

## *Executive Summary*

*V4 Telecom is one of the fastest growing Telephone Service Providers in the UK, Republic of Ireland and Australia under parent entity ABI Business Services Limited across these markets. Since our inception, we have helped grow hundreds of clients like you, who may be Small Home Offices, SMEs and corporate customers by providing for phone and internet services.*

- V4 Telecom has its core background in UK Telecoms where its Directors have spent over 10+ years creating and running very successful service based Telecoms. V4 Telecom supplies Fixed Voice, Business Mobiles, Data Services, IT Services & many others to small businesses across these 3 markets*

*So, as the business landscape for you would change over time, your service requirements to grow would naturally too.*

*So, after 11 years of being in the industry, we are finally rolling out our anticipated web solutions service, where we can take care of all your website and digital marketing needs and help bring more customers to you by helping you get discoverable online.*

*We do this by working with you on all aspects of your online efforts from branding to website development and importantly SEO. We continually monitor and keep up with search engine algorithms so we have the latest knowledge on what they are looking for so we know what to provide.*

*To achieve our results we use all organic technical on-site & off-site SEO strategies,*



*together they work as one effective strategy that seriously improves your online presence and puts your business in front of your target market. We will take everything into account from your target location, and the keywords people search for to find your products and services.*

*This Overview will give you a detailed breakdown of the services we will undertake and the road map for getting everything completed*

### **Objectives**

*Our objective is to provide for the Internet presence your business needs, now, and for the future. We would do this by increasing your search engine presence and rankings for keywords that relate to your business.*

*Along with an increase in visibility and in turn more visitors to[Client website], we also endeavor to improve the conversion rate of these visitors, so the people landing on your website are staying and becoming customers, which means more sales and profit.*

### **Web Design & Development**

*Your business needs a range of web services to remain competitive and keep your customers coming back to you. Moving forward, those businesses who understand that their web presence acts as a sales agent would be market leaders of tomorrow. As an integral part of the website, development deals with coding and framework utilization. Web development helps in bringing functionalities and features to the website which increases its potential and utility while web design is all about website layout and graphics.*

*We possess a highly talented and creative Web design & development team which*



has shown their mettle by successfully developing hundreds of website in the past few years. They are in accord with the changing web trends and upcoming web technologies, which helps us in employing the best web solutions while developing sites. Our developers have abundant knowledge of the HTML5, CSS3, JavaScript, PHP, ASP, Wordpress, Magento, Joomla, Drupal, .NET, MySQL and other coding languages.

### Local & National SEO

SEO (Search Engine Optimisation) is the practice of naturally and organically improving your websites presence online. No matter which part of Australia you are at, people are looking for your business with intent, and all you need to do is make sure your business is highlighted by Google as one of the best out there, in terms of the value they are seeking.

*["What you seek is seeking you"~Rumi]*

There may be countless ways to generate traffic, but quite often visitors aren't targeted, the key is getting people who are actively looking for your services onto your website, people who are in the mindset to purchase.

The SEO strategy outlined in this campaign will do just that, we will ensure that [Client website] is found by the people you want to target and who are actively looking for the services you provide.

SEO has changed considerably over the past few years, with Google now taking into account different signals when ranking websites in its search results. Other activities and channels can work to boost your SEO as well as improve your overall exposure



online, and this is something our reporting will cover.

## SEO Service Descriptions

### *Keyword Research*

At the front of any successful campaign is knowing what your goals are, we determine these by finding the most lucrative keywords to target to drive not just the most traffic to your site but targeted traffic.

To conduct this research we use professional industry leading keyword research tools that will be able to identify what keywords we should focus on.

### *Benchmark Current traffic*

We create a report outlining your sites current ranking in the major search engines, and perform an analysis of where your current traffic is coming from. This will allow us to create a baseline in which to use to measure your results.

### *Competitor Analysis*

For us to make the campaign as competitive as possible we need to understand what your competitors are doing. We will look at your competitors who currently occupy the top spots of the search engines for the most desirable keywords.

Based off this information we will be able to identify what keywords they're targeting and what major sites are linking to them.

### *Meta Data*

Meta data is information stored on your website that explains what your site is about. Visitors on your website can't see this information but search engines



certainly do. It's incredibly important to make sure that your meta data is optimised so it clearly tells search engines what the page is about what visitors will get from visiting this page. Good meta data means search engines will rank your website favorably for keywords that relate to your content.

