



DIGITAL MARKETING

XIGMAPRO SOFTWARE PVT. LTD.

- Journey Started in 2006
- ISO Certified Company
- Google Certified Company (Digital Marketing)
- Different Wings of Xigmapro Software Pvt. Ltd.
Xigmapro Software Pvt. Ltd. (Web Division)
SEO Kolkata for Digital Marketing (SEO Division)
- Clientele:



Domestic: 800+ International: 650+



- ❖ SEO Promotion
- ❖ Social Media Promotion
- ❖ Content Marketing
- ❖ Online Branding
- ❖ Video Promotion
- ❖ Blog Marketing
- ❖ Google Ads & PPC
- ❖ Paid Services on Facebook



ON PAGE SEO

- Title of each pages
- Meta description
- Meta keywords
- Alt tag in all the images
- Google Analytic & Webmaster
- XML Sitemap
- H1, H2 tags utilization.
- 404 error & 301 redirect
- robots.txt creation
- Domain canonicalization
- Anchor Text
- Interlinking.
- SEO friendly URL
- 301 redirect
- Keyword density
- Plagiarism free content
- Mobile friendliness
- Fab Icon



OFF PAGE SEO

- Social Bookmarking
- Search Engine Submission
- Forum posting
- Photo Sharing
- Video Marketing
- Business Reviews
- Local Listings
- Article Submission
- Question & Answers
- Documents sharing
- Blog marketing
- Press Release
- PPT Sharing

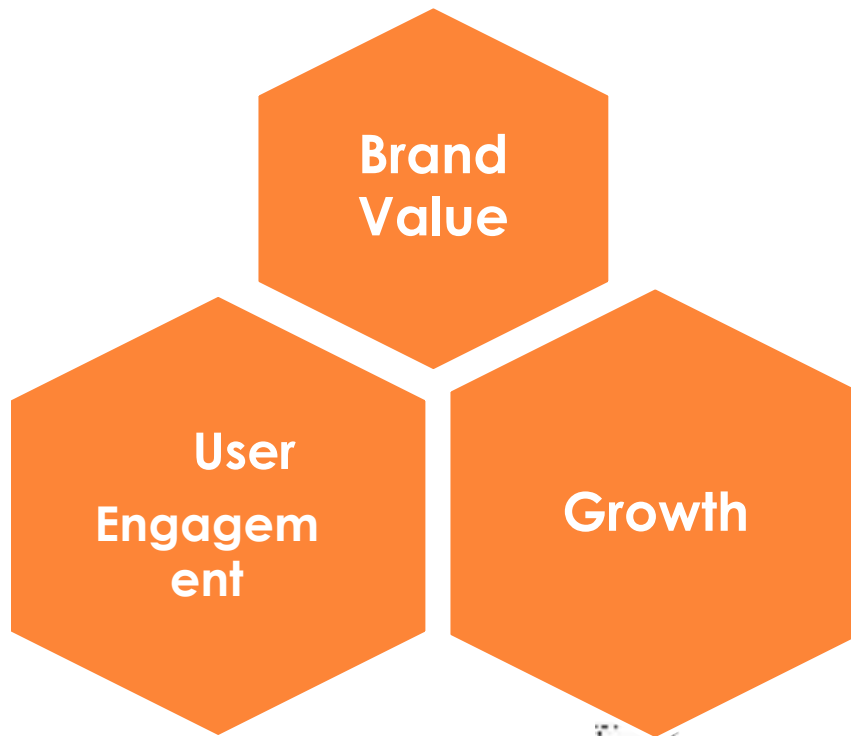


SOCIAL MEDIA MARKETING (SMM)

- ❖ Create your profile
- ❖ Regular Updates
- ❖ Engage your customer
- ❖ Increase Page viewers
- ❖ Brand Awareness
- ❖ Use of Info-graphics
- ❖ Increasing Page Visibility
- ❖ Paid campaign on Facebook
- ❖ Will use social media analytics to track the performances









THANK YOU

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