

Search Engine Optimization proposal



Adas Technologies Private Limited

E-134, 1st Floor, Lane No. 5
Pandav Nagar
Delhi – 110091, India

Ph No: +9111 64537252 (INDIA)
: +1 210 881 8003 (USA)
Fax No: +91 11 22047532

seo@adas.co.in, info@adas.co.in
www.adastechnologies.com

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A. Executive Summary

Adas Technologies is a leading IT firm which aims to deliver unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation. We bring together a team of technology, business, and social visionaries who have embarked on an exciting journey to change the dynamics of IT service delivery methodology.

Our primary objective is to develop an environment of fairness, honesty, integrity and courtesy towards our clients, employees, vendors and society at large. We are committed to our customers and partners and have a passion for technology. We take on big challenges, and pride ourselves on seeing them through.

Adas Technologies is your trusted partner for software development, website application development and maintenance, search engine optimization (SEO) and outsourcing services. We are glad to demonstrate to you, through this response, that we have the capabilities, people, processes, technology and the desire to be your strategic partner of choice.

Based on our discussions we understand your business needs. Adas Technologies promises a strong business foundation to deliver greater efficiency, sustain & improve compliance and deliver customer satisfaction, while meeting its key objectives around quality, accuracy, time and cost.



Figure 1: Adas Technologies Software Life-cycle methodology

Based on our experiences, the following key factors are important for ensuring a successful business engagement:

- Ensure proper Project Requirement Analysis
- Scheduled project delivery and release.
- Adhering to Operation Level Agreement (OLA)
- Value-add to client's business needs by fine-tuning existing strategies.
- Ethical and sincere approach towards work.
- Our object oriented commitment, thereby earning trust and respect. Commitment to client's success.

- Continuous and steady improvement with a robust Business Continuity Plan.
- Commitment to business excellence, innovation, quality and speed with proper focus on results.
- Proper risk managements controls.
- Due maintenance/support of project after delivery
- Ensuring high Customer Satisfaction metrics

Adas Technologies follows the following process model to give the best outcome of our customer’s requirement:

