

Web Designs

Our services and expertise to increase your *bottomline*



A laptop is open on a desk, with a dark purple overlay covering the entire image. The text "WEB DESIGN & DEVELOPMENT" is written in large, white, bold, sans-serif capital letters across the center of the image. The background shows a desk with a laptop, a pen, and some papers, all dimly lit and partially obscured by the overlay.

WEB DESIGN & DEVELOPMENT

Incoming Statistics

29%

of the web uses WordPress,
from hobby blogs to the
biggest news and business
sites online

40%

of WordPress sites are up to
date

Your next customer is looking for you on the web?

ARE YOU READY?

WordPress is the most popular CMS in the world and is used by nearly

75
MILLION
WEBSITES

WordPress sites receive

22.17
BILLION

monthly page views

WordPress is the Most Popular Content Management System in the World.

48% of Technorati's Top 100 Blogs Are Managed With WordPress.

You Can Make Money with WordPress Without Working with Clients.

74.6 Million Sites Depend on WordPress.

WordPress Is Most Popular With Business Websites.

DO YOU KNOW THE FUTURE OF WEBSITES?

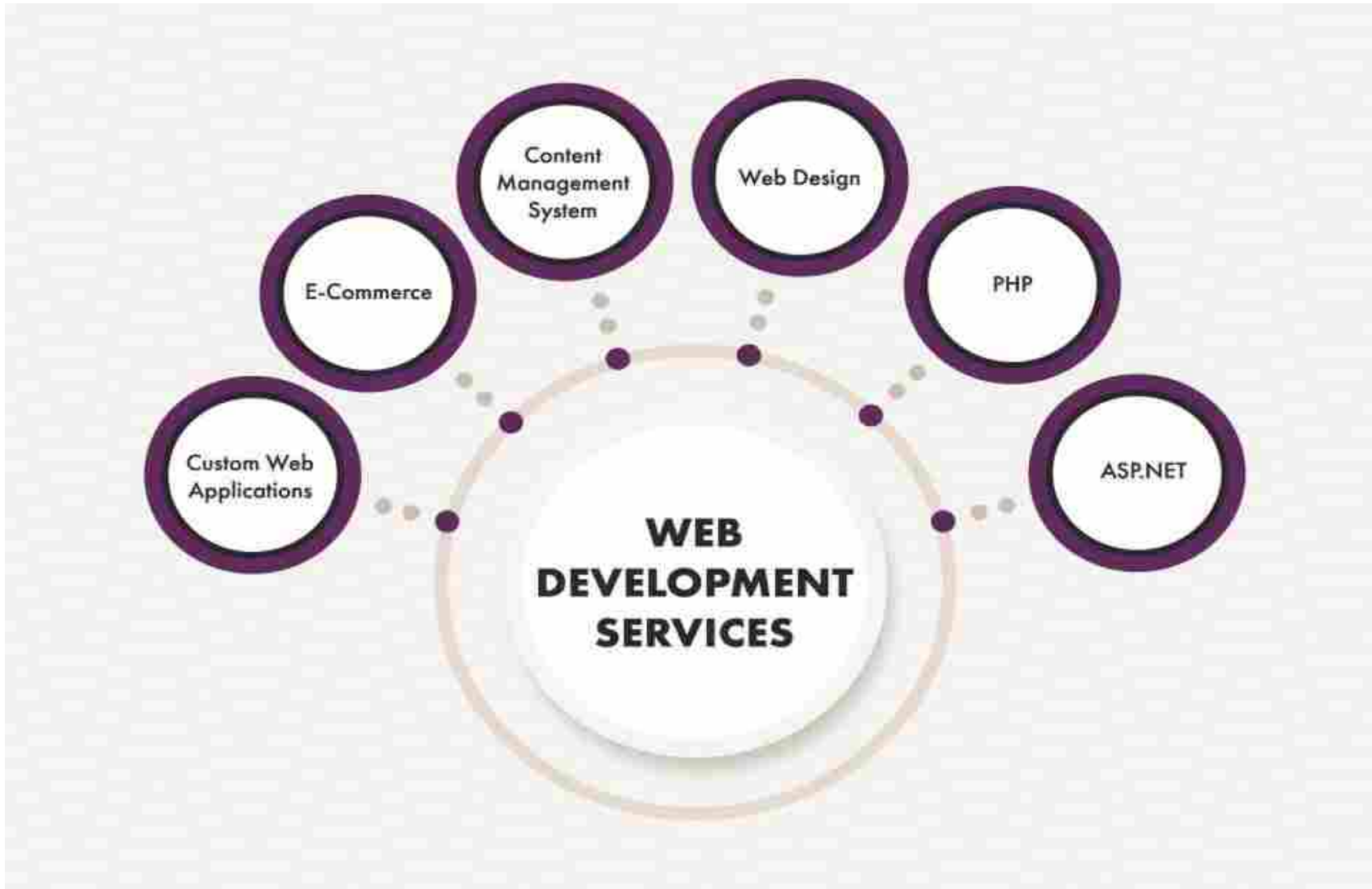
WordPress blogs receive

46.4
MILLION

comments per month



Just a few examples of what we can integrate..



WEB APPLICATION % IS INCREASING EVERYDAY



ARE YOU LOOKING FOR WEB APPLICATION DEVELOPED FOR YOU?

