

# Techrista System's Profile

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The logo for Techrista, featuring the word "techrista" in a bold, lowercase, sans-serif font. A registered trademark symbol (®) is located at the top right of the word. To the right of the word is a red triangle pointing to the right.

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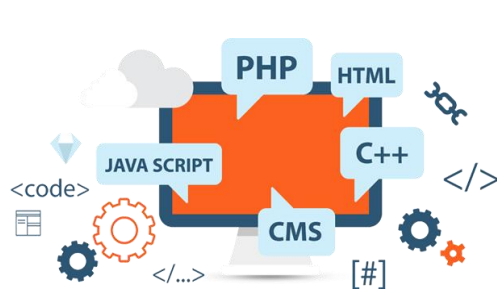
Web: [www.techrista.com](http://www.techrista.com)

# Overview

Techrista Systems is a Registered Private Ltd Company based in India; dedicated to innovative, optimal modern solutions for helping people and businesses achieve brighter futures. We provide customized application software solutions to all organizations to achieve the common goal of High Quality Software. We offer high-end consultancy in Information Technology and Web Solutions for Public as well as Private Sectors. We offer comprehensive single-source solutions and services along the Consult - Design - Build - Operate – Maintain; service chain

The Company started with team of high quality software engineers. We believed professional website can open all sorts of doors for any business. At the beginning, our focus was on creating professional websites for our clients at competitive prices. We had start with our journey with one of our strong client from Ireland.

## One Stop for all your Solution - Web, Mobile, Digital Marketing



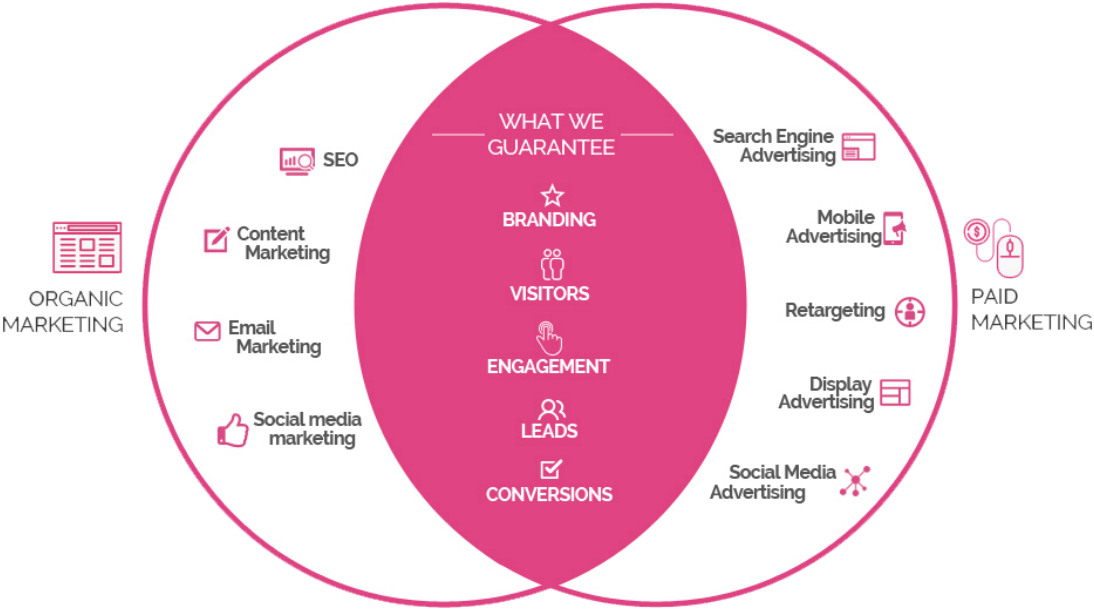
**Digital Marketing**  
Strategies Focused on Increasing The Reach & Visibility of Your Business.



# Digital Marketing, SEO, SMO, Online Promotion

Delivering value with improved sales and sustainable leads  
**It's time to go Digital.**

The pioneers in intelligence-based strategic solutions



## PPC MANGEMENT

### Key Approach

- Business Objectives
- Keyword Research
- Ad campaigns and Ad groups
- Syndication Strategy
- Match Type
- Ad Copy
- Bid Strategy
- Quality Score
- Analytics and Conversion
- Re-strategize and Repeat



### Business Benefits

- Geo-Targeting:
- Immediate Search Visibility:
- Reduce Costs:
- Maximize ROI (Return on Investment):
- Increase Depth of Keyword Targeting:
- Reinforce Branding:
- Remarketing:
- Testing Capabilities:
- Real-time "Traceability" and "Monitoring" :
- Local to Global Exposure:

## LINK BUILDING

- Project Analysis
- Keyword Research and Analysis
- Research and Capture Links Database - Industry Specific
- Deep Linking
- Quality Link Development
- Report and Monitoring



## Business Benefits

- Quality Traffic:
- Positive ROI:
- Brand Awareness:
- Highly Targeted Traffic:
- Non-Stop Marketing:
- Low Cost:
- A Website That Works:
- Higher Return on Investment:
- Develop a Good Reputation:
- Build Relationships:
- Keyword targeting:
- Gain authority status:
- Long Term Visibility:

## SOCIAL MEDIA ADVERTISING & MARKETING

- Campaign Setup
- Organize your account for maximum effectiveness
- Create straight forward Targeted Ads
- Increase quality score
- Identify your advertising goals
- Maintenance and Optimization
- Choose relevant keywords and placements
- Identify weak components of your quality score
- Optimize your website for conversions

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## **BLOG MARKETING**

- Business Blog Strategy Consultation
- Design, Installation and Integration
- Customize Blog look and feel templates
- Keyword Research
- Optimize the Blog
- Business Blog Management
- Blog Analytics and Monitoring
- Blog Posting
- Blog Optimization, Marketing and Promotion



## **Business Benefits**

- Giving your site a fresh feel:
- Giving you a search engine optimization boost:
- Show your customers behind-the-scenes personality:
- Zero Price Based Marketing:
- Build Community:
- Better Communications:
- Easy Web Publishing Solution:
- Attracting prospects:
- Develop your niche or “shtick” with each and every post:
- Brand Building:

## EMAIL MARKETING

- Planning Email Campaign
- Collecting target group data
- Setting up the database
- Producing the contents
- Emailing set-up
- Defining the emailing concept
- Email blast
- Avoid Spam
- Production Criteria
- Increasing Responses
- Design Criteria
- Evaluate Results





## LOCAL BUSINESS LISTING

- Category
- Business Communication
- Products and Services
- Select Free Classified Listing
- Appropriate Images
- Phone Contact Details
- Neighboring Landmarks
- Other Facilities
- Direct Involvement



## Business Benefits

- Filtered and Customized Results:
- Geo targeting Audiences:
- Reach millions of internet users, quickly and for free:
- Edit your listing and speak for yourself:
- Premium options, all for free:
- Live Links:
- Provides Exposure:
- Free monthly traffic reports:

## OUR EXPERTISE AND TOOLS USING FOR DIGITAL MARKETING