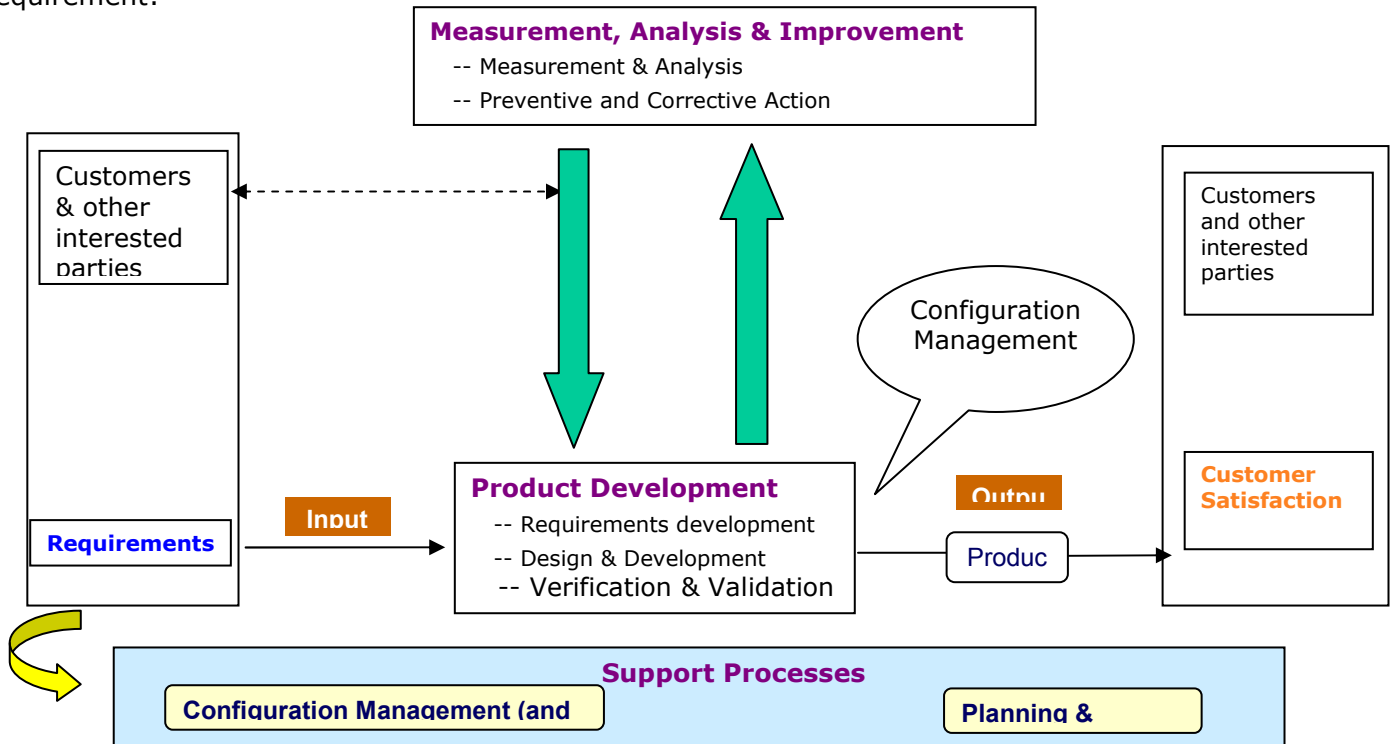


Figure 2: Adas Technologies Software Process Model

Adas Technologies team works with an objective to deliver optimum value oriented business results with razor-sharp accuracy. Our services include:

- Dynamic Web Application Development
- Dynamic Portal Development.
- Web Designing
- Web Optimization
- Web Promotion
- Link Building
- Web Maintenance
- E-Commerce Solution
- Web Hosting
- Search Engine Ranking Services
- Content Development
- Web Content Management Solution
- B2B & B2C Portal Development
- e-Commerce Solutions
- Search Engine Submissions
- Payroll Management Systems

- Asset Management Software
- Trouble Ticket System
- Intranet
- HR Management System
- Project Management Software
- Document Management System
- Network Route analysis
- Finance Management packages
- IT Enabled Services (voice, non-voice, BPO, KPO project management)
- Network Management Software (NMS)

Adas Technologies is a customer-specific service oriented company that extends services ranging from preliminary analysis and planning to detailed design, development with seamless integration capabilities for new technology to adapt with existing systems thus ensuring no set backs in either current or future business strategy.

We have built robust website designing portals by abiding by the best- practice-methodologies used by Fortune 500 IT companies from around the world. We recruit the best available talent from fresh batches of engineering graduates and experienced software professionals in India to ensure sustained organic growth. We bring along numerous LIVE project delivery experiences to create robust business solutions for our customers. We are excited at the prospect of becoming a trusted business partner. We look forward to discussing this proposal with you and commencing a mutually beneficial and long-term relationship.

B. Adas Business Profile

1. Overview of Adas Technologies

Adas Technologies is a vision of youth. The lacuna of any professional service in small and medium sector enterprises around the world led to the beginning of this dynamic initiative by a team of young and inspired IT professionals.

'**Destiny of Intellects**' is the mantra for this self-inspired band of social visionaries who are on an exciting journey of changing the IT dynamics. We adopt 'best practices' of the flourishing global IT industry to create unique case studies which provide complete end-to-end solutions to businesses.

From helping companies integrate customer-centric strategies and emerging technologies into innovative e-business models, to developing multi-channel solutions that coordinate these new channels to help our clients redefine their business, differentiate themselves from their competitors, and reshape their industries.

