



Digital Marketing

SEO | SMM | SEM



Who **we are** & What **we do?**

Squareit Solutions is an exclusive and certified Digital Marketing agency in Lucknow, which has skills and expertise to facilitate complex result-oriented digital solutions.

We have experienced & expert team members who are efficiently working on latest technologies/tools to come up with excellent performs on various web based projects.

Our Mission


Upholding the principles of producing excellent Business Solutions to our Clients,
We aim to help organizations in successful and qualitative representation of their businesses on web by truly understanding their needs and providing customized solutions to them.




Proud owner of the **Google Partner Badge** in use of Search Ads and Display Ads.


Google Partners

Squareit Solutions

The Google Partner badge is awarded to companies with Google Ads skills and expertise

Individual certifications
Individuals at this company demonstrate high performance and knowledge in these areas:

 **Search Advertising** 2 certified individuals
This includes creating, managing, measuring, and optimizing Search campaigns.

 **Display Advertising** 2 certified individuals
This includes creating, managing, and optimizing Display campaigns.

Why Digital Marketing?



75%

Of marketers report positive results and traffic increase from Social Media

81%

Of purchasers get advice from their social networks

₹1.1 TRILLION

Store sales are influenced by the web

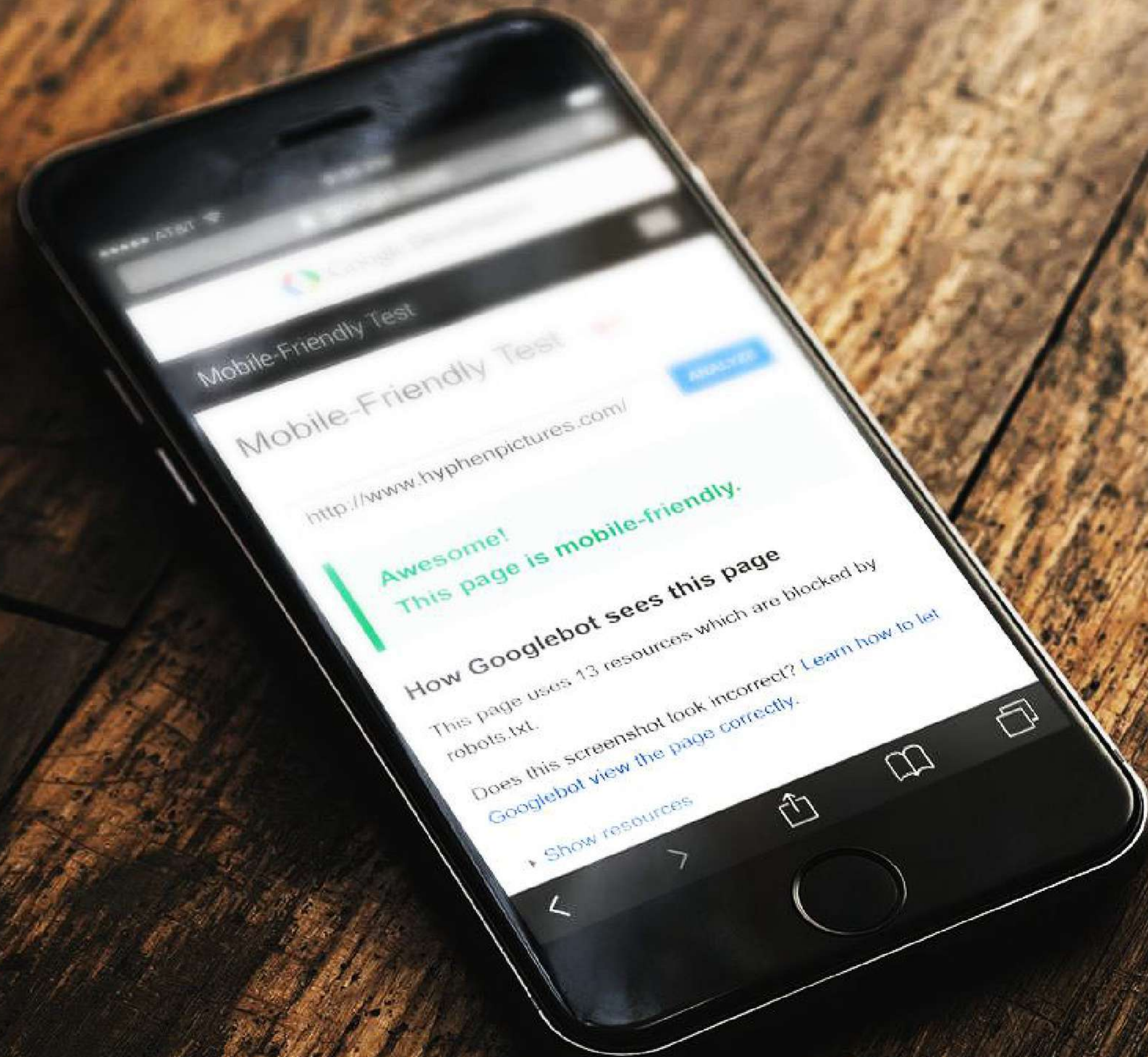
80%