WEB DESIGN & DEVELOPMENT PLANS

\$849	\$1,499	\$2,999
1-5 Pages	5-10 Pages	Up to 25 Pages
No Social Pages	Facebook, Twitter, Insta	Unlimited Social Plug In
FREE Customized Logo with 3 Revisions	Logo with Unlimited Revisions	Logo with unlimited revisions. Different sizes to be created for different platforms.
Stock Images	Custom Images up to 25	Unlimited Customized Images
5 Business Emails IDs	10 Business Emails IDs	Unlimited Business Emails IDs
-	Google GWT & GA integration	Google GWT, GA, XML Sitemap integration
-	Blog Integration	Blog Integration

SEO

RIGHT PLACE AT THE RIGHT TIME

Every day, people face problems that they need help with. And in today's world, we expect them solved right away. **You can better serve your market by increasing your visibility online** so your business appears at the exact moment a potential customer is in need of your services.

75%

Of Users Never Scroll Past The
First Page Of Search Results



HOW CAN YOU INCREASE YOUR ONLINE VISIBILITY?



- Build a powerful keyword list.

- Discover opportunities to attract more traffic.

- Find and fix technical issues.

- Build backlinks.

- Reporting and analytics.

- Technical optimization.

TRACK YOUR RESULTS. DATA IS KEY!

YOU CAN'T IMPROVE WHAT YOU DON'T MEASURE

By tracking your results, you can spend more time and energy on the actions that are producing profit and eliminate those that are too costly.



