

# Ebriks Capability Review





Ebriks an Interactive Marketing & Technology Company.

*Our Expertise:*

Search

- Search Engine Optimization
- SEM: Pay per click campaigns
- SMO: Social Media Optimization
- Link Building
- Reputation Management

Web Design

- Websites Design
- Custom Website Design
- Logo Design
- Flash Site Design
- Website Re-Design
- Website Maintenance

Web Solutions

- E-commerce Solutions
- Business Applications
- Content Management System
- Custom Web Development
- GUI Design
- Database

Email

- Campaign strategy
- Email design
- Implementation
- Campaign Management

## We Assess Your Online Presence...



## ... And Develop Your Strategic Initiatives...

- ✓ Drive Targeted Site Traffic
- ✓ Optimize User Experience to Drive Conversions

## ... To Drive Business Results.



- Revenue
- Transactions
- Leads
- Traffic



*We are geared to rapidly deliver robust and scalable web solutions – PHP & .NET*




## Web 2.0 & Application Development Expertise

- HTML4/HTML; AJAX; JavaScript/VBScript; CSS2
- Flash Design & Animation; Action Script 2.0
- ASP.NET (2.0, 3.0, 3.5) using VB & C#; Classic ASP
- PHP 4/5 on LAMP & WAMP
- Windows Scripting Host (WSH)
- SOAP, XML
- Perl



## CMS & RAD Tools

- Joomla; Smarty; Wordpress
- MarketGoal CMS
- Magento Community & Enterprise; osCommerce; VirtueMart; (Ecommerce)
- DonNetNuke; BlogEngine.Net
- Telerik Controls
- KarmaSoft Web Controls
- CakePHP



## Database, Analytics & Reporting

- MSSQL
- MySQL
- Access
- Reporting & Charting packages, e.g., FusionCharts
- Web based surveys; reporting and analytics
- Google Analytics, Omniture, Core Metrics, Webtrends
- Statistical & qualitative data analysis



## Internet Marketing

- Web Usability
- SEO/SEM: Google Adwords, Bing\*
- Social Media: Facebook, LinkedIn, Twitter
- Email Marketing Platforms: Listrak, Fusionsoft, Constant Contact
- Rich media services (video, audio, flash, FLV players)
- WML/WML Script (mobile application development)

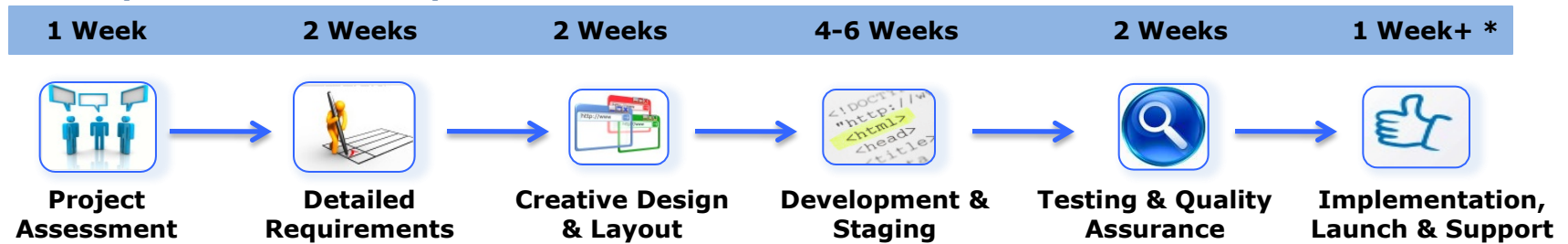


Our marketing expertise & client-centric focus set us apart from the average staff augmentation vendors

- **End-to-End Perspective...**  
...from brand positioning & promotion, to traffic & lead generation/management, to ease of administration. We understand and support the full spectrum of agency initiatives.
- **Development Strength...**  
...our team architects and develops large, complex Web applications leveraging our broad capabilities set that includes .NET, PHP, Flash and Ecommerce. We deliver custom features and functionality such as interactive Flash apps, video optimization for web delivery, search engine optimization, etc.
- **Client Service & Response...**  
...our team takes pride in their client-centric approach and our current clients speak to the quality of customer service we provide. We use an open, Web-based client communication and project management platform so our clients are always informed about project progress and milestones.