Of store shoppers check price online



93%

Of marketers use
SOCIAL MEDIA
For Business

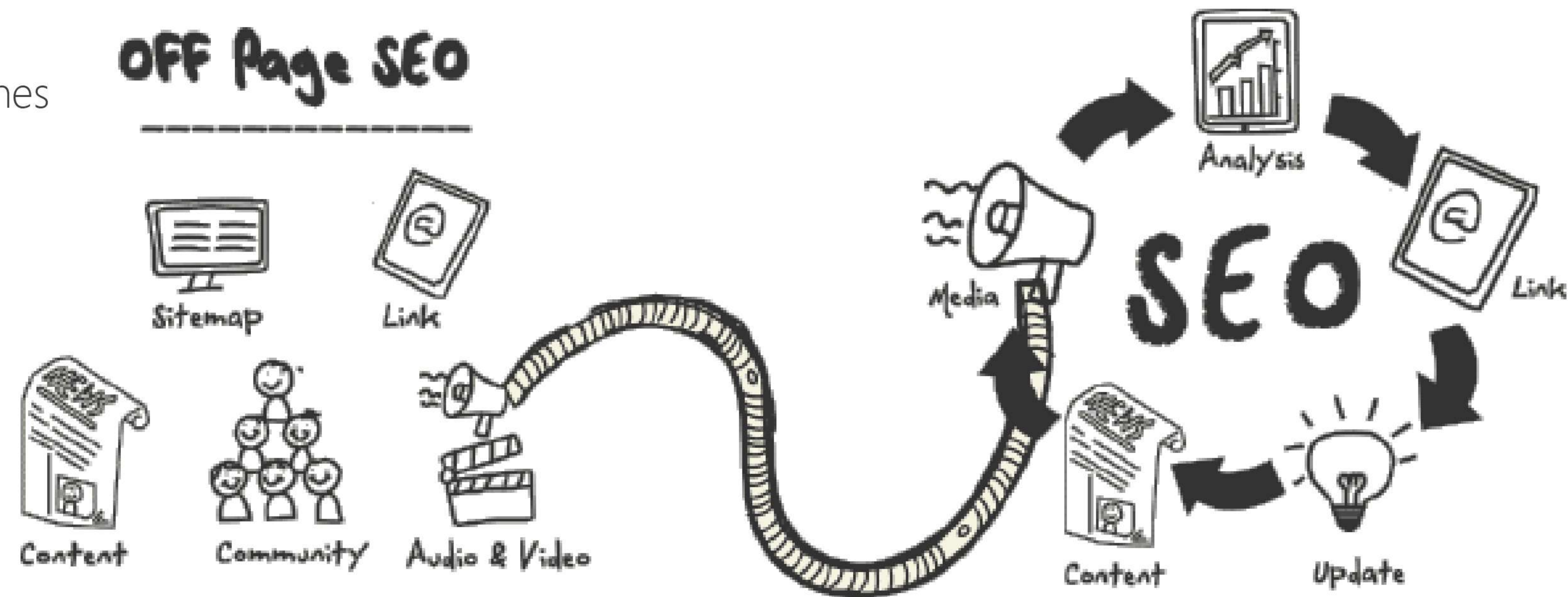


Search Engine Optimization

Search Engine Optimization (SEO), a form of Internet marketing, is a process of analyzing and editing your website in order to increase your natural search engine rankings for key terms relevant to your target audiences. By targeting strategic key phrases that appeal to your target audiences, SEO allows you to be found by global or regional markets of individuals who are seeking precisely whatever it is that you offer. Whether it is a product, a service, a mission or a message that you want to promote, search engine optimization provides benefits for just about any type of organization that wants to reach people.

SEO Factors

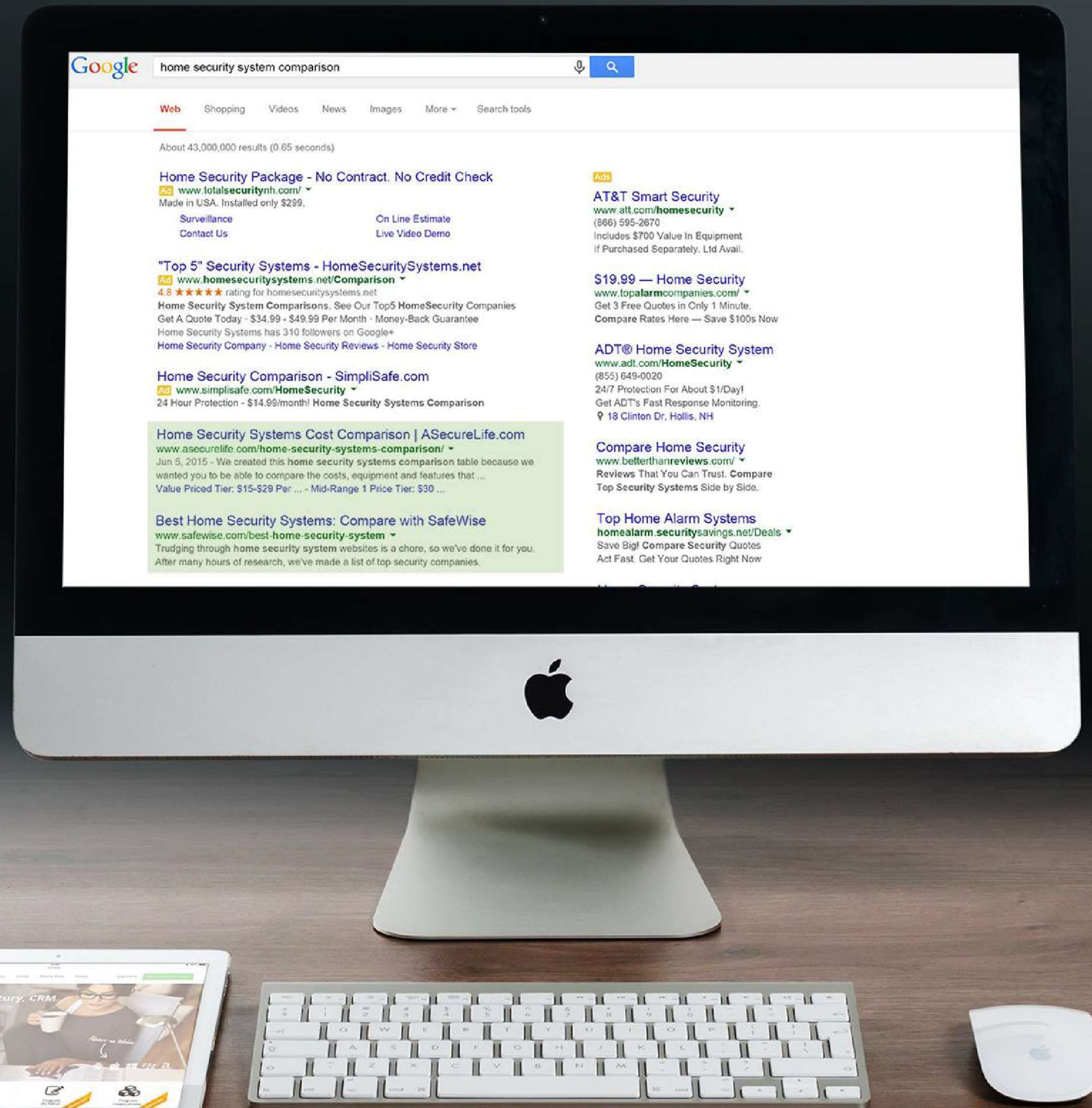
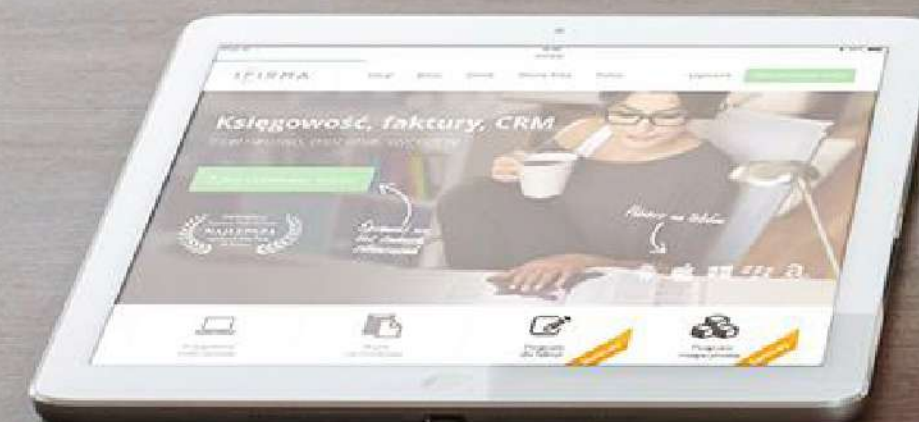
- Image Optimization Improved
- Integration of SiteLinks
- Keyword analysis & generation
- Content Updation
- Article submissions
- Joining link networks
- Optimizing meta keywords for search engines
- Optimizing meta descriptions for search engines
- Meta tag for site language in English:
- Image alt tag fulfil:
- Replaced font tag into span tag
- Directory Submission
- Bing Search Engine optimization
- Link Exchange (olx, quickr)
- Google Web Master Integration
- Keyword Research
- Index inclusion and coverage
- On-page optimization
- Site Meta Tags
- Website Directory Structure
- Web site serves dynamically generated pages
- Sitemap Creation