YOUR NEXT CUSTOMER IS LOOKING FOR YOU IN GOOGLE BUSSINESS

97%

Of consumers search on the
web to find local services

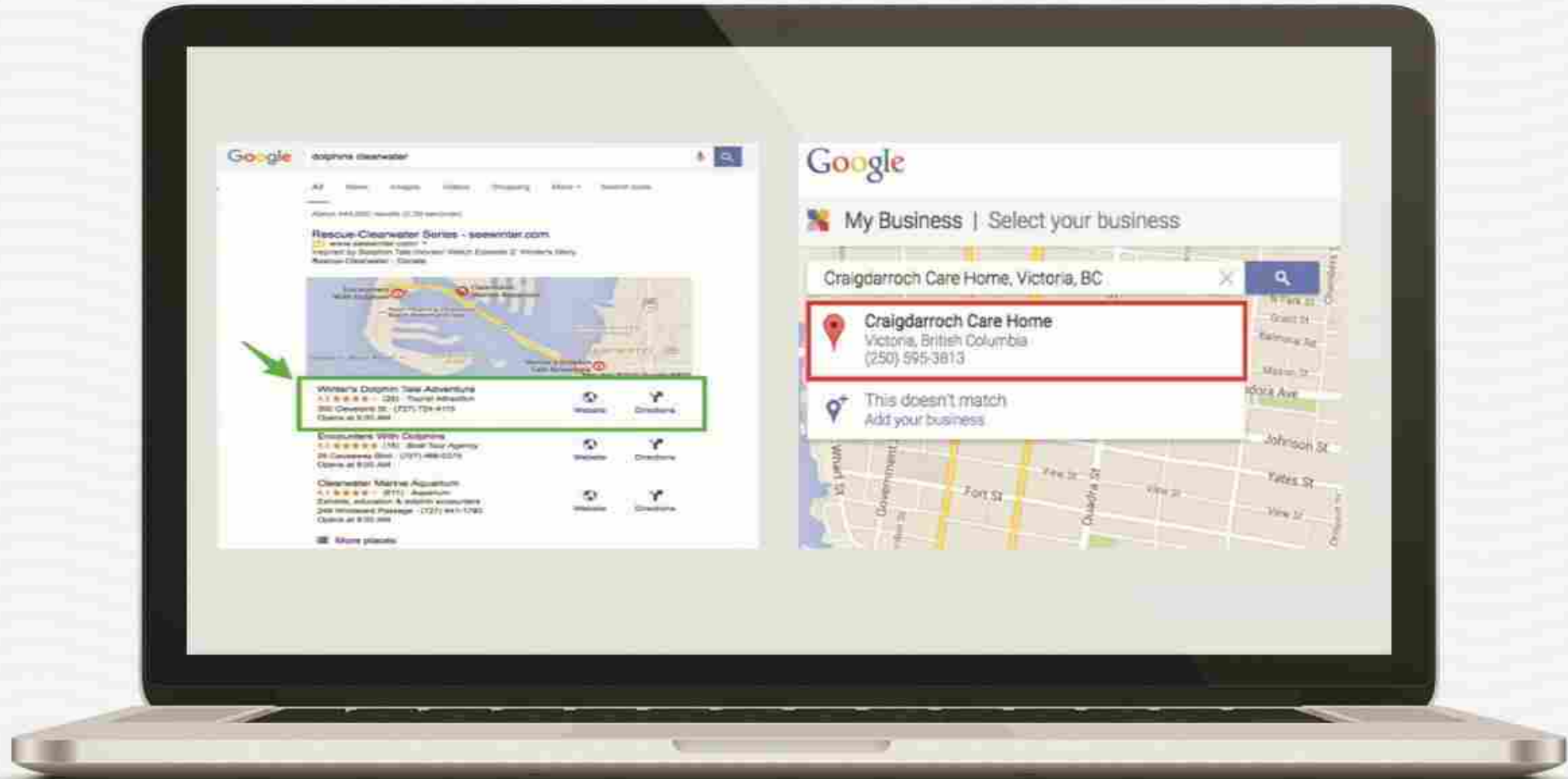
- Google, Bing, YahooMaps.
- Review sites like Yelp and Angie's list.
- Local directories like Foursquare and CitySearch.

Google



HOW TO RANK HIGHER ON GOOGLE MAPS

Business information in Google My Business can help your business's local ranking on Google and enhance your presence in Search and Maps.



MAKE YOUR BUSINESS STAND OUT

With enhanced listings features, fields and fully optimized listings, you can engage your customers more than ever before and drive more of them right to your doorstep.



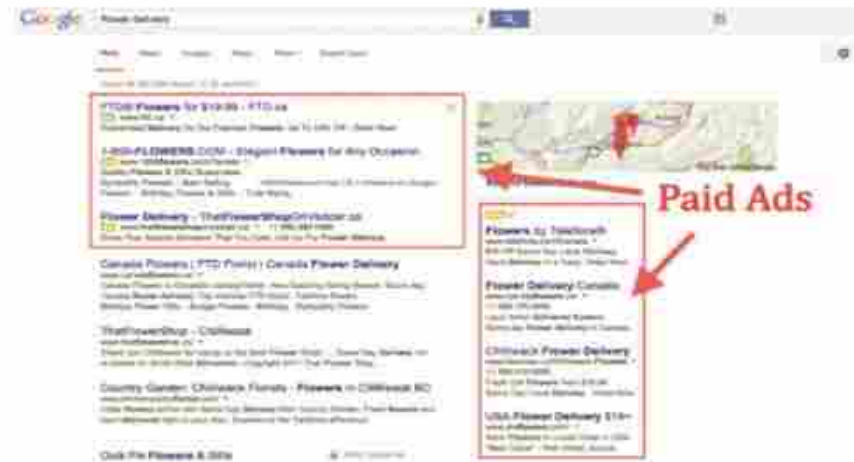
“The fuel to your plane or the gas in your car.”

72%

of AdWords marketers plan to increase their PPC budgets

**NOT SURE WHETHER
YOU SHOULD INVEST
IN ADWORDS?**

AdWords competitive rate of 87% allows your advertisement to fairly promote your products or services making you a competitor to those in similar industries.



