



SARVI

SOLUTIONS



Executive Summary

Sarvi Solutions is an organization that offers a complete solution to all your advertising marketing and management needs.

The Management Team

Sarvi Solutions has a strong management team which allows us to execute efficiently. Sarvi Solutions is owned and managed by Chetan Vengurlekar.

These distinct but complimentary services will have benchmarked customer service, something that the industry is not known for having. Sarvi Solutions is led by a seasoned team, all of whom have extensive industry experience.

Mission

Sarvi Solutions aims to offer high-quality services. Additionally, Sarvi Solutions is technologically savvy with computerized monitoring, software for every need, divided team for better functionality. Finally, Sarvi Solutions has strong vendor relationships with the most service conscious vendors who are capable of capturing the customers.

Keys to Success

Sarvi Solutions' keys to success will include:

1. Round the clock service
2. Working with ownership
3. Strong vendor relationships and network

Company Summary

Sarvi Solutions is a sole proprietary business managed by Chetan Vengurlekar since April 2011. His team of expertise excel in sales/management, finance/administration section of the business, software development and designing, advertising and marketing online as well as offline.

Custom Web Design



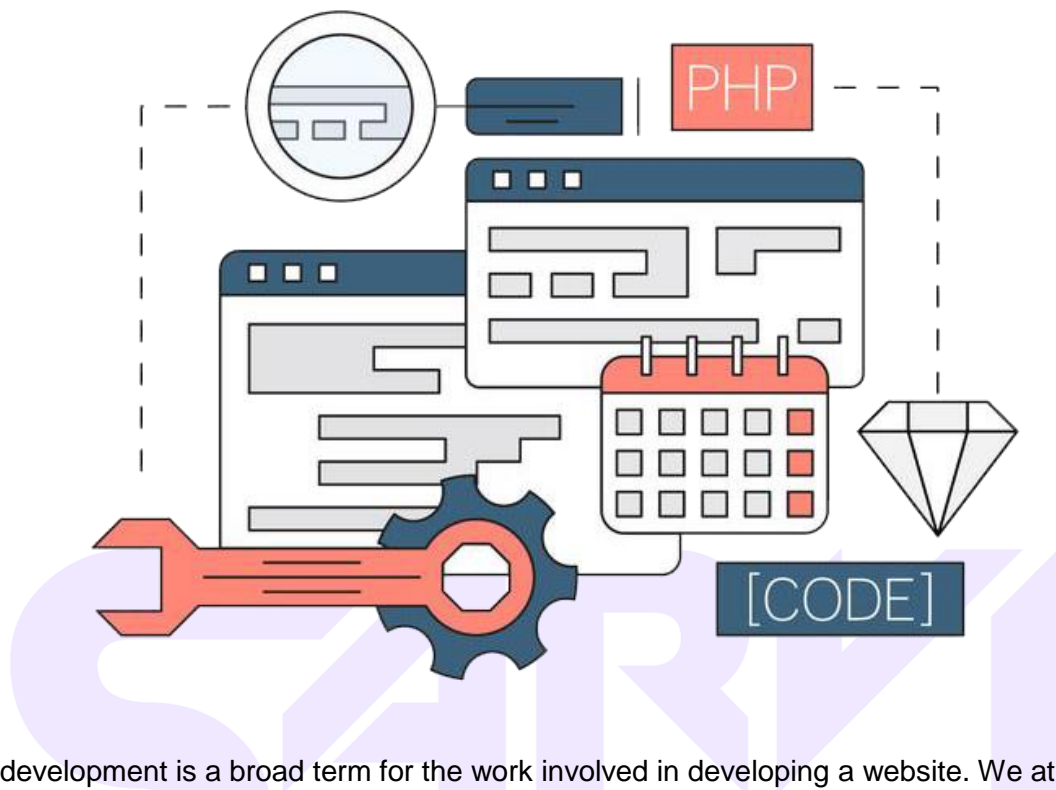
A good website design must have visual appeal, user friendliness, rich content and above all, be search engine ready in order to attract & retain visitors. We, at Sarvi Solutions, ensure your website works for your business.