Search Engine Marketing

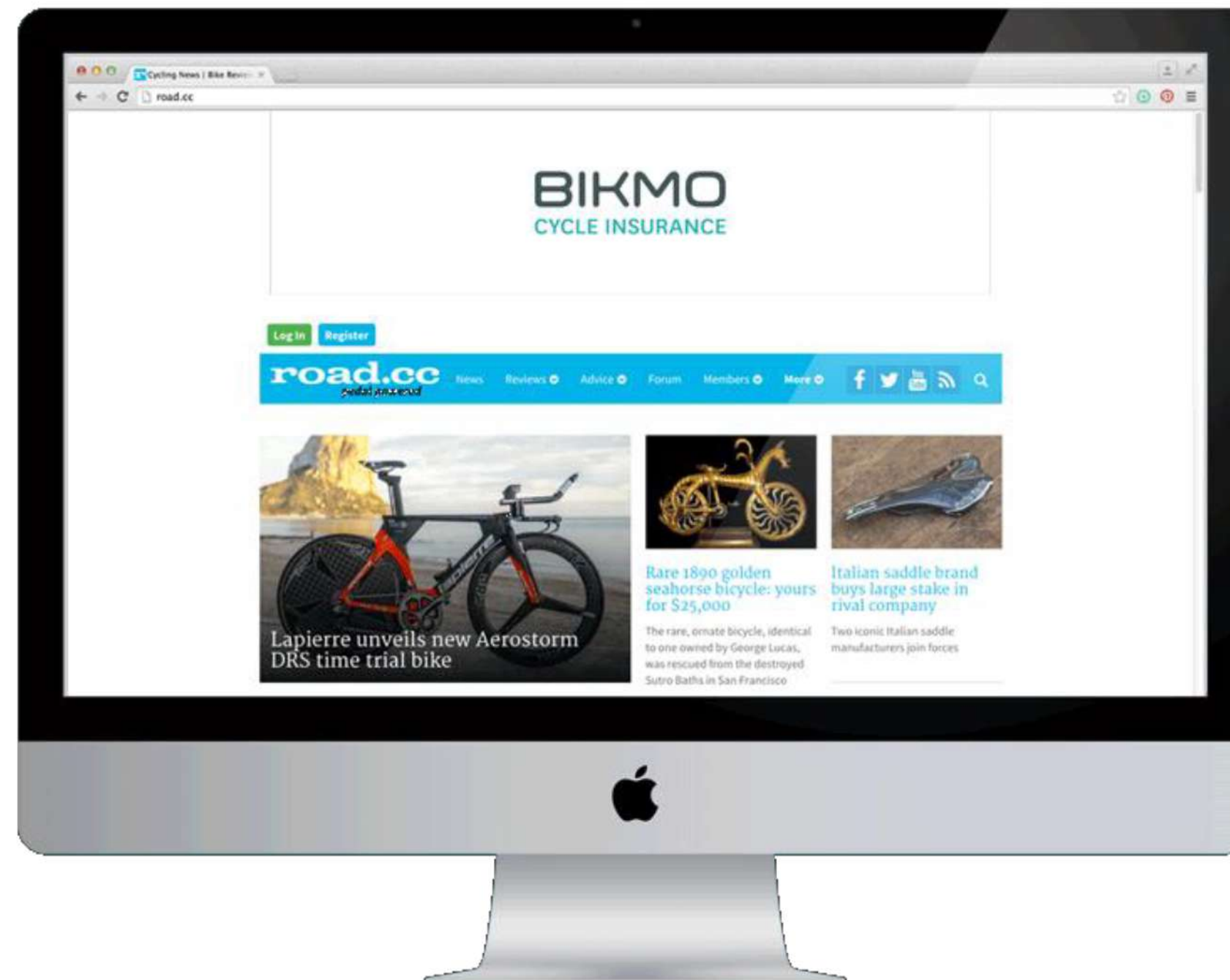
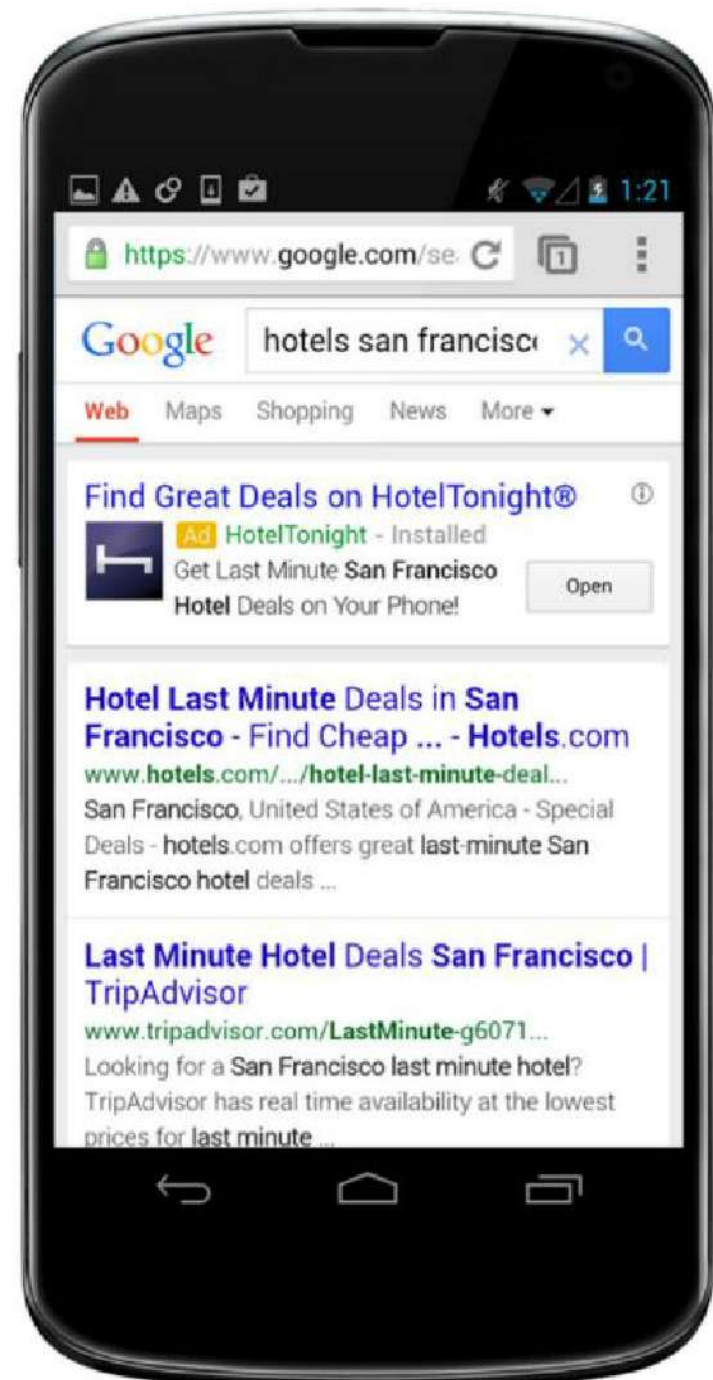