2. Adas Technologies business objectives

- a) Adas Technologies is a leading **Software Development & Web Designing** company of Indian origin which aims to deliver unmatched business value to customers through a combination of process excellence, quality frameworks and service delivery innovation. We work to bring together a team of technology, business, and social visionaries who provide the right balance of executive management and cutting-edge technology in dynamic business environments.
- b) Develop an **environment of fairness, honesty and integrity** for our clients, employees, vendors and society at large. We are committed to our customers and partners and have a passion for emerging technology. We love taking on challenges and pride ourselves on seeing them through. We hold ourselves accountable to our customers, shareholders, partners and employees by honoring our commitments, providing results, and maintaining the highest quality norms.

- c) **Adas Technologies software development team** designs and delivers the systems, services and software that drives next-generation technology and helps in providing end-to-end business solutions. Every day, our engineers develop new materials and processes that make our products more environmentally-responsible and ensure that our products are provide our clients greater business efficiency. Every day, we find ways to give back to the communities where we live and work.
- d) **Adas Technologies web development team** works with an objective to create better portals with dynamic webpage functionality using next-generation WEB 2.0 technology and resources.
- e) **Search Engine Optimization (SEO)** is a strategic combination of techniques designed to raise a website's ranking in the search engines' natural listings. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria. Adas SEO services promises to increase your website's visibility in the internet by increasing visitor 'hits' in your website and hence give your business gain an edge over competitors.
- f) Adas Technologies is a customer-specific service oriented company that extends services ranging from preliminary analysis and planning to detailed design, development, delivery and maintenance. We constantly integrate new technology to adapt existing systems thus ensuring no set backs in either current or future business strategy.
- g) Adas Technologies tries to bring the world closer and our customers business at every home. We remain committed to upholding our core values and honest beliefs.

3. Company Profile

Adas Technologies was founded on 2nd October 2005 and received its corporate recognition as a Private Limited company on 29th August 2006. Adas started with a very dynamic team with a vision of being best in the chosen domain. Within a short span of time, Adas Technologies Pvt. Ltd. has established itself as a front-runner in the software development sector with careful planning and meticulous project execution.

Our unique business-model helps understand client requirements and objectives. Incorporating the latest technologies and trends, we at Adas Technologies can create websites, which are visually appealing and professional. Each and every minor detail is looked into to make sure that the site boosts the imagination of end-users.

3.1 Aim

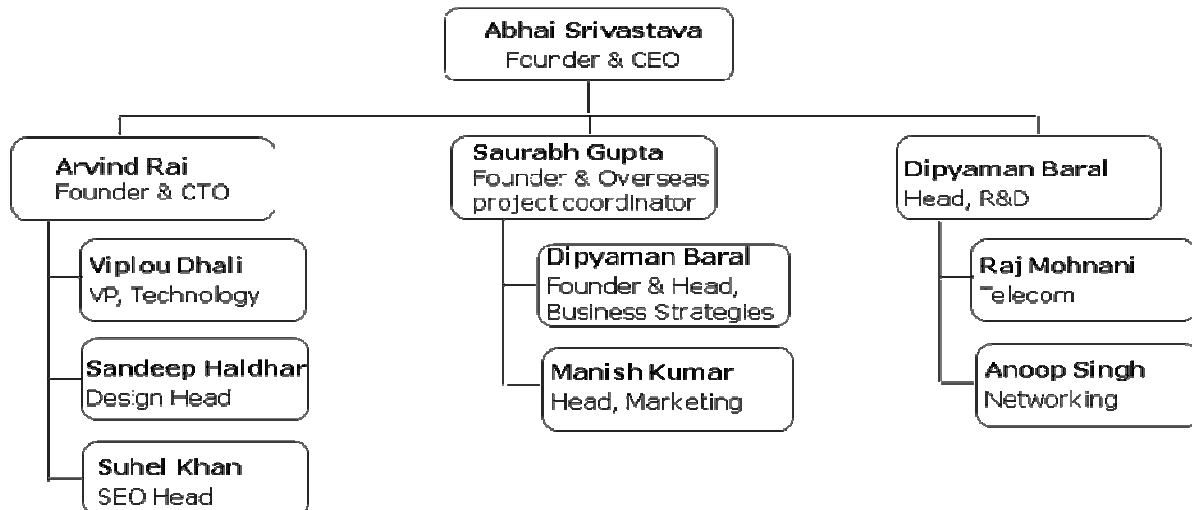
- To develop software that drives next-generation technology.
- To provide end-to-end business solutions that leverage technology.
- To develop more environmentally-responsible products.
- To upgrade our customers business to a new height which there competitors can never think.
- To create unique business solutions for our clients
- To bring the world closer and our customers business at every home.