Our team of experienced web designers have the passion and expertise to help businesses look professional and strategize with the entity to help develop advanced visitor flow tactics. This helps the website look unique, professional, but most importantly drives leads and sales.

The first step to go online, a brand website, is a crucial step for your brand. When you have a brand name offline and want to portray it in a much sophisticated way, you need to hire an expert in the field of web development services. We, at Sarvi Solutions, are the perfect match for your web development services as we provide you with everything you need to build a website. We offer all domains with hosting space. Our professionals at work are more than eager to complete your website and make it live.



Web Development



Web development is a broad term for the work involved in developing a website. We at Sarvi Solutions ensure your website works for your business.

We, at Sarvi Solutions, take care of the coding and programming that enables website functionality, as per the owner's requirements. It mainly deals with the non-design aspect of building websites, which includes coding and writing markup.

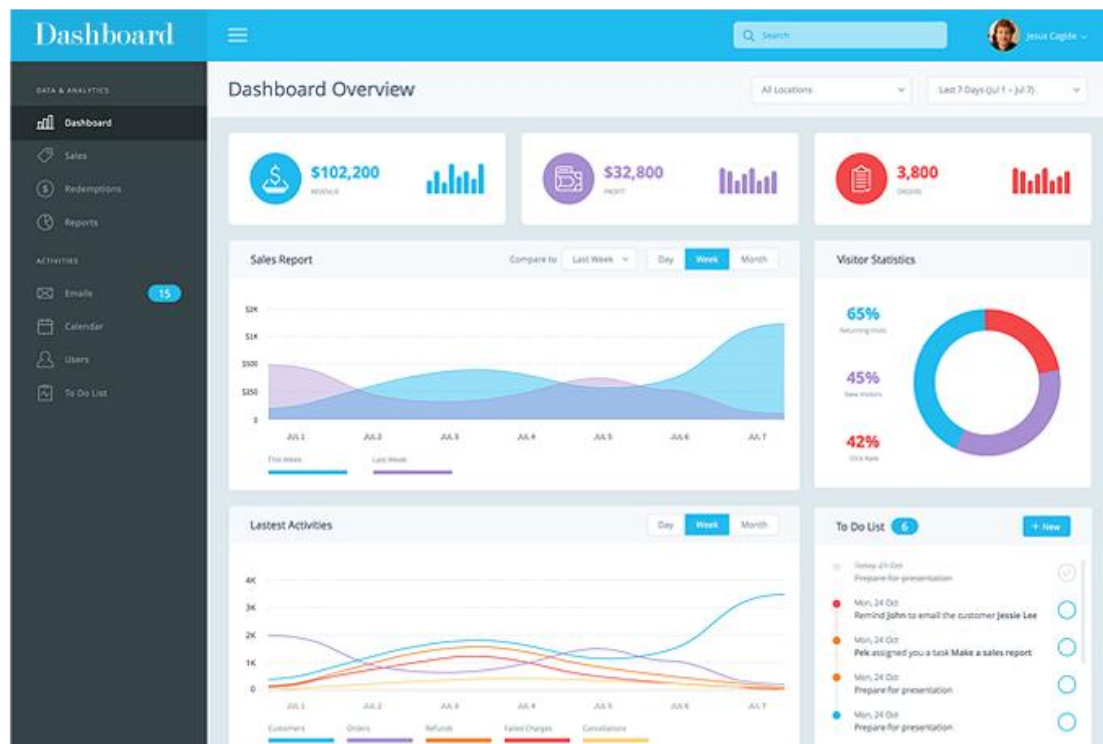
Web development ranges from creating plain text pages to complex web-based applications, social network applications and electronic business applications.