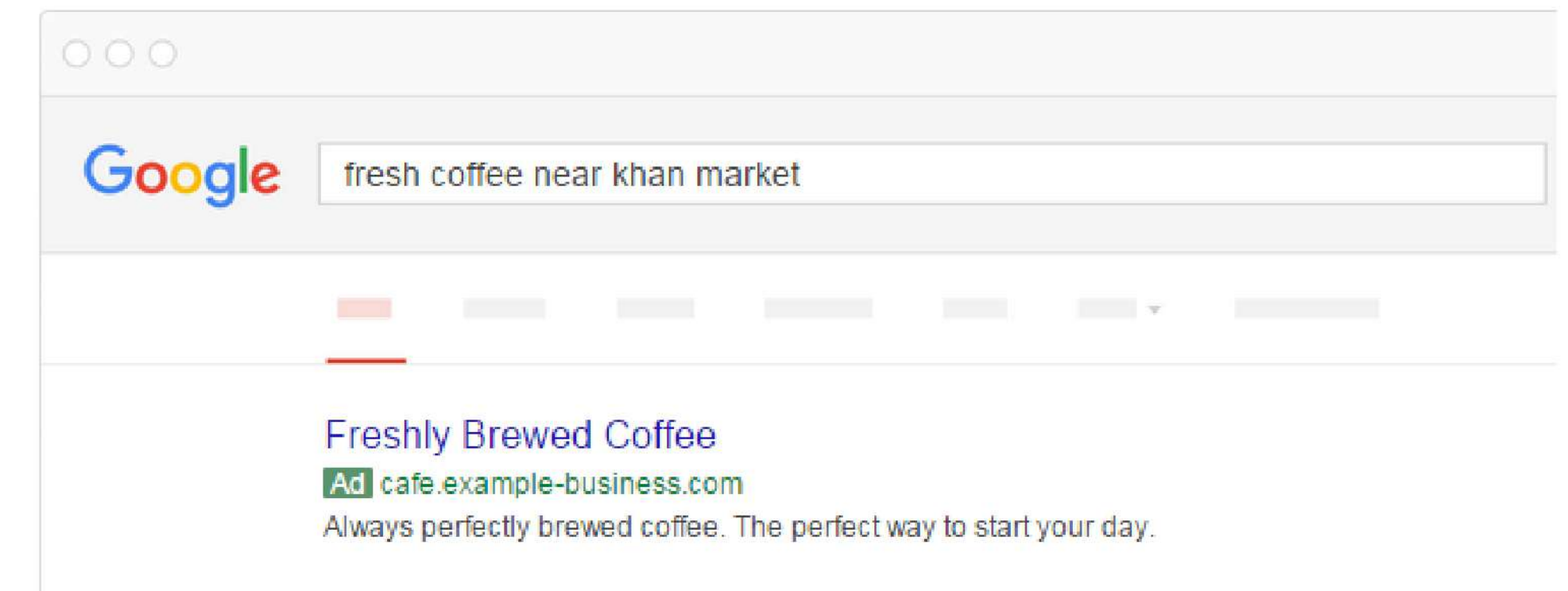
Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.