### *Website Optimisation*

Most of the services that are listed in the on-site section of the services list above will be covered in this section. All of the on-site optimisation processes is about making sure that everything from your content to images and links are all relevant to the keywords that we'll be targeting.

- Making sure your sites structure is easy for search engines to understand and index.
- Your content is relevant and easy to read with call to actions that encourage visitors to reach out to you.
- Correct use of H tags and ensuring they are used to there full potential.
- You have links on your website navigating to other relevant areas of your website.
- Ensuring all the links on your website have the correct paths and none of them produce navigational errors.
- Making sure your business details are correctly structured and consistent with your business details elsewhere on the web.
- Checking that all your code complies with the industry standard, works on all browsers for maximum usability and most importantly there aren't any errors.

### *Search Engine and Directory Submissions*

Once we have performed all on-site optimisation and where happy everything is in order and its ready to become a search engine power house, we'll submit or resubmit it to the search engines so they can crawl it and re-index.



*We choose the directories we submit your website to very carefully to ensure the links that are coming from them are relevant and add value to your website.*

### *Managing Business Details*

*Depending on how long your business has been established your details could be everywhere, it's important that the search engines know that whenever they come across your details they know it's the same company. To achieve this we ensure that all your business details are structured in exactly the same way. We choose the directories we submit your website to very carefully to ensure the links that are coming from them are relevant and add value to your website.*

### *Link Development*

*Now comes one of the most important and strategically challenging elements of any campaign... Link building.*

*Search engines score very heavily of the amount of quality links that are pointing to your website. The keyword there is quality. Search engines start their journey at the most popular sites and work their way down, the aim is to get the strongest, relevant sites linking through to yours. Now this doesn't mean posting your URL in every comment thread available, it's all about adding value.*

*All of the links we create will have been placed with care to ensure you have quality signals coming to your website.*

### *Content Creation*

*As the campaign grows and we start to get the metrics in we will know how your current content is performing in relation to the keywords in our strategy. If*



*we need to change the content or even add in some to increase the power, that's what we'll do. The content that we will create will be tactfully written to keep within the theme of the existing content and will only add to it's value and not only help search engines look at it more favourably but also help encourage the visitors that are finding your website to reach out and connect with you.*

### *Measuring ROI*

*To monitor your results and success we set up a number of analytics that will allow us to see the improvement of the volume of visitors, where they are coming from and their behavior on your website. This all allows us to track the progress of the campaign and identify any potential areas for improvement to ensure we stay on track for success.*

*We will provide you with easy to understand weekly reports so you know exactly how your campaign is performing so you can keep an active role in the progression and direction of the campaign.*

### *Ongoing Maintenance*

*Even once we have achieved what we set out in the scope of the campaign, continual ongoing maintenance is strongly advisable.*

*This is where we monitor tweak and improve on what we have already achieved.*

*You*

*have to imagine, your competitors are not just going to sit idle whilst you continue to*

*dominate the market, they are also going to be striving for the same results.*

*Also an added benefit to an ongoing maintenance plan is that we will continually find new opportunities to target, opportunities that will only continue the growth of your online presence and in turn sales.*

### Location Search On Google maps

*Get your business listed on Google Maps, with use rating and other schema optimized so that your business is easily discoverable by people looking for business solutions close by to their geo-locations. In an increasingly mobile world, it is imperative that your business is optimized to come up on one of the most widely used map services available. So no matter if which part of [Client HO address area] you are situated, we can help drive local traffic to your website.*

### Re-Branding Bespoke Packages

*If your website needs to tell your brands story in a compelling manner, we can help you to engage your audience through a way that suits your customer segment best. Interactive visuals storytelling can help people stay tuned to your brand and vision, so that they always stay loyal to your business.*

### Hosting Solutions

*HDS is the fully Hosted Desktop Service of choice at V4 Telecom. If you have an available internet connection, users can access their Windows desktop, all their applications and email software from anywhere, at any time across a vast range of internet-enabled devices.*

*As the service is fully hosted in the cloud, businesses can operate without the requirement of on premise server. This not only provides significant cost savings*





but also frees up valuable office space.

To ensure optimum security, all user data is hosted and stored securely in our partners' state-of-the-art data centres. The system also includes built-in disaster recovery to eliminate the threat of downtime.