The web development hierarchy is as follows:

- Client-side coding
- Server-side coding
- Database technology



Custom Portal Development



Portal Development includes both designing (front end user interface) and code development (backend) including database management and dynamic functionality of portal as per the user actions. We work with various tools/languages and database management to achieve this functionality such as – ASP.NET, PHP, JSP, SQL, Oracle, MySQL.

With our Web Portal Development service you get-

- Greater productivity
- High speed development
- Dependability
- Top level Security
- Simple configurations of security and applications
- Designing and Programming using .NET/PHP with BackEnd as SQL/ORACLE/MYSQL
- Development, Support and Enhancement of existing applications in .NET/PHP
- Windows Application Development in .NET
- Web-based and stand-alone applications using PHP / .NET
- Re-engineering and Support of existing applications in .NET/PHP

We build portals like Matrimonial website, CMS website, CRM web apps, ERP web apps, Job Site / Consultancy website, Recruitment Agency Website, Online advertisement website, property listing portals, NGO fund raising web portals, Blogs, News Portals, etc.



Search Engine Optimization



Ever wonder why some sites show up where they do? Search engine computer algorithms are getting increasingly sophisticated and complex, with listings often influenced by the efforts of experienced SEO agencies like Sarvi Solutions.

Search engine optimization (SEO) is the process of improving the visibility of a web site in search engines via natural or un-paid ("organic" or "algorithmic") search results. Ever wonder why some sites show up where they do? Search engine computer algorithms are getting increasingly sophisticated and complex, with listings often influenced by the efforts of experienced SEO agencies like Sarvi Solutions. As more and more businesses move online each and every day search engine optimization has never been more critical to your company's bottom line.

Search engine technology has evolved in many ways within just the past few years. The technology and algorithms involved have transformed SEO services from what began as a simple mathematical science to what models much more like an artificial intelligence. Understanding these critical changes is what sets Sarvi Solutions apart from most SEO companies in the marketplace. Sarvi Solutions uses some of the most advanced SEO strategies in the industry. From creating compelling sales driven ads to the visibility those ads will receive, Sarvi Solutions offers affordable and next generation consulting with true search engine optimization making your online advertising efforts more profitable.

Sarvi Solutions isn't just some run-of-the-mill marketing company. We want to understand your business from concept to delivery. Our pragmatic and exhaustive approach to SEO and Universal Search ensures that our clients enjoy unrivaled success in highly competitive sectors.

Sarvi Solutions' approach to organic search is vast and diverse, ranging from complex technical aspects to bolt-on communities, and state-of-the-art creative initiatives, integrating social media marketing, and a variety of modern link building techniques. We consider every possible influencing factor to ensure that your campaign is exhaustive, effective and geared to deliver top rankings.

We inject cutting-edge technology such as LSI (Latent Semantic Indexing, widely anticipated to play a major role in Google's future algorithms) with the social media elements needed to establish your website with authority and recognition. This will exponentially increase your organic rankings now, and well into the future, helping separate your website from the rest.



Social Media Marketing



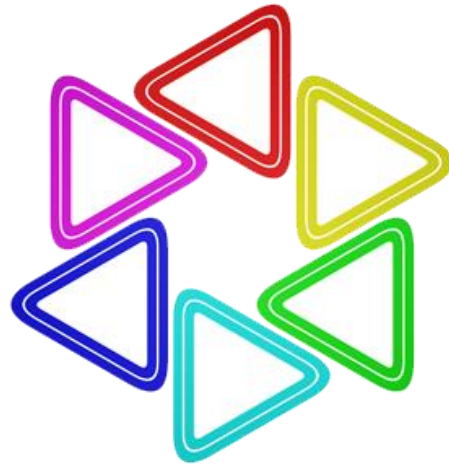
Social Media Marketing gets website traffic from social media platforms like Facebook, Twitter, Pinterest, YouTube, etc. Social Media Marketing is on the rise as it is quite simple to share engaging content on these social media and when the content goes viral, quality website traffic.