SEO PRICES

Below are details of 3 SEO packages offered by NOVA

Activities	0-5 Keywords		40 Hours Per Month		5-10 Keywords		80 Hours Per Month		up to 25 Pages		160 Hours Per Month	
	Number of activities per month	Total time spent (minutes)		Number of activities per month	Total time spent (minutes)		Number of activities per month	Total time spent (minutes)				
		Per Task	Per Month		Per Task	Per Month		Per Task	Per Month			
Blog posts of 500 words each	4	120	480	12	120	1,440	16	120	1,920			
Blog posts of 750 words each	-	-	-	-	-	-	4	180	720			
Search & Preparation for relevant blog post images	32	6	192	96	6	576	160	6	960			
Local directory search/submissions	20	10	200	20	10	200	20	10	200			
Niche/general directory submissions	80	5	400	120	5	600	200	5	1,000			
Guest blogs search and emails	100	5	500	160	5	800	400	5	2,000			
Quality check of links	80	3	240	100	3	300	400	3	1,200			
Competitor links analysis and link acquiring	4	50	200	8	50	400	20	50	1,000			
Task management	2	30	60	4	30	120	4	120	480			
Reporting and analysis	1	80	80	1	120	120	2	150	300			
Checking SERPs	10	5	50	25x2	5	250	100x2	5	1,000			
		\$797		Monthly Fee	\$1,297		Monthly Fee	\$1,997		Monthly Fee		

Note: Agreements are made on an annual basis, subject to renewal at the end of each term upon consent of both parties.



SOCIAL MEDIA MARKETING

CONSUMERS USE SOCIAL MEDIA FOR LOCAL SERVICES

63%

of customers are more likely to use a local business if it has information on a social media.

g+



p

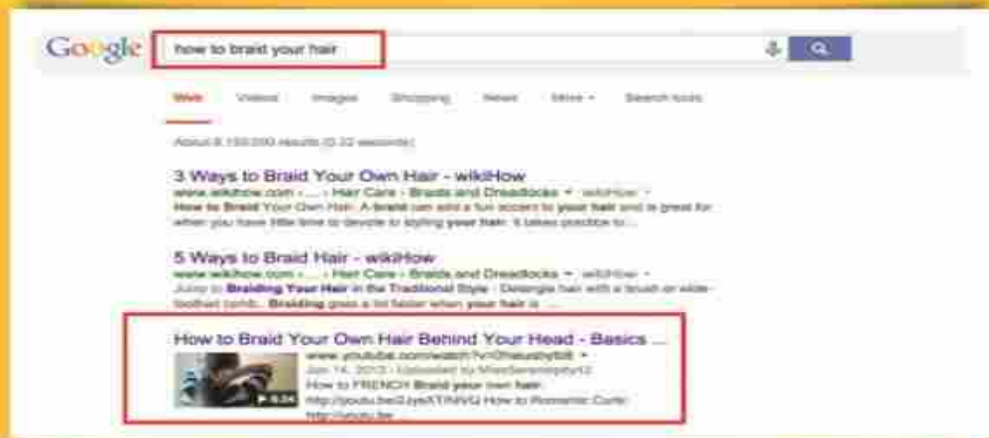


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You Tube

BROADCAST YOURSELF TO WHOLE WORLD

- YouTube tops the list of online video platforms.
- It has a wide reach and generates plenty of traffic.
- YouTube has over 1 billion users.
- Who spend millions of hours per day viewing videos.



4
MILLION

YouTube videos are viewed
per day

A MARKETING PLATFORM LIKE NO OTHER

More than

40
MILLION

businesses have active
Facebook pages

- Positive reviews from customers
- Posts about recent successes
- Special offers or promotions
- Relevant insights or information about your industry
- Helpful tips and tricks for your customers



Combine this with all the other ways we drive traffic to you...this is how you convert!

CAMPAIGN TO INCREASE CUSTOMERS

The screenshot shows a Facebook post from 'Mount Vernon Dental Smiles' published by Bilal Maqsood Ahmed (7) on January 10. The post text reads: 'We always have fun and share great memories with our patients at Mount Vernon Dental Smile...'. It features three photos of dental staff and patients. A red box highlights the '665 people reached' metric, with an orange progress bar below it and a 'View Results' button. The post has 20 likes and is part of a campaign by Nova Web Designs to promote 'Happy Patients'.

Mount Vernon Dental Smiles added 3 new photos.
Published by Bilal Maqsood Ahmed (7) · January 10 · 🌐

We always have fun and share great memories with our patients at Mount Vernon Dental Smile...

