webpulse®

— solution pvt. ltd. —

Awarded Best Web Designing, Digital Marketing & Branding Co.
Delhi | Ranchi | Australia | UK

PROJECT NAME

Business Portal with Location Wise SEO in Multiple Cities / Countries

Prepared by: Webpulse Team | **Pricing & Offer Valid** for 1 Week

PROJECT OVERVIEW

We develop Custom Coded Dynamic Websites using PHP & MySQL for backend and HTML, CSS, Bootstrap, Javascript, jQuery etc. for frontend Development. Our websites are SEO friendly with city wise promotion.

(Did you know that more than 90% of serious customers search locally on Google within their locality or city?)

Give us a list of localities/cities/countries where you want promotion & we will create separate websites for your target locations on the same domain but separate subdomain URLS and all sub-domain websites will be interlinked with each other.

See Example of Location Wise Promotion here :
https://www.webpulseindia.com/portfolio/seo

Important Specifications + Our USP

- Modern User Interface & Experience
- Robust Web Application with Enhanced Security
- Award winning customer support
- Promotion with City Wise Keywords (1000+ keywords)
- Light website with hosting on high speed dedicated server

Product Quality

With a view to providing client work products of high quality, without compromising on timeliness, Quality Processes and Controls will be prepared for the development activity.

These Processes and Controls cover all activities from receipt of specifications to delivery of the work product.

ABOUT WEBPULSE SOLUTION (P) LIMITED

Commenced in **2011** by very Young & Dynamic Entrepreneur **Mr Rahul Ranjan Singh,** Webpulse Solution Pvt. Ltd. is an award winning Web & Mobile App Designing, Development, Digital Marketing and Branding MNC Company headquartered in New Delhi, with branch offices in London (UK) and Melbourne (Australia). For the last 4 years, Webpulse has been getting many awards for "Best Web Designing Company in India", "Best Digital Marketing Company in India", "Young Entrepreneur of the Year", "Social Impact Award" etc. Visit our official website for more details - *www.webpulseindia.com* .

Since 2011, with more than a decade in industry, we have delivered **3000+ projects** successfully for clients from **all over India and over 50 countries** including Australia, USA, UK, Canada, New Zealand, Singapore, Thailand, Malaysia, Pakistan, UAE, Kuwait, Bhutan, Nepal, Sri Lanka, China, Hong Kong, Germany etc. Our work portfolio includes Small Business Websites, Corporate Lead Generation Websites, eCommerce Web Design & Development, B2B & B2C Portal Developments, Classified Site Development and much more...

To know more about Mission & Goals, kindly visit - *https://www.webpulseindia.com/mission-vision-goals*

WHY WEBPULSE

Experience
Team with over 10 years of experience in Industry

Expertise
Awarded several times for our expertise, creativity & innovation in technology

Support
Best after sales services & customer support

Clientele
Delivered over 3000 projects since 2011

Exposure
Experience of serving almost all industries be it manufacturing, service providers, NGOs, real estate, restaurants, legal, schools, institutions, government etc.

90% Client Retention
we believe in long term relationship

Annual Packages for Business Portal Development with
Location Wise SEO

Packages	Micro	Small	Medium	Enterprise
Annual Pricing	Rs. 1,50,000	Rs. 2,00,000	Rs. 2,50,000	Rs. 3,50,000
Business Portal Development	Yes	Yes	Yes	Yes
Product Categories	10	25	50	100
Location Wise Websites	20	20	20	20
Location Wise SEO with	200 Keywords	500 Keywords	1000 Keywords	2000 Keywords