Social Media Marketing is a process to get website traffic from social media platforms like Facebook, Twitter, Pinterest, YouTube, Instagram, etc. Social Media Marketing is on the rise as it is quite simple to share engaging content on these social media and when the content goes viral, you get a whole new lot of website traffic.

Even though this method is tried and tested for more than five years, many businesses are still sceptical about this method of marketing. Others who have implemented it, do not have a plan to market properly. At Sarvi Solutions, we help our clients to get started by analyzing their business and evaluating various aspects related to their business.

We help businesses to utilize the power of social media marketing and grow their online presence. Our efforts are guaranteed to increase business visibility while giving quality traffic to the business website and develop a loyal customer base alongside. We dedicate our time to understand your customers' needs and develop strategies to increase engagement of the content online. We are able to create more interactions with brands at an increased customer engagement and generating the expected ROI.

Logo Design and Branding



Logos are the corporate identity of a company. If designed properly, it creates a long lasting impression. It reflects vision and mission of any company. Sarvi Solutions develops smart and appealing logos which attracts viewers and effectively convey your message so that you get desired results.

A brand logo or the brand identity, as referred in the corporate world, is the most significant creative of your brand. Your brand identity speaks for you in public. For such a sensitive work of art, you should always hire someone who is a professional from the field of brand designing as he is the ultimate expert to deliver you with the best. We at Sarvi Solutions provide you with unique and appealing logos perfectly suitable for your business.

Logos create long lasting impression if it is properly designed. It reflects vision and mission of any company. Sarvi Solutions develops smart and appealing logos which attracts viewers and effectively convey your message so that you get desired results.

We also help you get your logo trademarked so that no one infringes your corporate identity.



Graphic Design



Graphic design is the process of visual communication and problem-solving through the use of typography, photography and illustration.

Graphic designers, at Sarvi Solutions, create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports.

Graphic designers handle the following aspects:

- Meet with clients or the art director to determine the scope of a project
- Use digital illustration, photo editing software, and layout software to create designs
- Create visual elements such as logos, original images, and illustrations that help deliver a desired message
- Design layouts and select colors, images, and typefaces to use
- Present design concepts to clients or art directors
- Incorporate changes recommended by clients or art directors into final designs
- Review designs for errors before printing or publishing them



Local Search Strategy



For businesses with physical stores that rely on foot traffic, local search is an essential cornerstone of an online marketing strategy. 24 percent of all searches have local intent, and in order for these searchers to find your local business, steps must be taken to optimize your company's online presence.

Google My Business signals account for 14.7% of local ranking factors, which is a significant amount. So taking time to ensure the following within your listing is advisable:

- Individual description for each location
- Correct categories in place within the My Business tool
- Photos of locations and business logo
- Local phone numbers need to be added
- Address needs to be checked against website address to remain consistent – this is paramount
- Correct opening times
- Reviews within Google+ page pushed for all clients



Map Search Optimization



The use of a single map per page is a good way to optimize maps display. Users generally interact with one map at a time. Your app can manipulate the map to display different data sets, depending on customer interaction and needs.

Optimize your maps listing with Sarvi Solutions and rank higher on search engines additionally.



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<https://www.sarvisolutions.com/>