665 people reached

👍 Like 💬 Comment ➦ Share

Monique Corbett, Jaime Torres and 16 others · Chronological

Nova Web Designs promoted "Happy Patients" campaign to create credibility of Mount Vernon Dental Smiles through Social Media Campaign to increase customers base fro clients.

The Post reached 665 and received approx. 20 likes on the post and lead generating queries.

Do you guys offer payment plans?

Ingrid Velasco Dorsey and Hana you are both the best hygienist I ever had. Thank you very much for your patience and make my experience at the dentist comfortable and painless. You know how to take care of people like me that are frightened from going to the dentist. Thank you very much 😊

CUSTOMERS REVIEWS

Reviews

5.0 ★★★★★ 41 Reviews



Tell people what you think



Shaina Pierre

★★★★★ - June 14, 2017

When my daughter was born I was so scared when researching a doctor for her ... I came across Dr. Nunez, read some reviews checked her board certifications ... an... See More



JessiKa Healthybody Mills

★★★★★ - April 22, 2017

Such an Awesome Doctor. Dr. Nunez is kind and very patient, she sheds a positive on us every visit. Im very happy I decided to have my children go the this office. The other staff members are great as well, I never had an unhappy visit.

See All

What and how we manage your social media

Below are the activities that NOVA performs across different social media platforms on an ongoing basis

- Creating posts on a regular basis
- Endorsing featured services from your website
- Promoting the activities and services offered
- Covering worldwide industry as well as regionally specific news, events & trends
- Sharing applicable blog posts
- Posting pictures of relevant industry, events and marketable material
- Conducting polls to enquire about service preferences of target audience
- Sharing B2B reviews and FAQs
- Engaging and managing member queries



Within few months of initiating the SMO efforts, we anticipate to have self-sustaining online networks, which will make it easier for your business to

- Collect real time consumer data
- Promote new products and services
- Conduct effective marketing research
- Provide high valued customer support with just a few clicks

797
USD

40
Hours per month

\$100
Ad Budget

150
Monthly Target
Likes & Followers etc

300
Monthly Target
Likes & Followers etc

\$200
Ad Budget

80
Hours per month

1,297
USD

1,997
USD

160
Hours per month

\$350
Ad Budget

400-450
Monthly Target
Likes & Followers etc

SOCIAL MEDIA MARKETING PLANS

Activities	\$797		\$1,297		\$1,997	
	Monthly Activity (Hours)	Activities Per Month	Monthly Activity (Hours)	Activities Per Month	Monthly Activity (Hours)	Activities Per Month
Research on ideas (infographics and blog posts, etc.)	2	Twice	4	4 Times	8	4 Times
Creation of branding posts (graphics designing, etc.)	1	4 Posts	3	12 Posts	5	22 Posts
Content creation & publishing	10	N/A	20	N/A	44	NA
Page & post engagement (comments, likes & shares etc.)	4	8 Times	12	12 Times	22	22 Times
Spam control, replying queries, encouraging positive engagement and responding to mentions	4	8 Times	12	12 Times	22	22 Times
Competitive analysis & measuring KPIs	2	Twice	2	2 Times	4	4 Times
Compile competitors list for networking & analysis	4	4 Times	4	4 Times	12	12 Times
Promoting content in relevant communities	8	8 Times	12	12 Times	22	22 Times
Reporting, analysis and recommendations	2	Once	2	Once	4	Once
Videos	No Videos	-	1 Video	1 Time	Up to 3 Videos	-
Blogs	No Blogs	-	1 Blog	Per Week	Blog Posted on Website with images	

MOBILE APPLICATION DEVELOPMENT

WANT TO SUCCEED IN THE REALM OF APP DEVELOPMENT?

- Help People Save Time and Money.
- Both iOS and Android platform should be covered.
- Young people are using apps far more frequently.
- High performance your mobile application must launch quickly for the first time.

179
BILLION

mobile applications
downloaded per year

EVERYONE uses there phones...get in on mobile because it's here to stay!

YOU CAN EARN MORE THROUGH MOBILE OPTIMIZATION

Mobile web strategies can be implemented in a very short period of time, and with rapidly growing mobile usage, the payoff can be significant.