In addition to covering general paid search trends we will also start your display ads campaign on the major search marketing platforms to generate more refined leads.



Search Engine Marketing Factors

- Keywords Search
- Display Banner Ads
- Mobile Ad Optimization
- Website Cache User Link
- Website Click Ads
- Target Group Ads



Social Media Marketing

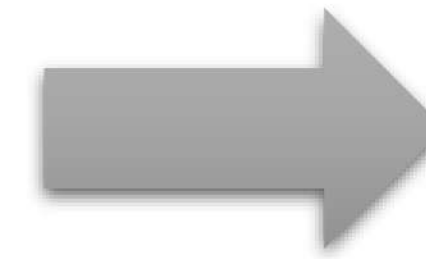
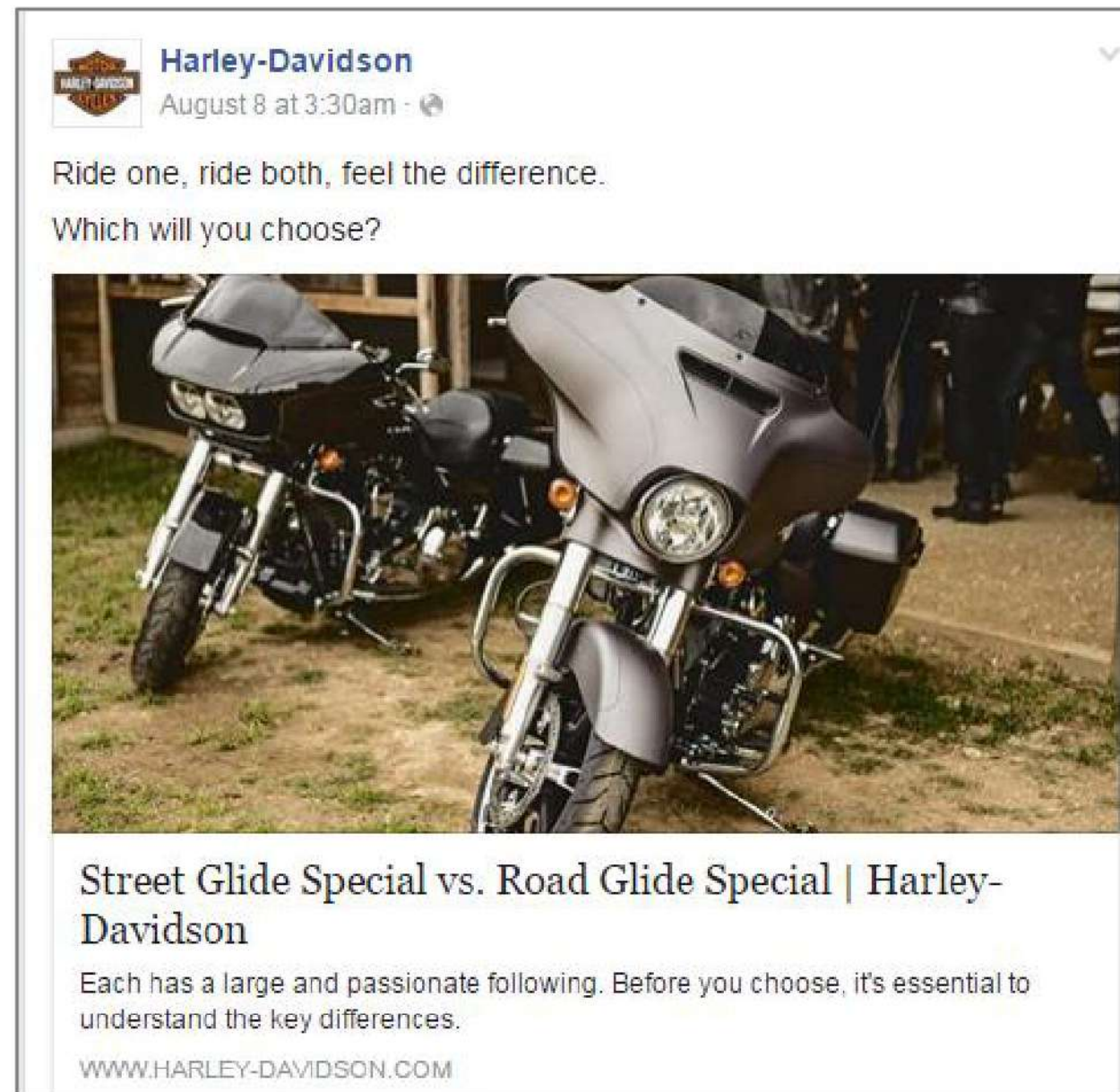
Social Media Marketing is designed to help companies create a brand, drive targeted traffic, market their products and services and manage their online reputation through other means than search engines. We promote your products & services on the following Social Media Platforms:

- Facebook
- LinkedIn
- Twitter
- Google Plus
- Pinterest
- Youtube



Social Media Promotion Ads

Website Click Ads

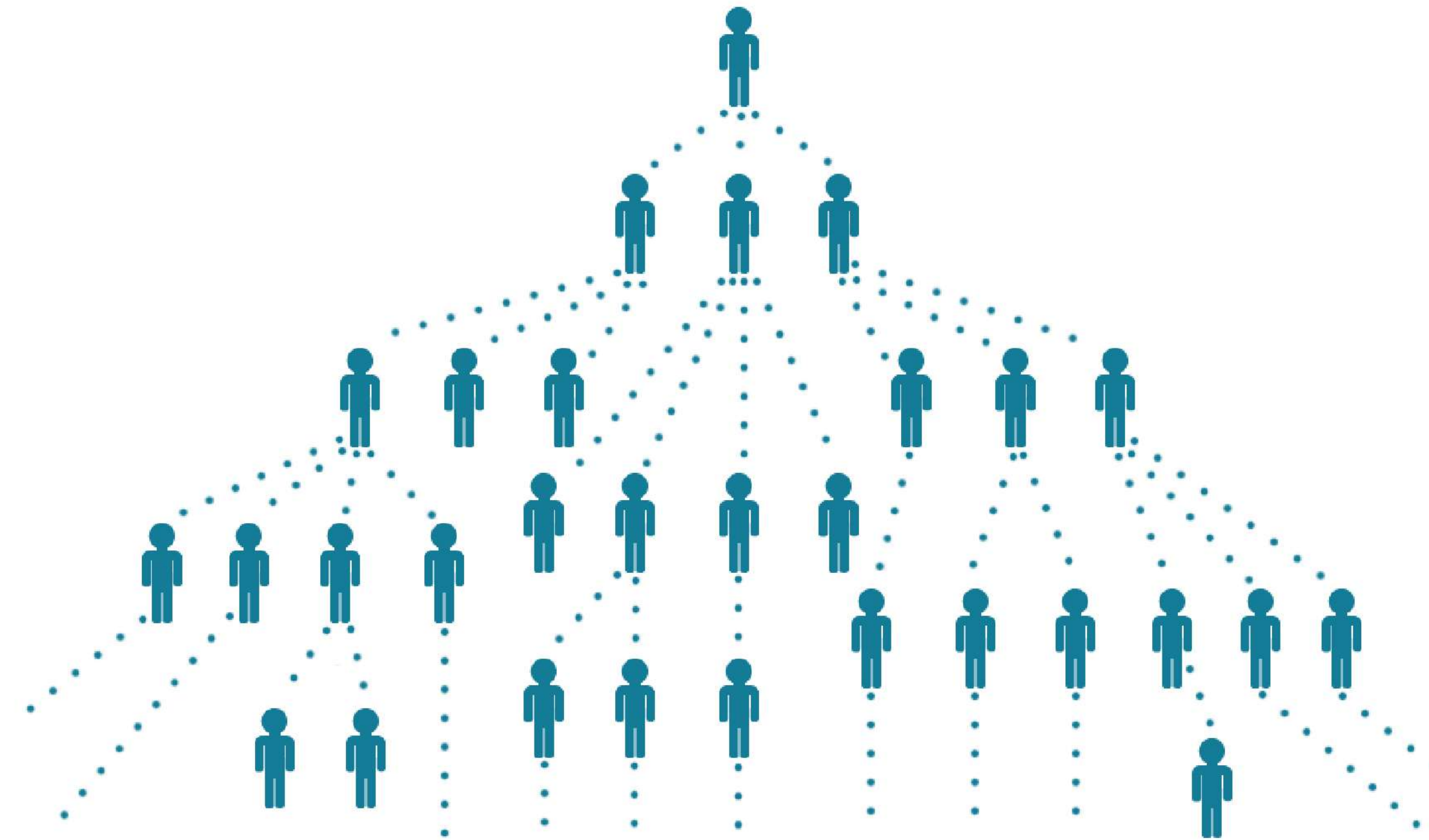
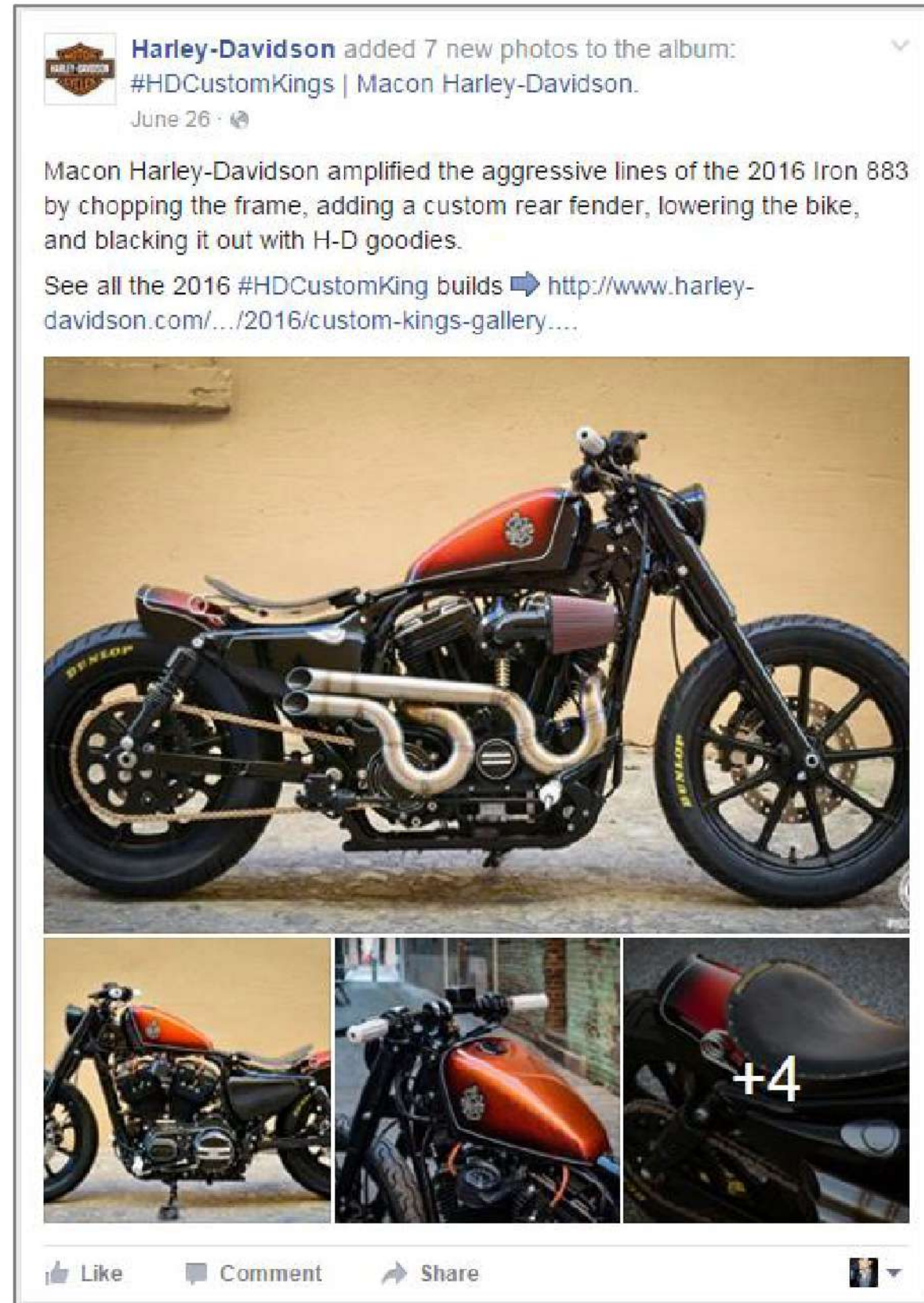


