
Digital Marketing



Index

[Overview](#)

[Our Offerings](#)

[Search Engine Optimisation\(SEO\)](#)

[Search Engine Marketing\(SEM\)](#)

[Social Media Optimisation\(SMO\)](#)

[Social Media Marketing\(SMM\)](#)

[Online Reputation Management \(ORM\)](#)

[Content Writing Services](#)

[Branding & Design](#)

[Objective](#)

[Why Us?](#)

[About TESTQ](#)

[Our Mission & Vision](#)

[Company Profile](#)

[Our Verticals](#)

[Contact Us](#)

Overview

TESTQ Technologies is the leader in providing independent and objective based Digital marketing services. Our top notch Digital Marketing solutions add value to businesses and improve the information from which marketing decisions are made. Being a full service digital marketing agency we offer affordable SEO services, local SEO, SEM, Email Marketing, Social Media and Web Development services for all types of businesses.

Our managed Search Engine Optimization services will help you generate more organic leads. Our team of SEO professionals help to optimize your site for better keyword rankings with content marketing.



Our Offerings

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Social Media Optimisation (SMO)
- Social Media Marketing (SMM)
- Online Reputation Management (ORM)
- Content Writing Services
- Branding & Design



SEO (Search Engine Optimisation)

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. SEO is a set of ongoing best practices used for your website and blog to help you get found online via the top search engines like Google, Bing, and Yahoo. These techniques help improve a website's SERP, or Search Engine Result Page. There are two types of SEO: on-page and off-page, Gained popularity as the best local SEO company, **TESTQ** Tech is exceedingly demanded all over the globe for its reliable SEO services.

Key features :

- Improve organic search engine visibility
- Optimized Quality Content
- Improve backlink profile
- Strive to produce “better”, more relevant results than competitors

TESTQ SEO Benefits :

- Accomplishment of business goals
- Reaching to the local and global customers
- Boost traffic and sales
- Top page ranking in Google
- Increase in ROI
- Results stay for a longer period of time
- Improve brand identity

TESTQ SEO Services covers :

- SEO Goal Understanding
- Keyword Research and Analysis
- SEO Benchmarking
- Competitor Analysis
- Website Content Optimization
- Localization Optimization
- Backlinks and Citation Building
- SEO Maintenance
- Monthly Reporting

And many more...

SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. It is the process of driving traffic to your website using paid online advertising. In other words, you pay Google for Google AdWords, ideally your content comes up first driving more awareness and traffic. We at **TESTQ** Tech offers client-driven SEM services which develop paid or sponsored advertising through Pay Per Click (PPC). Our focus is to drive leads and sales with immediate and ongoing results thanks to our constant evaluation and fine-tuning of SEM initiatives.

Key features :

- Increase Brand Awareness
- Great for Local Marketing
- Generates Immediate Results
- Consistent Traffic Source
- Brings in More Qualified Leads
- The Quickest Way To Be First

TESTQ SEM Benefits :

- Fast Results
- Brand recognition
- Instant PPC Activation
- Budget Friendly
- Location Target Audience
- Anytime Budget Settings
- Anytime Content Editing
- Choice of Bidding Amount
- Pause, Delete or Add option

TESTQ SEM Services covers :

- Keyword Discovery and Selection
- Competitive Research
- Ad Text Creation
- Help with Optimizing Landing Pages
- Conversion Tracking
- Call Tracking
- Ad Submission
- PPC Monitoring
- PPC Cost Management
- Campaign Improvement Modification

SMO (Social Media Optimisation)

Social Media Optimization or SMO refers to the process of streamlining or optimizing a website so that it can be exposed online on various social media channels. SMO is the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event. At **TESTQ** Tech we offers a wide range of SMO services customized to your business requirements.

Key features :

- Increase online visibility
- Emphasize brand awareness
- Build customer relationship
- Create Credibility Online
- Establish a strong following online
- Produce leads by viral marketing
- Strives to reach specific customer

TESTQ SMO Benefits :

- Cost Effective
- Rapid improvement in traffic.
- Increase client base and targeted customers.
- Conversion in sales
- Increase online brand awareness
- Quality inbound links
- Strong online visibility
- Boost SEO & Direct Marketing activities

TESTQ SMO Services covers :

- Social Media Presence Analysis
- Account Management
- Create a Content Strategy
- Create Social Media Calendar
- Social Media Content Production
- Creation of Hashtags
- SMO Strategy Execution
- SMO Support

SMM (Social Media Marketing)

Social Media Marketing (SMM) is a type of internet marketing which uses the benefits of social networking sites as a tool of promoting websites, thus increasing traffic towards them and learning from users' direct reactions. SMM refers to the activities taking place outside your website (on some other channels) to promote a product or service. **TESTQ** Tech offers professional social media marketing services to our worldwide customers. For the last successful years, we are serving many businesses to engage their business in online mediums to improve their sales.

Key features :

- Identify Business Goals
- Set Marketing Objectives
- Enhance Brand Authority
- Identify Target Audience
- Research Competition
- Choose Channels and Tactics
- Enhance ROI

TESTQ SMM Benefits :

- Increased Brand Awareness
- More Inbound Traffic
- Improved Search Engine Rankings
- Higher Conversion Rates
- Better Customer Satisfaction
- Improved Brand Loyalty
- More Brand Authority
- Cost-Effective

TESTQ SMM Services covers :

- Social Media Plan Strategy
- Content Strategy
- Competitor's Tracking
- Promotion & Advertising
- Engagement
- Success Measurement Techniques & Tactics

ORM (Online Reputation Management)

Online Reputation Management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services. At **TESTQ** Tech, we know how critical it is that you and your services have a positive reputation on the internet. Our ORM team knows how to neutralize negative conversations that are influencing your prospective clients.