### E-Mail Marketing

Email marketing is one of the most cost-effective marketing tool. It is easy to manage, gives you full control and allows you to establish direct contact with your customers. We would engage with timely mailers sent to your audience after extensive research of how likely they are to open them after reading the subject lines, as well as optimize the timings where they are best to read them.

### Brand Collateral & Logo design

Your brands's marketing efforts can be easily managed by us as we have some great designers in house who understand how copy needs to be placed to assist design.

### Paid Digital Marketing(Google ads, social media)

Well placed Ad's can always garner traffic, but having the expertise to manage your Adword account in a way that is cost effective for your business is the trick. This is where V4's digital marketing team's experience can come help your business out, as knowing how much to bid and for what sort of campaign takes a certain skill.



### Social Media Marketing

*With more of the world going online through mobiles, most of the time being spent online is on social media.* V4 promotes your website on social networks such as Facebook, Twitter, G+, LinkedIn, Instagram, Snapchat, YouTube etc.

### API Integration

*API's are a true support system, as all that pre-existing code, if incorporated in a coherent manner, can help save you quite a hassle in terms of development costs for features which are now open source. Moreover, people are familiar with certain interfaces and it would help in your user experience for you to integrate the greatest elements on API's out there. However, this is a technical job and if not left to people like us who know what they are doing, a faulty API integration can lead to a buggy user experience, which won't do your business any good.*

### Office 365 Support

*Get All your Microsoft office 365 on remote, so that you can focus on your core competencies and easily handle this everyday tool. We would have dedicated account managers who you can rely on for all your office 365 needs.*

### App Development

*While mobile apps still have a smaller market than mainstream websites, their influence is growing exponentially. Why not have your own company app to help*



Make the shift



you build customer base and increase revenue? Apps create a more personal experience for the user and our V4 team brings you cutting edge, easy-to-use, cost-effective mobile apps. Over 75% of the world's population is made of mobile subscribers - and we'll help you connect with them. We provide Mobility solutions like app development and design, customization and testing services across the Industry verticals and multiple mobile platforms. But an app which is not getting downloaded is of no use. We also help in getting visibility so that it gets downloaded and helps in ranking in the app store. Our solutions are mainly designed for iPad, iOS and HTML.

### Online Reputation Management & Branding

You can provide excellent and unique customer services but a few negative or misleading reviews can damage the entire process of purchasing, a decision of a prospective customer. Not only that, it can even prevent them from visiting you. Our team knows how to make it go away. We develop strategies to improve your online Reputation. Starting from getting Positive reviews, to creating solutions for negative Reputation to side by side handling the daily task related to your reputation. This is time consuming but helps in achieving high Sales. Also, we Respond on behalf of you, assuring your customers of no third-party intervention.

### Be spoke CRM solutions

V4's CRM solutions deliver the convenience of keeping every interaction and information about customers at your fingertips in an enterprise-ready package.



*The whole system of CRM is dedicated to bring you and your customers together. So, the benefits it dispenses will be inclined that way too. Hence, you will be able to enjoy interaction across multiple channels including phone, social media, live-chat and many more. Analytics and reports generated here, will give a clear idea about the metrics of your business and the team's performance. Automation and advanced reporting will help to achieve better productivity and sell.*

*Our CRM solutions are truly customized to assist your business in areas like collection and deployment of key data across the organization but with proper security which adds another level of stability to the whole process.*

*Along with interaction via multiple channels, we provide CRM solution that comes with an array of features. There are a number of features which allows you reach out to the customers in real time. The properly organized feed will provide information on customer activity allowing better understanding and conversation. The full history of interaction with the prospects and customers is easily accessible through the email feature. The chat feature stores chat-history providing you the chance to prepare for the perfect interaction every time. The telephone feature works quite similarly too. Our CRM solutions also give you the chance to follow your customers and prospects in real-time allowing a better channel for communication.*

*Now to answer the most important question, why you should choose V4's CRM in the first place, we have a simple explanation. A regular CRM will help you to understand the business better. A regularly customized CRM will provide information that you can use. And a thoroughly customized CRM, like the one we provide, will just make things utterly convenient, simple and beneficial.*



## Sales Leads for your business

*Increase your sales of your business by having our competent telemarketers inform people in your locality and country of your product and/or services. We can also incite them with an offer wherefrom you can track the sales converting via our efforts.*

### **Thank You**

We would like to thank you for taking the time to read through the is overview,  
We hope that you have found the information contained within helpful and informative.  
I would urge you to contact me regarding any comments or quieries you may have regarding anything at all.

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