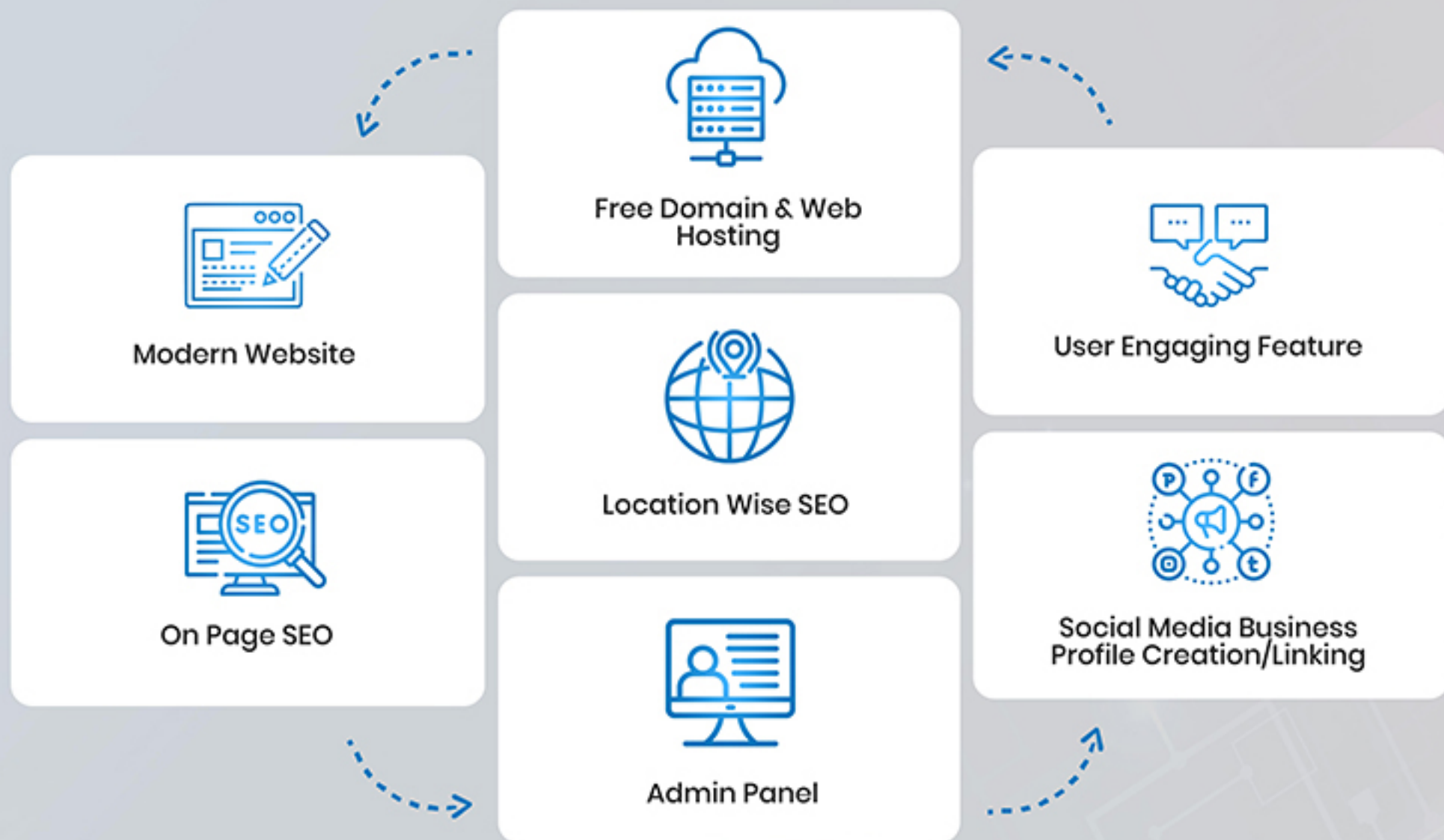*18% GST Extra

Payment Terms

✓ **75% Advance**   ✓ **25% Balance** (At the time of making Portal Live on Domain)

No. of Categories per Location	No. of Location wise Websites	Total No. of Location Wise Web Pages/ Keywords	Price – 2022
10	20	200	150,000
10	50	500	200,000
10	100	1,000	250,000
10	300	3,000	400,000
25	20	500	200,000
25	50	1,250	275,000
25	100	2,500	375,000
25	300	7,500	600,000
50	20	1,000	250,000
50	50	2,500	375,000
50	100	5,000	450,000
50	300	15,000	800,000
100	20	2,000	350,000
100	50	5,000	450,000
100	100	10,000	700,000
100	300	30,000	1,000,000

ALL BUSINESS PORTAL PACKAGES INCLUDE FOLLOWING FEATURES
Business Portal Features:

Modern Website

Free Domain & Web Hosting

Location Wise SEO

Admin Panel

On Page SEO

User Engaging Feature

Social Media Business Profile Creation/Linking

MODERN WEBSITE FEATURES

Industry Specific
Website Theme

Dynamic Website with
Admin Panel

Banner Slideshow on
Home Page

Color Scheme
As per your business
Logo

Mobile Responsive
Web Design

Domain & Web Hosting

Domain Name
for One Year

5 POP
Email IDs

Web Hosting
for One Year

User Engaging Feature:

- Separate Page for Every Product/Service Category
- Product Items with Specifications
- Click to Enlarge Product Images
- Product Search Option
- Contact / Enquiry Form
- Clients' Testimonials
- Awards & Achievements Photos
- Factory/ Establishment Photo Gallery
- Embed Youtube Videos
- Social Media Links
- 3rd Party free Live Chat Integration
- Google Map on Contact Us page

Location Wise SEO

Roughly 97% of users searched online to find a local business

78% of local searches on mobile result in an offline purchase

**62%** of consumers will disregard a business if they can't find them online

88% of potential customers look for online reviews before choosing local services

Did you know that more than 90% of serious customers search locally on internet within their locality & city? Investing in a local SEO marketing strategy can help to drive valuable leads to your local business. Major B2B portals are successful using the same technique of SEO for their own portal. Webpulse is working with a mission to empower MSMEs directly on Google in their target localities, cities, states & countries as per their choice.

Major Local SEO Statistics that show why more businesses are implementing a local search marketing strategy.

Local SEO is the key to enhancing online presence, increasing the visibility of your business, building domain authority, and connecting with high converting local customers. Yet most businesses are majorly failing at local SEO because the business owners are not aware about the benefits & thus they still don't optimize their website for local search. Judging by these local SEO stats, this marketing strategy is priceless to drive customers to your business. With the rising expansion of technologies, it will gain even more popularity. If you'd like to learn more about what a local SEO campaign can do for your local business, you can get in touch with one of our Local SEO specialists at **Webpulse** today.
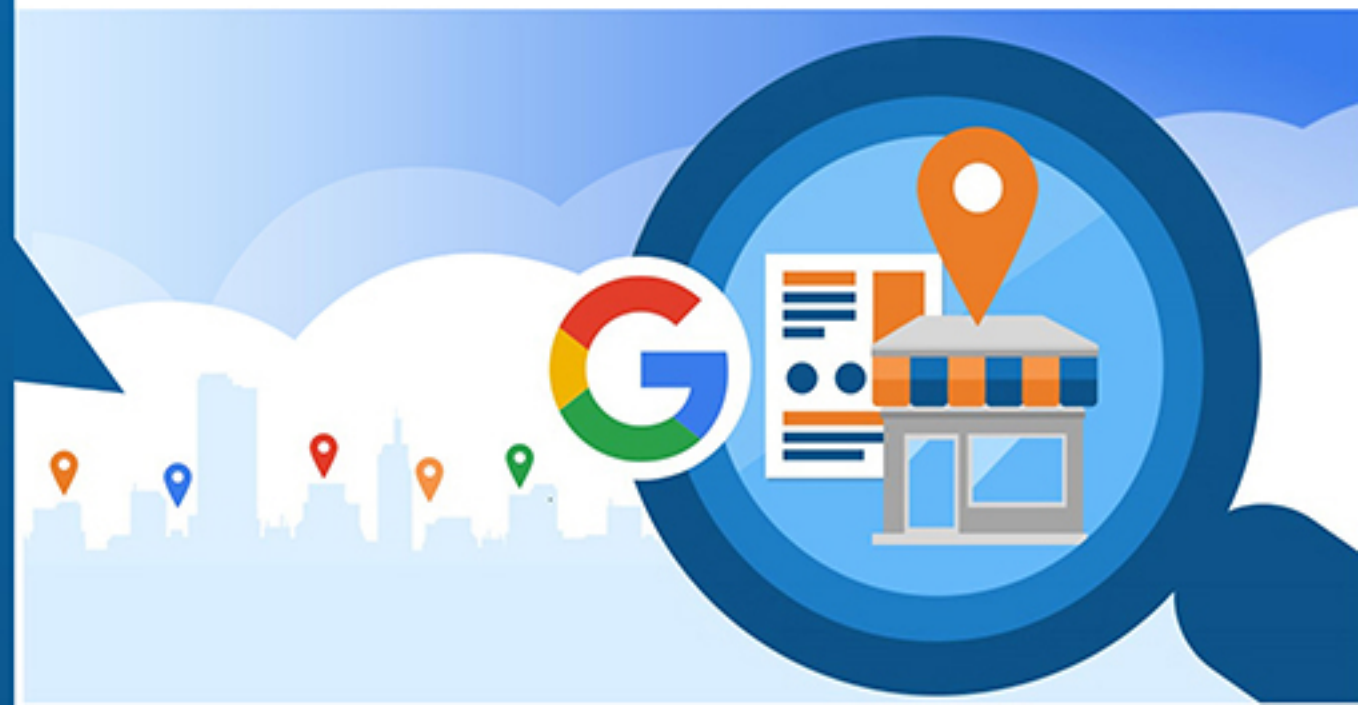
HOW WEBPULSE **WORKS**