Key features :

- Improve customer satisfaction
- Engage in more effective public relations
- Increase positive perceptions of brand
- Gain insight into online networks
- Develop credibility among consumers
- It helps to abolish negative publicity

TESTQ ORM Benefits :

- Higher trust
- Increased profits
- Better talent
- Less risk
- Gentler treatment
- Higher online visibility
- Improves Search engine rankings

TESTQ ORM Services covers :

- Tracking Reviews
- Tracking Articles / Blogs
- To Build Positive Market Responses
- To Build Business Reputation
- Creating Business Blogs/Articles
- Optimizing Positive Content

Content Writing Services

Content writing is a form of online writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites that are designed to sell or promote a specific product. Content writers work according to the brief provided by a client. This brief will define their task and any SEO related requirements, such as keyword density. Quality is our priority! **TESTQ** Tech consists exclusively of in-house writers, all of whom are handpicked to deliver professional content writing services of the highest caliber.

Our Services Covers :

- Web Content Writing (Technical/Non-technical)
- SEO Copywriting
- Article Writing
- Blog Writing
- Whitepaper, Case Study and eBook Writing
- PDF and PPT
- Guest Blog Writing
- Review Writing
- Social Media
- Press Releases
- LBD
- Slogans & Taglines
- Brochures
- Editing & Proofreading

TESTQ Content Writing Benefits :

- SEO friendly
- 100% Organic in manner
- Innovative and Original Content
- Faster TAT
- Meeting your specific needs
- Proof read by our experts
- Ensure absolute Satisfaction

Branding & Design

It's no secret that a strong web presence is a must. Research suggests that 84% of offline purchases involve web-based research prior to sale. Even if you don't sell directly from your website, having an online presence is absolutely essential for success in today's world.

TESTQ Tech utilizes web development and design strategies that are both proven and practical, creating websites that suit your unique needs. We help our clients to meet the evolving challenges of modern business world, and give them the right tools for success. We work closely with our clients to make sure that we understand their objectives, and work together towards a common goal.

Web Designing Services :

- Custom Web Designing
- Template Customization
- Custom Graphics & Logo Design
- Banner Designing
- Brochure Designing

Web Development Services :

- E commerce
- Web Application
- Payment gateway Integration
- CMS
- TPC Installation

TESTQ Web Development Benefits :

- Better User Interface
- Faster upload speed on devices
- Increase your online visibility
- Better viewing experience for users
- Save time and cost
- Increase in brand identity
- More number of visitors likes

Objective

“ Digital Marketing allows brands to reach out beyond its existing networks. Get the best ROI in social advertising through strategic planning. We offer all digital marketing and creative services needed to build your brand drive growth. Drive More Traffic to Your Website, Improve Your Position on Google, Reach More Customers & Increase your Sales with Our Digital Marketing Services. ”

Why Us?



SPEED OF EXECUTION

We have right experience, processes and skills in place to understand your software services needs and have an ability to respond in the shortest timescales.



PROCESS CAPABILITIES

TESTQ helps businesses to implement scalable, technologically sound productivity tools to improve operational efficiency and gain flexibility across industries and enterprise functions.



DOMAIN EXPERTISE

Thanks to our diverse client portfolio, we offer variety solutions to cater to all industry segments by deploying efficient team of subject matter experts.



FOCUS ON QUALITY

Our engagement always focuses on adapting to client's quality processes or design one from the scratch to make sure the quality objectives are achieved.



ACCESS TO TALENT

We also have access to quality talent in all areas of offerings and can rapidly deploy them for our clients at various positions.



FOCUS ON VALUE

Our engagement covers entire value chain for our clients making sure that the clients derive highest ROI in our areas of engagement.

About TESTQ

TESTQ Technologies is a global IT company headquartered in the UK. Our services offerings span over a variety of industry sectors with strong technical, domain and process expertise helping clients grow their businesses and reduce operational costs on continuous basis in a dynamic business environment.

With over 16 years of rich experience we have become one of the most preferred IT Company offering services across Europe, Middle-East and India.

TESTQ Technologies aims to bridge the gap between business and technology by providing custom products such that they are tailored exactly to the way your business works.

Our Mission & Vision

Mission

Help our stakeholders
achieve their strategic goals by providing
smart solutions

Vision

To become the **best business and IT consulting** organisation
for our stakeholders

Company Profile

- A multinational IT services and solutions company
- Founded in 2007
- Presense in UK and India
- An ISO 9001:2015 Certified Organisation
- Global delivery centres: 3
- Regional sales offices: 2
- A wide assortment of technical offerings
- Extensive knowledge of industry verticals
- Staff: 70+
- Clients: 30+
- Market cap: £5m

Our Verticals - Overview

We offer unique expertise in the all ranges of services across all our verticals making sure that the client's expectations are met during development and implementation of critical business applications. As clients increasingly focus on widening their offering range and develop new capabilities, we position ourselves in the background in such a way that the business success and productivity is always backed up. From consulting, development to managed services, TESTQ has the capacity to deliver the innovation needed to help you to maximize your potential through our various IT Services & Solutions.

Our Business Verticals :



Contact Us



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