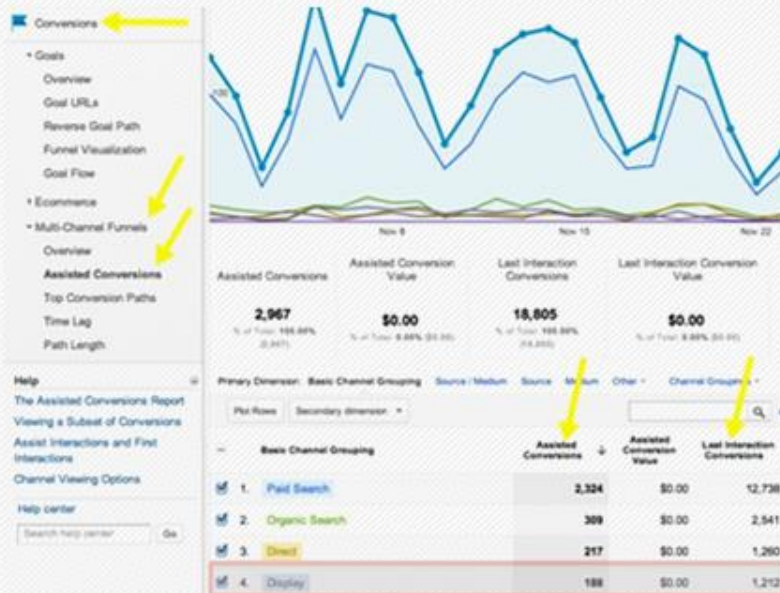
Web analytics allows you to access valuable information which is happening at the backend of your website.

By Web Analytics you will be able see:

- Who is coming to your website?
- On which page visitors are spending more time?
- By which keywords visitor is coming to your website?
- From which SE's visitor is coming to your website?
- From which country, state, city and area visitor is visiting your website?
- At which time of the day maximum visitors visit your website?
- From which operating system or browser the visitor is coming?

Like the above, you will get many more information when you have Web Analytics integrated to your website. When you understand the visitor behavior, you can improve your website in a better way.

You will get more targeted traffic and at the same time you can make quality conversion.



SEO Success



Search Engine Optimisation (SEO)

Client : AlmaMater

Website : www.almamaterstore.in

Since : 2013

www.almamaterstore.in	
Keywords	Ranking
bulk custom t shirts	2
college t shirts india	1
college hoodies india	1
bulk order custom t shirts	1
college t shirts	1
custom hoodies india	1
college hoodies	1
bulk custom t shirts	2
custom hoodies	2
t shirt designs	3
custom t-shirts	4
Custom t shirts	4
custom t shirts india	4

SEO Success



Search Engine Optimisation (SEO)

Client : Cadabams

Website : www.cadabams.org

Since : 2013

www.cadabams.org	
Keywords	Ranking
Mental rehab centre	1
Psychiatric rehabilitation center	1
Rehabilitation Center	1
Rehabilitation centers	2
Psycho centers India	2
Reputed Mental illnesses hospital	2
Reputed Mental illnesses hospital	2
Rehab centers	3
Rehabilitation Center in India	3
Rehab	3
Addiction treatment	5

SEO Success



Search Engine Optimisation (SEO)

Client : Dialstreet

Website : www.dialstreet.com

Since : 2013

www.dialstreet.com	
Keywords	Ranking
miss call solutions	2
missed call toll free service	2
toll free number provider	2
toll free number service provider	2
toll free number providers	2
toll free solution provider	2
local toll free number	4
toll free service providers	5
international toll free number	9
1800 toll free number	9

SEO Success



www.solutioninfini.com	
Keywords	Ranking
bulk sms service provider	1
bulk sms provider	1
bulk sms providers	1
sms service provider	1
sms gateway provider	3
sms solutions	4
sms services	7
bulk sms service	9
sms gateway india	14

Search Engine Optimisation (SEO)

Client : SolutionsInfini

Website : www.solutionsinfini.com

Since : 2013

SEO Success



www.kidkenmontessori.com	
Keywords	Ranking
Play School Materials	2
Montessori Material	2
Montessori equipments	3
Montessori Equipment	3
Pre School Wooden teaching aids	4
montessori aids	5
montessori material supplier	3
montessori teaching aids	6
preschool teaching materials india	7
play school furniture	9

Search Engine Optimisation (SEO)

Client : Kidkenmontessori

Website : www.kidkenmontessori.com

Since : 2013

SEO Case Study



Search Engine Optimization (SEO)

Client : Manipal Healthcare Enterprise Pvt Ltd

Website : www.manipalhospitals.com

Since : 2011

Manipal Hospitals is part of the Manipal Education and Medical Group (MEMG), which pioneers in the field of education and healthcare delivery. Manipal Hospitals has a special significance in the overall healthcare industry of India and particularly in South India. A social seed sown more than five decades ago is today the country's third largest healthcare group with a network of 15 hospitals and three primary clinics providing comprehensive care that is both curative and preventive in nature for a wide variety of patients not just from India but also from across the globe

Challenge:

Even though Manipal Hospitals have a good reputation in the healthcare industry of India, they did not have the same Search engine result page (SERP) visibility. There were quite a few issues which was resulting in reduced traffic to their website such as Un-optimized page titles, no sitemap, Un-optimized links etc.