Give us a list of localities, cities, states or event countries, where you want to promote or advertise your business to generate business enquiries & we will create a separate website for every location.

- Main website on main domain - www.yourwebsite.com
- Location wise websites on sub-directory URLs - www.yourwebsite.com/location-name/

On Page SEO Features :

- SEO Friendly Content Writing
- Special Keyword Research
- Page Titles
- Meta tags Optimization
- Content Optimization
- Hyperlink Optimization
- Image Optimization
- Header Tag Optimization
- XML Sitemap Submission

- Keyword Density Analysis
- SEO Friendly URLs
- Sitemap (HTML & XML)
- .htaccess Setup

- Robot.txt Setup
- Google Analytics Setup
- Google Search Console Setup
- Web Speed Optimization

Admin Panel Features:

- Update Content on Products Categories & Subcategories
- Add/Edit/Delete Product Items
- Check Enquiries
- Add/Edit/Delete Testimonials
- Add/Edit/Delete Photos Gallery
- Add/Edit/Delete Video Gallery
- Add/Edit/Delete Your Contact Details, Address etc.
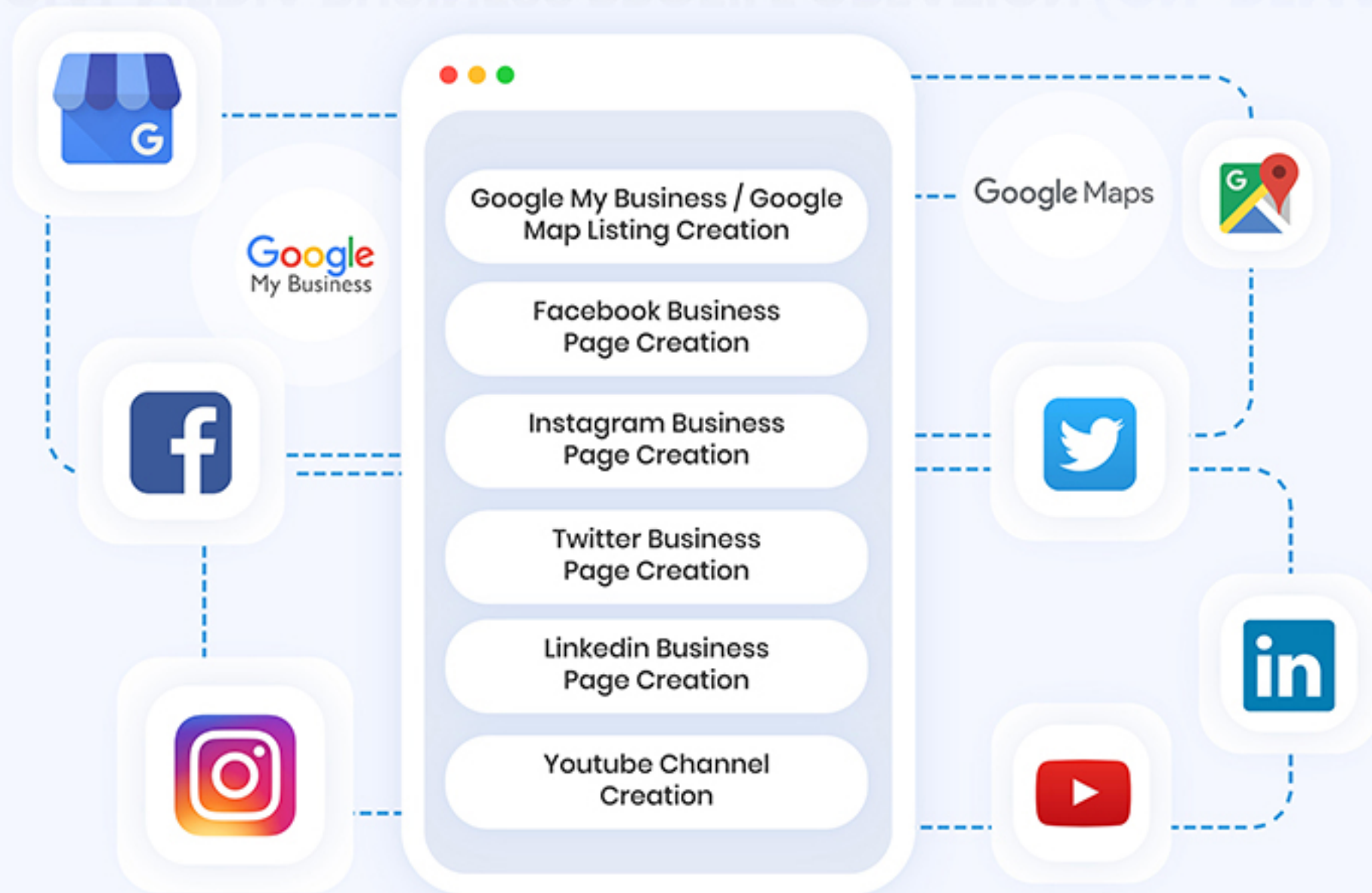- Add/Edit/Delete Website Banners