Link Building and Content



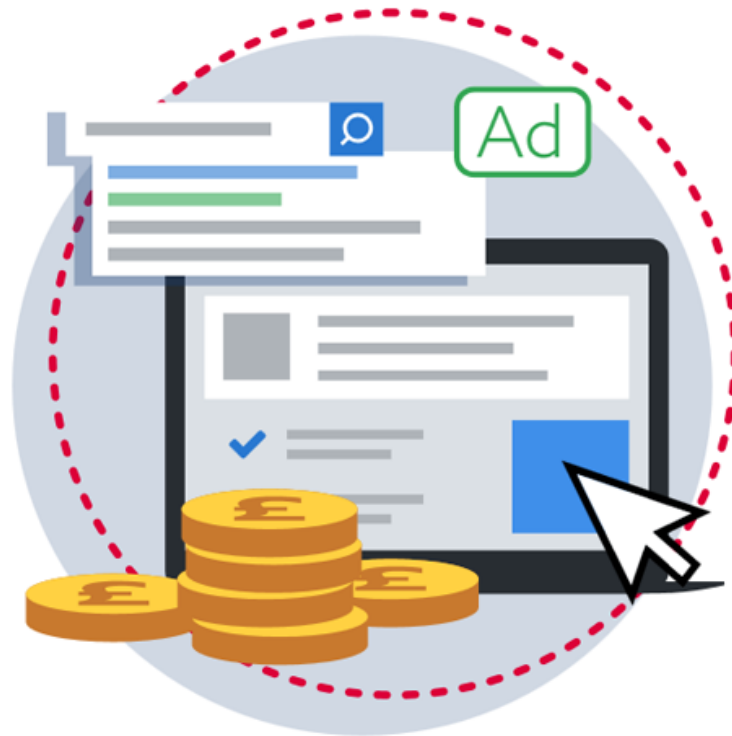
Link building is a process for organic SEO that consists of creating external links (backlinks).

The ultimate goal of link building is to improve your position in search engine results pages. Link building helps search engines understand the credibility and relevance of a website.

In addition, link building can increase a company's visibility both with search engines and with Internet users.



Paid Search Advertising



A paid search strategy allows you to instantly connect with potential leads on search engine results pages who are looking to buy your product or service. Our paid search experts help manage your campaigns by getting your message out to the relevant people effectively.

We work collaboratively with you to understand your business and objectives to discover a solution that suits your needs and budget to achieve optimal results. Our team of experts has vast experience with paid search marketing platforms like Google Ads and Bing Ads. We're confident we can set up your campaigns, analyze results, and fine tune your strategy to generate better ROI for your business through paid search advertising.

Our three-step approach aims to deliver high performing paid search advertising campaigns:

- **Strategic approach:** We start by researching your business, industry, competitors, keywords, landing pages, customers and messaging.
- **Segmentation:** With paid search, relevance is key. We take the time to develop highly segmented campaigns for your business.
- **Constant improvement:** Your account managers will perform weekly and monthly performance reviews to seek improvements that optimize performance.



Paid Social Advertising



Paid advertising is a great way to drive traffic to your website and build a larger customer base. But, it can quickly get expensive if you aren't paying attention to the metrics. With no shortage of paid advertising opportunities, it's important to work with a company that helps define a path to success and coach you along the way.

Social media advertising combines current targeting options (like geo-targeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media advertising, advertisements are distributed to users based on information gathered from target group profiles.

Why Should You Consider Doing Social Media Advertising?

- Generate Leads
- Increase Your Visibility
- Reach an Engaged Audience
- Target Specific Audiences
- Increase Brand Awareness Customer Loyalty
- Test Drive Promotions
- Increase Flexibility



Custom Email Design



We help you reach your customers via newsletters. Newsletters help you save time and effort as well as increase your sales and revenue. We provide services from designing a newsletter to managing your subscriber list.

A newsletter is the way to project your company to your customers. It is used to tell your customers about the ongoing happenings. It is definitely a fantastic way to let your customers know about the new upcoming features.

It can be sent every month or week depending upon the visibility of your brand and the people subscribed to your services.

A newsletter with only content and images can never be sufficient as the visual value is somehow missed. A good HTML design can make your newsletter more appealing.

Get your company a good newsletter design from Sarvi Solutions to have a happy customer base and an increase in your sales too.