## Actual process with example timeline



We Drive Client Satisfaction Through:

- ✓ Aggressive turnaround
- ✓ Project Management & Communication
- ✓ Transparent Progress
- ✓ Post-launch Support

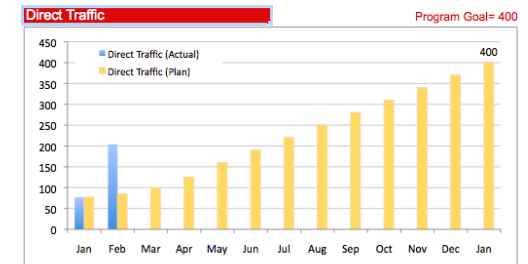
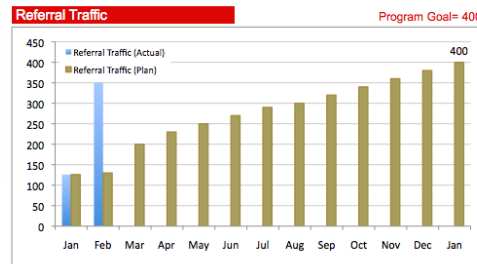
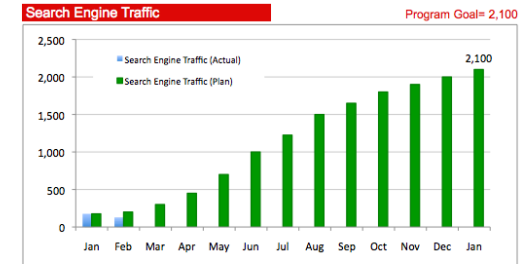
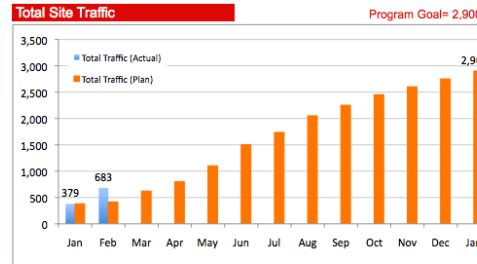
# Our Approach to Search Engine Optimization



## Developed a portfolio of keywords/ key-phrases

#	Proposed Keywords & Key Phrases	Est. Monthly Search Traffic	Target Monthly Traffic (2%)
1	PCB Assembly	27,100	542
2	PCB Circuit	22,200	444
3	Printed Circuit PCB	14,800	296
4	Circuit Board PCB	14,800	296
5	PCB Manufacturing	9,900	198
6	PCB Design Software	8,100	162
7	PCB Equipment	8,100	162
8	PCB Fabrication	8,100	162
9	PCB Manufacturer	8,100	162
10	PCB Printed Circuit Boards	8,100	162
11	PCB Circuit Boards	6,600	132
12	PCB Test	6,600	132
13	PCB Manufacture	5,400	108
14	PCB Services	5,400	108
15	PCB Electronics	4,400	88
16	PCB Manufacturers	4,400	88
17	PCB Testing	2,900	58
18	Circuit Board Manufacturing	2,900	58
19	Printed Circuit Board Manufacturing	2,400	48
20	Circuit Board Manufacturers	1,900	38
21	Printed Circuit Board Manufacturers	1,000	20

## Drive and monitor the site traffic growth based on monthly and quarterly targets



- ✓ Keyword portfolio is selected based on business relevance and traffic potential
- ✓ Selected keywords are associated with target traffic from search engines, referral traffic and direct navigation
- ✓ Optimizations efforts are managed to drive keyword rankings to the top 3-5 positions on the Google Search pages
- ✓ Client is provided monthly reports progress



We focus on driving traffic and leads based on user intent and conversion probability

## Keyword Portfolio

- Budget, traffic and conversion objectives
- Keyword research for related terms and phrases
- Study price and competition for target keywords
- Develop keyword portfolio

## Ad Groups & Adwords

- Keyword based, leading titles
- Direct or indirect connection with keywords
- Compelling copy – drives curiosity not disbelief
- Multiple versions

## Landing Page Optimization

- Clear and easy to understand copy – engage user within 5-10 seconds
- Initiates conversion funnel & alternatives
- Maximize user action – buy, opt-in, take a survey

## Bid Optimization

- Highly active campaign management
- Based on success achieved in conversion funnel
- Optimization at multiple levels – keyword portfolio, daily/monthly spend, conversion costs



Positive ROI Keyword Portfolio



Thanks..