Joseph Eleniwer

• Active

SOCIAL MEDIA BUSINESS PROFILE CREATION (ON-DEMAND)

Google My Business

Google Maps

- Google My Business / Google Map Listing Creation
- Facebook Business Page Creation
- Instagram Business Page Creation
- Twitter Business Page Creation
- Linkedin Business Page Creation
- Youtube Channel Creation

WORKING & DEVELOPMENT LIFE CYCLE:

1. Submit IRF (Information Required Form):

Support Team will send you link of IRF to submit basic information about your business, logo, address, contact details, product categories, target locations, select a theme for your Portal Development, your company details etc.

2. Choose A template for your Portal Development:

We are offering you a template based dynamic & mobile responsive Portal under this package. Customisation in structure of template is not possible under this package. Remember, you are paying for SEO with location wise keywords, and we can offer the same only on our available technology. Our templates are developed SEO friendly to deliver you the promotion that we promise.

Choose a template from following link – http://www.webpulse.net/template/01/corporate/

3. Send Products/Services Details:

To start web development work, you need to send us your company brochures (in PDF/Excel/Word format) which must include all the products images, specifications, varieties, models etc. We recommend providing maximum photos & videos related to your business, products & services, achievements, factory/office, client's testimonials, clientele logos, etc to make a highly engaging and informative website.

4. Keyword Research:

Based on list of products categories received in IRF & brochures, our SEO team will do keyword research. Keyword research is the process of discovering words and phrases (aka keywords*) that your target audience is actually searching on Google. We use the popular keywords elated to your products/servces in the categorisation & content of the website to drive maximum traffic on it.

5. Sitemap/Categorisation Layout Approval:

List of popular keywords related to your Products/Services are included in the Sitemap of your website and sent for your approval.

6. Designing, Development & Content Writing:

Approved Layout + IRF Info + Product/Service Brochures + Images, Videos and all other information, as received from you, is sent to Technical Team to Start the Development of Portal.

7. Beta version of Portal on a Temporary Link:

After development of the portal, support team sends you a temporary link of the beta version of the portal for your review. Any further feedback / change would be entertained up to 10 days after your site goes live. All changes should be sent in one email. Support team gets all the changes done and sends you a revised link.

8. Go live:

On confirmation of the beta version, the site would go live and would be open for your customers & web promotion starts.

9. Web promotion starts:

Google Analytics Setup, Google Search Console Setup, Sitemap XML Submission, And On Page SEO of the website starts.