3.2 Values & Vision

- Complete focus on serving our customers with a commitment to surpass there expectations.
- Timely delivery. For us time is the most valuable aspect of life.
- To be ethical, sincere and open in our dealings.
- A commitment to be objective and transaction-oriented, thereby earning trust and respect.

- A commitment to business excellence, demonstrated by a focus on results, innovation, quality, speed and the highest standard of business ethics.
- A strong sense of social responsibilities.

4. Organization Structure



4.1. Adas Technologies Board Members

Abhai Srivastava -- Founder & CEO

Abhai is a B.Tech (Computer Science) from Rohilkhand University and has immense experience in the IT industry. He has worked with leading IT firms such as Wipro, CSC and FutureSoft. His current responsibilities include providing strategic business development solutions and formulate turn-key management principles.

Abhai is passionate about finding new avenues for business generation for Adas and loves watching movies in his free time.

Saurabh Gupta -- Founder & CTO

Saurabh graduated from Rohilkhand University with a B.Tech (Computer Science) degree and followed it up with a Masters in Technology from IIT Kharagpur. He has worked with Cognizant Technology Solutions (CTS) as a PeopleSoft consultant. He is currently based in US and handles overseas client relationships for Adas. He is also responsible of generating business from overseas markets.

Saurabh is deeply interested in robotics and loves making miniature electronic collectibles in his free time.

Arvind R -- Founder & CFO

Arvind holds a B.Tech (Comp.Sc.) degree from Rohilkhand University. He has worked with IT biggies such as Infosys and Valuesoft as a Senior Software engineer. His main deliverables in his professional life were mapping dynamic milestone based project maps and reducing redundancies during the software development cycle. He takes care of overall Project delivery in Adas.

He likes reading technology related magazines in his leisure hours.

Dipyaman Baral -- Founder & CTO

Dipya is a B.Tech (Computer Science) from Rohilkhand University and has extensive years of experience in the telecom and network research industry. He started his professional career with IIT Chennai as a Research Associate before moving on to ETH Research Lab for NMS integration. He went on to serve as a Senior Engineer in IT firms such as Dish Network

(wireless division) and Alcatel-Lucent in CLI interface. His current responsibilities include improve service delivery metrics by managing present technology and introduce the development team to new avenues of technical capabilities. He is also the Head of Adas R&D team, sphere-heading novel product based projects such as Adas NMS.

He loves listening to music, globe-trotting and playing soccer in his free time.

Viplou Dhali -- VP, Technology

Viplou graduated from Rohilkhand University with a B.Tech (Comp.Sc.) degree and has worked with various MNC enterprises in the software and marketing field. He has been clinical in creating different software frameworks and methodologies in Adas by closely working with the development team.

He loves formulating corporate case studies and loves watching cricket matches after hours.

Manish Kumar -- Head, Marketing & Business Strategies

Manish graduated from Rohilkhand University with a B.Tech (Comp. Sc.) degree and went on to complete his Masters in Business Administration from BITS Mesra. Manish has been spearheading the business solution department in Adas and has masterfully given value-add principles to drive phenomenal revenue in each of Adas's clients.