Online Reputation Management



Our exclusive Online Reputation Management (ORM) Services:

- Find out what's your Google Ranking, which determines your Online Reputation
- Introduce you to the processes of personal Search Engine Optimization (SEO)
- If required, we build up your Online Presence afresh to improve your search results
- Our specialists will use their Advanced SEO Tactics to boost your Rankings Online
- There are Emergency Tactics too which tackle negative search results for you
- Improve your Google Image Results and maintain it
- Provide you with tools to spot any online reputation problem and gently remove it from the search engines
- Social Media: Monitor mentions about your brand across social channels through listening tools.
- Measure sentiment about conversations around your brand
- Monitor and engage with online entities that influence the image of your brand as compared to that of your competitor's
- Measure and amplify the positive chatter around your brand and create brand advocates that will endorse your brand online
- Provide a quick action plan to combat a crisis situation involving negative conversations about your brand on social networks



Conversation Rate Optimization



In internet marketing, conversion optimization, or conversion rate optimization (CRO) is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage. It is commonly referred to as CRO.

5 ways Conversion Rate Optimization benefits Search Engine Optimization:

- Improved Customer Insights
- Better ROI
- Better Scalability
- Better User Experience
- Enhanced Trust



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Real-Time Social Media Analytics



We, at Sarvi Solutions, help with real-time social media analytics for our clients which has been a serious challenge for many organizations. Often, organizations are married to an old paradigm — a vestige of by-gone days when data was hard to get, taking months of data gathering and analysis. These organizations didn't integrate data gathering into tactical and strategic decision-making because they couldn't. Incorporating real-time analytics just isn't possible with their existing bureaucracy.

We focus on the following while doing real-time social media analytics:

- Real-time analytics
- Real-time responses
- Captures attention and drives action
- Easy to read reports
- Works throughout the customer life-cycle



Real-Time e-Commerce Analysis



We, at Sarvi Solutions, believe in insights. We help our clients with plenty of data to work with. In addition, we help with custom dashboards, charts, key insights, analytics, and more.

Some of the pointers we act on:

- Monitor referral traffic
- Cause the least disturbance when updating your website
- Take action on social marketing campaigns
- Recognize hidden trends with Pattern Recognition
- Sell the right products



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Android Application Development



Mobile application development is the complete process of creating all of the designs, assets, and code required to implement a software application that runs on a mobile device and all of its supporting services that are accessed from the mobile application via the a network connection and run on remote computing resources.

We've worked to create powerful native Android apps that deliver compelling user experiences. We also have experience with virtually every Android OS variant under the sun.

Our expert developers are always ready to develop the best apps to create a perfect brand image of business on Google Play Store. Our creative and technically sound developers will let you understand the need and relevancy of the trending Android features and after understanding your requirements on a point-to-point basis, they will remain transparent hitherto your project gets accomplished to its best. After the app development, we perform a thorough testing procedure to provide you a bug-free and highly utilitarian app so that you can provide a seamless experience to your users.



iOS Application Development



Mobile application development is the complete process of creating all of the designs, assets, and code required to implement a software application that runs on a mobile device and all of its supporting services that are accessed from the mobile application via the a network connection and run on remote computing resources.

We've worked to create powerful native iOS apps that deliver compelling user experiences. We also have experience with virtually every iOS variant under the sun.

Our expert developers are always ready to develop the best apps to create a perfect brand image of business on Apple App Store. Our creative and technically sound developers will let you understand the need and relevancy of the trending features and after understanding your requirements on a point-to-point basis, they will remain transparent hitherto your project gets accomplished to its best. After the app development, we perform a thorough testing procedure to provide you a bug-free and highly utilitarian app so that you can provide a seamless experience to your users.



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e-Commerce Portal Development



We help you take the business to the customer's door. We, at Sarvi Solutions, broaden the business and delivery channels so that customers do not have to take the pain to come to the store for their needs. On the contrary, one can bill while delivering to the customer door. We can do secure e-commerce portal development and design and provide choice of multiple commerce platforms and deployments as per the client's requirements which means they can always get best e-commerce solutions with required high level of security and neatness. If you are looking for an e-commerce development solution, then we can help you with our range of innovative e-commerce solutions with their advanced features. Our e-commerce services raises your business goals and allows you to market and sell your products virtually to any market globally.