Example Work

Maskeen Overseas, New Delhi
www.playschooltoy.com

Deodar, New Delhi
www.deodar.one

Sai Furniture Art, New Delhi
www.saifurnitureart.com

Akasa International, New Delhi
www.akasaindia.com

Khalsa Engineering Works, Delhi
www.khalsamachines.com

Hemodiaz Life Sciences Pvt Ltd, New Delhi
www.hemodiaz.com

Example Work

Plasti Surge Industries, Maharashtra
www.psidispo.com

Nirmann Scaffolding, New Delhi
www.nirmannscaffolding.com

D G Group of Companies, Pune
www.dggroupcompanies.com

Gag Wears, Jalandhar
www.gagwears.com

MagneticHub, Torrance CA
www.magnetichub.com

Fiesta Kuwait, Kuwait
www.fiestakuwait.com

Example Work

Local Dukaan, New Delhi
www.localdukaan.com

Be Ziddi, New Delhi
www.beziddi.com

Momentum, Gorakhpur
www.momentum.ac.in

Best Western resort Country Club, Gurugram
www.resortcountryclub.com

See Example of Location Wise Promotion here :

www.webpulseindia.com/portfolio/seo

Happy Clients

*Watch Some of our Happy Clients Speaking for Us:
Trusted By Clients And Industry Experts Alike*

AKASA
Unbeatable Commercial Range

AKASA INDIA

www.akasaindia.com

SKF Decor

SKF DECOR

www.skfdecor.com

What Our Client Says About Us

PIONEER HAIR CARE

www.hairtransplantsbangalore.com

SHELLEY ENTERPRISES

www.magnetichub.com

KUMAR NURSING HOME

www.kumarnursinghome.com
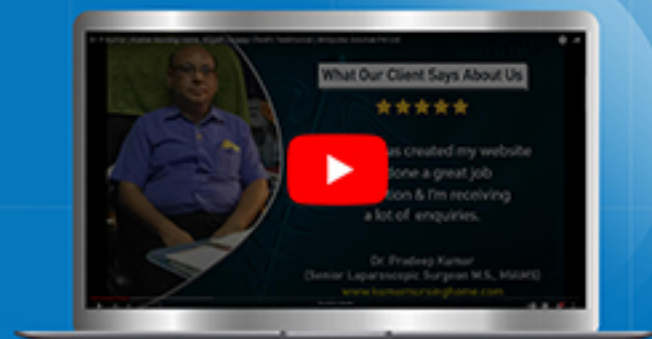
Add-on Services
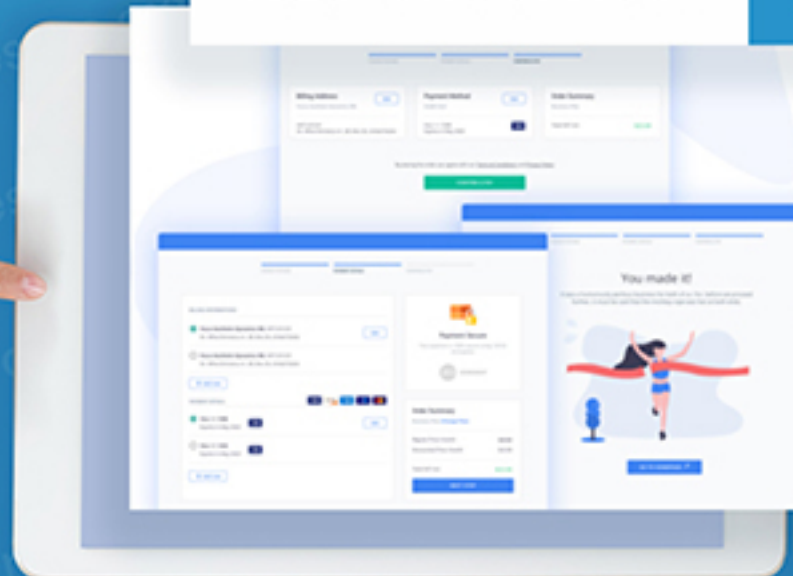
(Extra services on extra pay)

⇒ **SEO Packages (Off Page):** Rs 2.40 Lakh p.a. Onwards

⇒ **Social Media Management (Fb, IG):** Rs 2.40 Lakh p.a. Onwards

⇒ **Sponsored Press Release on 50+ News & Media Sites:** Rs. 50,000

⇒ **Branding Packages:** Rs. 3 Lakh p.a. Onwards

⇒ **Corporate/ Brand Film Production:** Rs. 1.50 Lakh onwards

⇒ **SSL Certificate =** Rs. 10,000 p.a.