Purpose : To increase Website Traffic

Social Media Promotion Ads



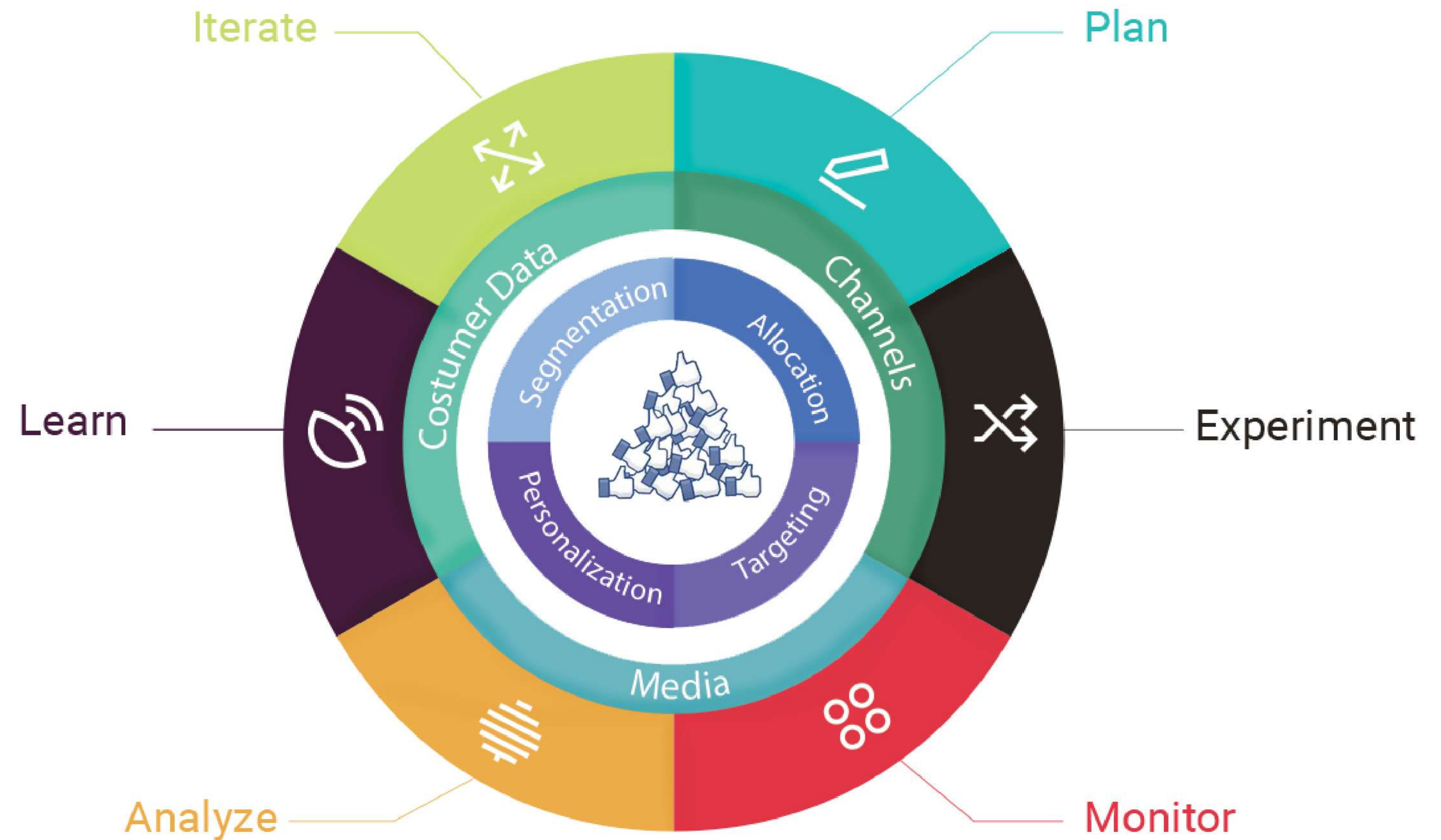
Daily Organic Posts | Gallery Posts



Purpose : Brand Building among followers & Brand Presence

Social Media Promotion Ads

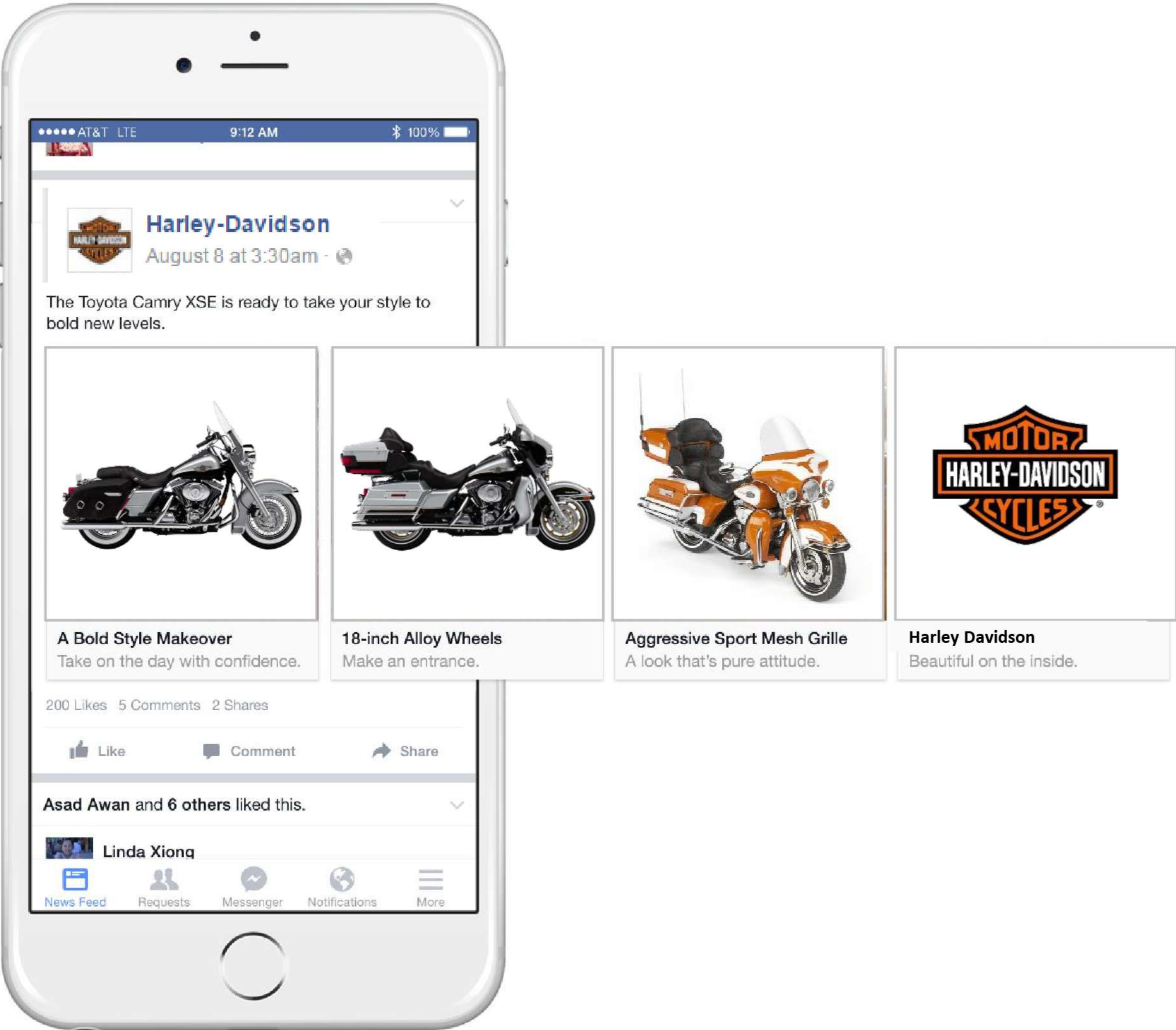
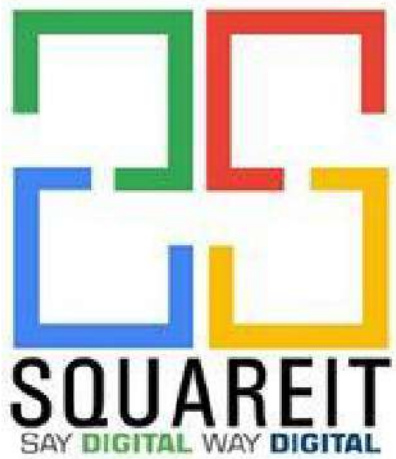
Paid Posts



Purpose : To increase Post reach to specific Target Audience for Brand Visibility