57%

users say they won't recommend a business with a poorly designed mobile site

Avg. smartphone conversion rates are

64%

more than desktop rates

74%

of Google searches come from mobile devices

	SEO Activities		SMM Activities		
	Number of Activities Per Month	Total Time Spent			
	0-5 Keywords	40 hours/month	Number of Activities Per Month	Total Time Spent	
			Activities /month	Hours/month	
Blog posts of 500 words each	4	480 min	Research on ideas (infographics and blog post, etc.)	Twice	2
Search & preparation for relevant blog post images	32	192 min	Creation on branding posts (graphics designing, etc.)	4 Posts	1
Local directory search/submission	20	200 min	Content creation & publishing	-	10
Niche/general directory submission	80	400 min	Page & post engagement (comments, likes & shares etc.)	8 Times	4
Guest blog search & emails	100	500 min	Spam Control, replying queries, encouraging positive engagement and responding to mentions)	8 Times	4
Quality check of links	80	240 min	Competitive analysis and measuring KPI's	Twice	2
Competitor link analysis & link acquiring	4	200 min	Compile competitor list for networking & analysis	4 Times	4
Task management	2	60 min	Promoting content in relevant communities	8 Times	8
Reporting and analysis	1	80 min	Reporting analysis & recommendations	Once	2
Checking SERP'S	10	50 min	Video/blogs	-	-

STANDARD PACKAGE: SEO+ SMM = \$797+\$797 = ~~\$1594~~ \$1500

GET A FREE WEBSITE WITH THIS PACKAGE!

LIMITED TIME OFFER

Note: 6 Months Minimum Agreement Required

SEO Activities	Number of Activities Per Month	Total Time Spent	SMM Activities	Number of Activities Per Month	Total Time Spent
	5-10 Keywords	80 hours/month		Activities /month	Hours/month
Blog posts of 500 words each	12	1440 min	Research on ideas (infographics and blog post, etc.)	4 Times	2
Blog post of 750 Words each	-	-	Creation on branding posts (graphics designing, etc.)	12 Posts	1
Search & preparation for relevant blog post images	96	576 min	Content creation & publishing	-	10
Local directory search/submission	20	200 min	Page & post engagement (comments, likes & shares etc.)	12 Times	4
Niche/general directory submission	120	600 min	Spam Control, replying queries, encouraging positive engagement and responding to mentions)	12 Times	4
Guest blog search & emails	160	800 min	Competitive analysis and measuring KPI's	Twice	2
Quality check of links	100	300 min	Compile competitor list for networking & analysis	4 Times	4
Competitor link analysis & link acquiring	8	400 min	Promoting content in relevant communities	12 Times	8
Task management	4	120 min	Reporting analysis & recommendations	Once	2
Reporting and analysis	1	120 min	Videos	1 Video	1 Time
Checking SERP'S	25x2	250 min	Bloggs	4 Blogs	1/Week

PREMIUM PACKAGE: SEO+ SMM=\$1297+\$1297= ~~\$2594~~ \$2500

Note: 6 Months Minimum Agreement Required

	Number of Activities Per Month	Total Time Spent		Number of Activities Per Month	Total Time Spent
SEO Activities	UPTO 25 Pages	40 hours/month	SMM Activities	Activities /month	Hours/month
Blog posts of 500 words each	16	1920 min	Research on ideas (infographics and blog post, etc.)	4 Times	8
Blog post of 750 Words each	4	720	Creation on branding posts (graphics designing, etc.)	22 Posts	5
Search & preparation for relevant blog post images	160	960 min	Content creation & publishing	-	44
Local directory search/submission	20	200 min	Page & post engagement (comments, likes & shares etc.)	22 Times	22
Niche/general directory submission	200	1000 min	Spam Control, replying queries, encouraging positive engagement and responding to mentions	22 Times	22
Guest blog search & emails	400	2000 min	Competitive analysis and measuring KPI's	4 Times	4
Quality check of links	400	1200 min	Compile competitor list for networking & analysis	12 Times	12
Competitor link analysis & link acquiring	20	1000 min	Promoting content in relevant communities	22 Times	22
Task management	4	480 min	Reporting analysis & recommendations	Once	4
Reporting and analysis	2	300 min	Videos	Up to 3 videos	-
Checking SERP'S	100x2	1000 min	Blogs	Blog posted on website with images	

PLATINUM PACKAGE: SEO+ SMM=\$1997+\$1997= ~~\$3994~~ \$3900

Note: 6 Months Minimum Agreement Required