⇒ **Payment Gateway Integration:** Rs. 15,000 (One Time Cost)

⇒ **SMS Gateway Integration for Enquiry SMS Alert:** Rs. 8,000 (One Time Cost)

⇒ **5000 Transactional SMS:** Rs. 2500

⇒ **Whatsapp Enquiry Feature on Website:** Rs. 5,000 (One Time Cost) *18% GST Extra

11th Anniversary Celebration

webpulse® solution pvt. ltd.

11 YEARS OF WEBPULSE

Wall Of Fame

Life is a Celebration at Webpulse!
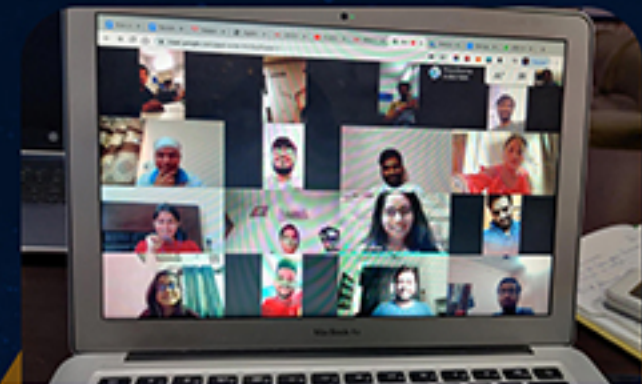
Womens Day Celebration

Free Education to Slum Children

Independence Day Celebration

New Year Celebration

Work from Home during Pandemic

Food Distribution during Pandemic

GENERAL TERM AND CONDITION

We work with following Terms & Conditions. By paying for our Business Portal Packages, you accept our following Terms & Conditions, read more our policy mentioned below.

1. Change Request Management:

We strictly follow settled technical structure as "scope of work" as mentioned in the proposal above. Any feature not mentioned in the proposal above should be considered "Excluded. Any new requirement excluded in scope of work may incur additional cost on the customer and it may affect the overall timeline settled for the project.

2. Business Portal Theme/Designing:

- Template Based Business Portal Project: If the client purchases a template based/theme based website, there will be extra charges to change the structure of the template/design. Color theme choice has to be mentioned by the client in Information Required Form andit can be changed/altered after designing of the website at an extra cost.

- Selection of the Template for Business Portal Project: Client chooses & submits the template cost in the Information Required Form. Once template is selected, client can send a request to change his selection of template within 24 hours. After 24 hours, Webpulse team will start development of website on chosen template, and then request of change of template will not be entertained. After a website is developed request to change the template will be considered as request for a new website.

- Custom Design Business Portal Project: For Custom Design Business Portal Project purchased the the client, Webpulse designs following pages as per client's requirement: Homepage, Product Category Page, Item Detail Page, About Us Page, Contact Us Page. Customised Project should not be misunderstood, custom features/modules/functionality in the website. Custom Design means only designing under the feature mentioned in the Scope of Work in the proposal.

- Changes in Custom Design Business Portal Project: Webpulse team will show the custom made home page & inner pages designed for client's approval, and only after client's approval it will be sent to development team. Webpulse team will not entertain request to change the design once its approved by the client. Request to change the design after approval, will be considered as a fresh designing job on paid basis.

3. For any extra pages, modules, features development in website, client will have to pay the extra cost. Customer Support Team will give estimate for extra services in advance.

4. **"CUSTOMER"** has to pay for the efforts **till the point** "Webpulse" has involved its resources for project and No refund will be made by Webpulse for such already invested efforts/resources.

5. Designing of Logo/letterhead/Business cards/Pamphlets/Brochure etc is not a part of the Scope unless it is been requested separately. Video Editing/Creation is not a part of the Project.

6. **Request/Respon Cycle:**

   Webpulse expects that Client will provide timely input/feedback/approval for presented work/ for all reviews and queries raised during the project execution. It is expected that Client will resolve queries in reasonable time frame. Any delay can result in slippage of the schedule. In such cases where customer will not be able to arrange feedback/response from their side, Customer must have to inform the Support Team in writing.. If due to any reason we do not hear from customer for more than 30 days or (1 month) project will be put on HOLD. If due to any reason we do not hear from customer for more than 180 days or 6 months. Project will be treated as closed.