Manipal hospitals basically wanted the following results.

1. Getting Quality traffic to the website
2. Getting the Keyword on top of SERP
3. Increase the number of leads
4. Increase the conversion rate

Strategy:

When the project was handed over to Soppnnox, our team of highly skilled SEO professionals analyzed the website and had regular brainstorming session in order to come up with creative ideas and find specific areas on the site which needed attention.

Our Senior SEO analyst got in touch with Manipal hospitals and finalized 202 keywords for which the website would be optimized. These keywords are segregated into 3 parts.

1. Low competition keywords.
2. Medium competition keywords.

Initially we concentrated on low competition keywords and made sure that the website would appear on the SERP while those keywords were used. On successfully optimizing the low competition keywords we moved on to optimize medium and high competition keywords as its always good to follow a step by step approach rather than jumping directly into high competition keywords.

As part of On page optimization we also made changes in the title, description meta tag and optimized all the links. Coming to Off page optimization we concentrated on directory submissions, engaging in social media conversation, posting article and blogs on popular sites and also commented on relevant article and got backlinks, answered questions on forums and tried to drive relevant traffic to the website

Results: As SEO is an continuous process. The following results were achieved on the span of last 3 months.

	Before 3 months	Current
Before 3 months	53,104	33,352
Out of 202 targeted keywords	14 were found in to top 100	103 were found in top 100
Percentage of traffic from Search engine	There is 12.5% increase in search traffic within 3 months	
Number of Back links	56	416

Top 10 keywords of Manipal Hospitals		
Keywords	Before	After
health packages	NA	1
cancer treatment in bangalore	NA	10
dermatology hospital in bangalore	NA	10
liver and digestive treatments	NA	11
knee replacement surgery bangalore	NA	1
neurology hospital in bangalore	NA	3
ent specialist hospital in bangalore	NA	8

SEO Case Study



Search Engine Optimization (SEO)

Client : Tektronix India Pvt Ltd

Website : www.tektronixindia.com

Since : 2011

Tektronix is a leader in Test & Measurement Equipment Manufacturing Company. Their main focus to sell the Oscilloscope, Test Equipment & Creating Exclusive Branding in India.

Tektronix does not have a page specifically targeting Indian customers. Our team at Soppnax is expected to build a domain specifically targeting Indian audience.

Optimize the new page keeping Indian customers in mind so as to generate Indian traffic

Search Network Lead Comparsion



	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12
Leads	35	276	367	525	684	981

Designing Case Study



Creation of Online Presence

Client : BlueValley

Website : www.bluevalley.in

Since : 2014

Innovation has been our benchmark, resulting in projects focused on outstanding quality standards in terms of design, structure, aesthetics and functionality apart from distinctive concepts that set us a class apart.

When the company approached us for the redesign & development of the corporate website, the main objectives were:

- Creating a new layout to make the website attractive
- An informative & visually rich home page
- User friendly information presentation
- All Projects should be focused and also easy navigation to pages

The website has been created with an intuitive Home page banner which is visually pleasing, informative and has a very good branding quotient for Blue Valley Properties. It displays all the Projects, short description and images of projects without making the design cluttered. The inner pages and forms are created to go well with the theme with easy navigation across website. In short, with the new look we have accomplished all the set objectives .

Designing Case Study



Creation of Online Presence

Client : DollarInternational

Website : www.dollarinternational.com

Since : 2014

Innovation has been our benchmark, resulting in projects focused on outstanding quality standards in terms of design, structure, aesthetics and functionality apart from distinctive concepts that set us a class apart.

When the company approached us for the redesign & development of the corporate website, the main objectives were:

- Creating a new layout to make the website attractive
- An informative & visually rich home page
- User friendly information presentation
- All Projects should be focused and also easy navigation to pages

The website has been created with an intuitive Home page banner which is visually pleasing, informative and has a very good branding quotient for Dollar International. It displays all the Products, short description and images of projects without making the design cluttered. The inner pages and forms are created to go well with the theme with easy navigation across website. In short, with the new look we have accomplished all the set objectives .

Designing Case Study



Creation of Online Presence

Client : ExcelDwellings

Website : www.exceldwellings.com/oxygen

Since : 2014

Innovation has been our benchmark, resulting in projects focused on outstanding quality standards in terms of design, structure, aesthetics and functionality apart from distinctive concepts that set us a class apart.

When the company approached us for the redesign & development of the corporate website, the main objectives were:

- Creating a new single page website attractive
- An informative & visually rich home page
- User friendly information presentation
- All Projects should be focused and also easy navigation to pages

The website has been created with an intuitive Home page banner which is visually pleasing, informative and has a very good branding quotient for Excel Dwellings new project Oxygen. It displays all the information & images of projects without making the design cluttered. The forms are created to go well with the theme with easy navigation across website. In short, with the new look we have accomplished all the set objectives .

Thank you

For Further Enquiries Call us :

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London: + 44 20 38185 801

Log on : **www.soppnox.com**