He is a national level athlete and is passionate about the development of sports facilities in India.

4.2. Core Members of Adas

- Sandeep Haldhar -- Design Head
- Anupam Dwivedi -- Technical Head, Service Delivery
- Anoop Singh -- Architect
- Alberto Rogatto -- Overseas Marketing Manager (South America)
- Srujana G -- Overseas Marketing Manager (North America)
- Kamini Srivastava -- Overseas Marketing Manager (North America)
- Nikhilesh Mahajan -- Marketing Manager

4.3. Adas Technologies Board Advisers

- Nandini M -- External Consultant, Oracle
- Ashutosh Kumar -- Technical Advisor, Pixtel Media
- A Bhattacharya -- Technical Advisor, Microsoft
- Pallav Kumar -- Technical Advisor, Mentor Graphics
- S Banerjee -- Technical Advisor, IIT Chennai
- Raunak Kundu -- Marketing Advisor, Infosys Technologies
- Anirban Palit -- Consultant, Outsourcing and BPO, Convergys

5. Adas Technologies Key Words

Adas Technologies has focused on providing services that transform the way business is done through the use of Information Technology, since its inception in 2005. The key strengths of Adas are summarized in the table below:

| Area | Competency |
|------------------|---|
| Service Offering | One stop capability: Adas today has the distinction of being a one-stop shop, providing services across the entire business value chain from Business and IT Consulting through Implementation & Support services. |

| | |
|--------------------|--|
| People | Adas has been able to attract and retain the best talent. At the same time, we have been able to inculcate a culture that empowers employees and motivates them to take ownership of their duties. Adas enjoys one of the lowest attrition rates. |
| Process | <p>Delivery Excellence: With a record 95% of all projects delivered on time and within budget, we are clearly a leader in project management and reducing the cost of ownership for our clients. We are able to offer our clients' cost-savings of 20% to 30% without compromising on service levels.</p> <p>Our superior knowledge management systems enable retention of knowledge within the project team and the organization. The resultant efficiencies have helped us deliver value to our clients at lower cost and with fewer defects</p> |
| Technology | <p>Technological superiority: Adas has brought together thought leaders within the organization to form Software Engineering and Technology Labs (ADASLABS). ADASLABS is the research wing of Adas consisting of specialists in software architecture, methodologies, emerging technologies and platforms. ADASLABS is also set for variety of creation in web designing, flash and animation works.</p> <p>ADAS LABS mainly focuses on:</p> <ul style="list-style-type: none"> ➤ Developing frameworks & methodologies to address critical points in solution lifecycle. ➤ Leading edge technology. ➤ Provide technology related services. |
| Project Management | Strong Project Management capabilities ensure that the development process is predictable and that surprises and cost/time over-runs are avoided or minimized. Credentials and our experience with Large & complex projects. Adas has also worked in several multi-vendor scenarios where our success has major dependencies on the actions of other players and our Project management expertise has stood us in good stead in these situations. |

6. Adas Technologies Product & Services

- Finance Software Product.
- Asset management Software product.
- Payroll Software product.
- CRM & Attendance management System.
- Intranet development.
- Network Route Analyzer.
- Network / Element Management System.
- Web Portals Design and Development.
- Dynamic Website Development with Admin Control Panel.
- Market search engine (www.delhimart.co.in)
- Web Promotion and Internet marketing
- Domain & Hosting registration.

C. About Search Engine Optimization

1. What is online marketing?

With over 3 billion websites on Google alone, making sure that visitors find your site is a tough challenge. Competition is fierce for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is integral to the

success of your site, and in a market notoriously fraught with cowboys and conmen, you need a partner you can trust.

2. What is search engine optimization?

Search Engine Optimization (SEO) is a strategic combination of techniques designed to raise a website's ranking in the search engines' **natural listings**. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria.