7. **UAT:** Client will prepare business scenario and test entire website once Webpulse delivers the website.

8. Webpulse assumes that Client would provide one project manager and functional expert(s) during Requirement analysis and Knowledge Acquisition phase.

9. Cost does not include cost of BUYING payment gateway, data migration from old/existing site to new site, content decoration, any form of DATA ENTRY.

10. Cost Estimation is valid for 30 days from the date of proposal has been sent. Beyond this timeline, the cost is subject to be varied as per the change of the company policy & other terms.

11. Content Writing in the website will be done only in English Langugage. 150 words per category content is included in the package.

12. Webpulse will require a lead-time of **1 WEEK** to start the project after 1st payment made by customer.

13. Webpulse may display the project on its portfolio after completion of successful project and may get a credit of the work as developed and designed for the site as a part of this contract unless it has been provided in written.

14. Due to any circumstances if the project needs to be put on Hold / Stop, it requires a minimum request notice period of 1- 2 weeks along with duration for which request will be addressed by management and final decision on the request will be based on that. Client will pay the Web Hosting Charges at the rate of Rs. 500 per month to hold the Under Development Project on our server.

15. **Coding/ Source Code/Database of Website:**

Back-End of Website (Admin Panel/CMS) & Front-End of Website + Location Wise Web Pages developed by Webpulse Team is the result of huge research, innovative ideas and years of hard work by experienced team at Webpulse. Webpulse holds rights of its technology and at any point of time, if client wishes to discontinue services with Webpulse, client can take control panel of the domain name (if purchased by Webpulse) after paying all due payment (if any) and get a website redeveloped by any other web development company Webpulse will not share its source code / backup of the website.

16. **Web Hosting Details:**

At any point of time, Webpulse will not share Web Hosting Credential with clients to protect technology of website & maintain security of web server from any malware/viruses. Web Hosting is a free service provided with Website Service to client. Webpulse holds the rights to deny client from installing any open source or 3rd party software/plugin/module/component/cms like wordpress, joomla, drupal, magento, shopify etc.

17. **Working on Client's Own Web Hosting:**

Webpulse does not work on client's or any other server, no owned by Webpulse. To safeguard its Coding & Technology, webpulse hosts and maintains Business Portal Projects/ Websites only on own Server.

18. Domain Details

Back-End of Website (Admin Panel/CMS) & Front-End of Website + Location Wise Web Pages developed by Webpulse Team is the result of huge research, innovative ideas and years of hard work by experienced team at Webpulse. Webpulse holds rights of its technology and at any point of time, if client wishes to discontinue services with Webpulse, client can take control panel of the domain name (if purchased by Webpulse) after paying all due payment (if any) and get a website redeveloped by any other web development company Webpulse will not share its source code / backup of the website.

19. Renewal of Business Portal Project / Website

Client needs to renew Business Portal Project / Website service every year to continue using Website. Renewal cost includes cost of renewal of website service, web hosting, web promotion, location wise web promotion, bug/technical support & 1 year customer support.

20. Confidentiality

Client shall not (except in the proper course of their duties), either during the term of this service or at any time after its termination, use or disclose to any third party (and shall use their best endeavours to prevent the publication or disclosure of) any Confidential Information related to Website, Techniques of Promotion and Website Development executed by Webpulse.

21. Covenant Not to Compete

You agree that at no time during the term of your service or at any time after its termination with the Company will you engage in any business activity which is competitive with the Company nor work for any company which competes with the Company. For a period of five (5) years immediately following the termination of service, You will not, for yourself or on behalf of any other person or business enterprise, engage in any business activity which competes with the Company anywhere in India or overseas.

22. NON Solicitation / Employee Poaching

The Client agrees that during his/her relationship with Webpulse for any service hereunder, for the five (5) years period the client shall not solicit or contact any established employee of Webpulse with a view to inducing or encouraging such established employee to discontinue or curtail any business relationship with the Company. The client further agrees that the client will not request or advise any established employee of the Company to withdraw, curtail or cancel its employment with the Company.

23. Copyrights:

Webpulse expects clients to provide actual photos & videos for the website designing and development. Webpulse will use photos available on Client's website or photos provided by client. If any copyright issue comes in photos or videos, Webpulse takes no responsibility. Webpulse will not copy photos from Google or any other website for the website designing.