Social Media Promotion Ads

Carousel Ads



Social Media Promotion Ads

Youtube Ads



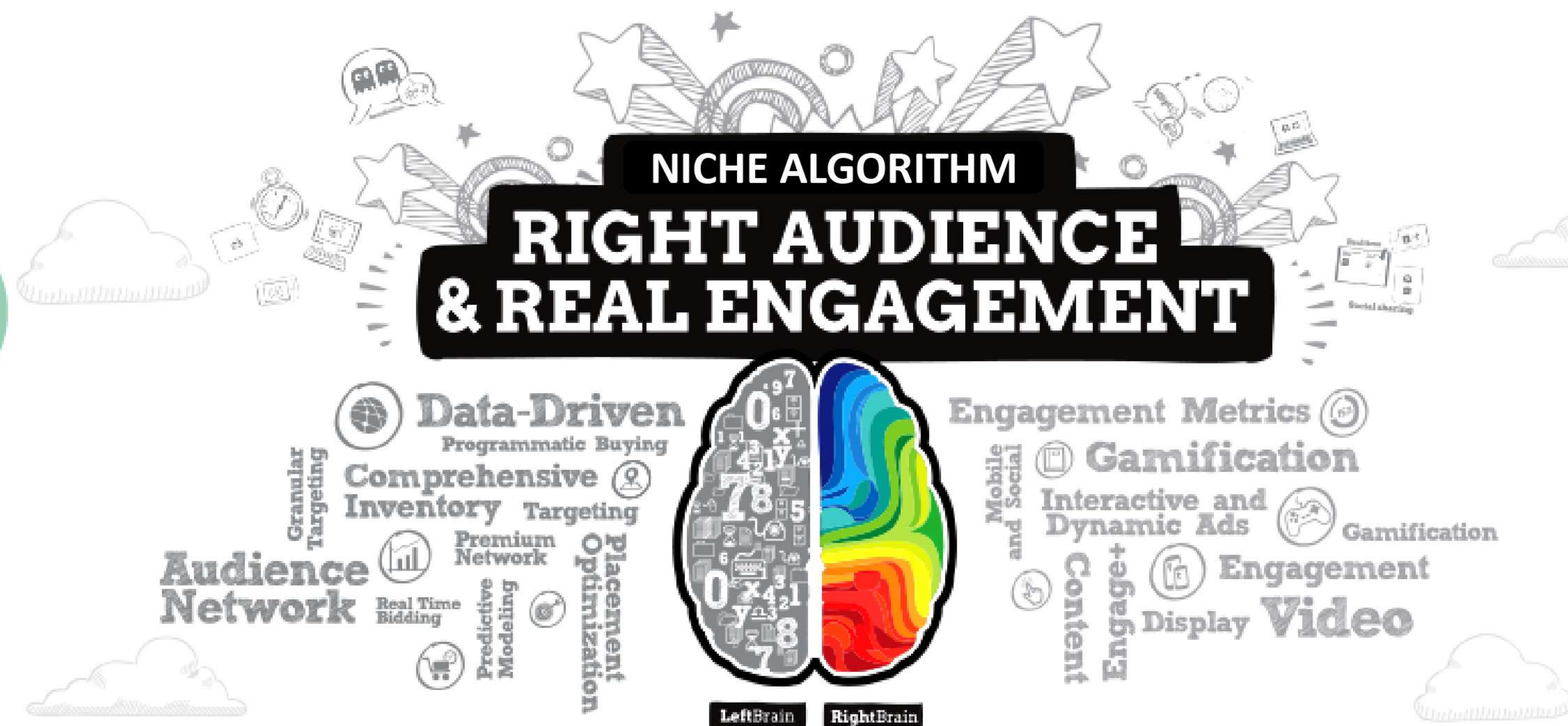
Purpose : Video Promotion in a Targeted Geographic Area (TGA)

Target Audience

The Social Media has become a crowded space. With the ever-changing **Niche-Rank Algorithm**, ensuring a healthy reach can feel like a constant battle. Through organic Page post targeting (formerly News Feed targeting), we have found new ways to optimize your organic reach. Unlike limiting your post's audience, organic targeting only affects what a user sees in their News Feed.

Targeting can be applied to Page posts based on the following criteria:

- Interests
- Gender
- Relationship Status
- Educational Status
- Age
- Location
- Language



BENCHMARKING & REPORTING KPIs (Key Performance Indicators):

Monthly Benchmarking Reports: We will run a benchmark ranking report showing all your existing listings. This concise report will be sent monthly to help document our progress.

Monthly SMM Report: Every month, we will document the progress and send it to you via email. The report will include Daily Posts Details along with their links along with the statistical representation of page progress on different Social Media Platforms.

The Brief for each month SMM activities will be discussed in advance. The plan of action will be emailed as a strategy basis on the brief and on approval of the same we will initiate the campaign.

Amendments can come in sometimes as special case only, keeping the synergy of campaign in place and communication flow in line.

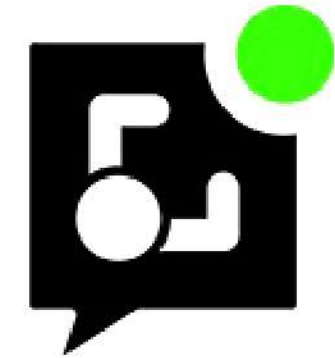
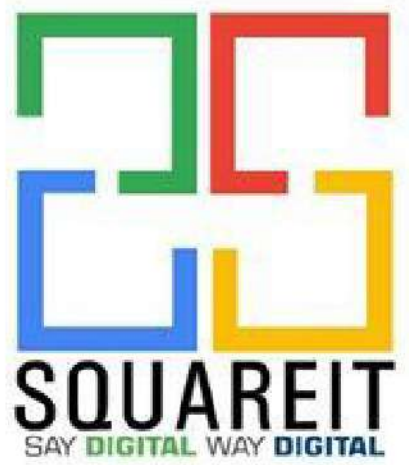


THE LIST GOES ON AND ON AND ON....

We have catered to various businesses and diverssified sectors like:

- Fashion and Beauty
- Education
- Hospital
- Real Estate
- Hotels & Resorts
- Tours & Travels
- Interior Design
- Glamour
- Jewellery and more..

SOME OF OUR ESTEEMED CLIENTS



SHIELD DEFENCE ACADEMY
ISO Certified Academy 9001:2015



SERVED MORE THAN 50 CLIENTS AND STILL COUNTING....

Reach Out to Us

Address :- 1st and 2nd floor, Ramanand Trade Center, 34 - A Chandralok Colony, Kapoorthala xing, Lucknow

Mobile :- +91 9336 965 880

Phone :- 0522 - 400 6199

Email :- squareit.in@gmail.com

Website :- squareit.in



WE BELIEVE IN **DELIVERING**
THE BEST IN **Digital Marketing**