To ensure your site ranks as highly as possible, Adas Technologies will perform (amongst other techniques) a combination of the following SEO procedures:

2.1 Website Audit

The site will go through a rigorous search engine optimization review. Here, skilled search engine optimization experts will analyse the website, identify areas which could be improved in order to increase traffic and make recommendations for changes to content, code and any other issues that may affect the site's performance.

2.2 Competitor Analysis

This offering includes study of the on page and off page optimization factors of the competitor's website to help in knowing how the competitor is faring on the search engines. (specified by the client) It also helps in identifying the phrases which the competitor's are targeting. This will help you finalise your preference of key phrases and reach the target set for Search Engine Marketing purposes.

2.3 Key Phrase Identification (1 key phrase may contain up to 5 words)

Using our powerful research tools Adas Technologies analyses your suggested key phrases to identify the levels of traffic and competitiveness. Based on this research you can then decide on a set of key phrases that will bring your site more awareness. Adas Technologies will thoroughly research key phrases for relevancy and competitiveness in order to settle on a target set that will bring in relevant traffic to the site.

2.4 Making the site search engine friendly

Search Engines live and die by their ability to produce relevant results for their users. By employing specific guidelines they crawl through their huge databases of sites to identify the websites that are most relevant to the searcher's key phrases. A combination of the following procedures (amongst others) are undertaken to optimize your website:

2.4.1 Content optimization

Skilled SEO content writers at Adas Technologies optimize your website's content to enhance the keyword density on the pages that need it.

2.4.2 Page and link renaming

By renaming the pages and the links within your website using your target keywords we can increase the keyword density of your site allowing the search engine spiders to rank your pages a lot higher.

2.4.3 Site-map update / creation

Site maps act as the roadmap of your website for search engine crawlers. The more of your website a search engine can see the better change you have of ranking higher in a search result for a certain topic. A full text based site map is crucial in making the site search engine friendly.

2.4.4 Tagging

Adas Technologies updates the Title, Keyword and Description tags for each individual page of your site. This means we can target different key phrases for different pages and increase the levels of traffic from a greater range of key phrases.

2.4.5 Additional Navigation Bar

Ideally, we should give the spider as many ways of reaching a page as possible – a couple of navigation bars, links from images, links from content, etc. This increases the chances of a page being reviewed and indexed. The easier and more convenient it is for search engines to get in and scan your website, the more traffic they are going to deliver to your website. The pages that are to be promoted need to offer more entry points to spiders to ensure that these pages get indexed.

The target pages should link to all the pages of your site. This can be achieved simply by implementation of a textual navigation bar (at the bottom of each page).

2.4.6 HTML Coding Validation & Correction

Search engine crawlers prefer W3C standards with respect to HTML coding standards. If a website has been made on the basis of the W3C standard, it positively influences the search engine rankings especially in MSN.

2.4.6.1 Robots.txt

Search engines will look in your root domain for a special file named "robots.txt" (<http://www.abc.com/robots.txt>). The file tells the robot (spider) which files it may spider (download). This system is called, The Robots Exclusion Standard.

2.4.6.2 Image Optimization

All websites should comply with W3C standards (<http://www.w3.org>) and regulations for making sites accessible for people with hearing, motor or visual disabilities. In order for websites to be accessible, every image on the page should have an ALT tag that describes the image exactly, and also repeats any text that is in that image.

2.4.6.3 URL Architecture

Documents and other objects can be linked within the site using absolute or relative links. Search Engines give more importance to the links which are absolute rather than relative links and therefore positively influences search engine rankings.

3. '301' Permanent Redirect

"301" translates to "moved permanently".

If you are considering moving a page on your web site into another folder or simply renaming it; there are a couple of important points to consider. The most important issue is that if the page you are moving or renaming has a good search engine ranking already, or may have been bookmarked by your visitors; all your hard work could be lost.

Bearing in mind that search engines can take months to refresh their listings, any visitor clicking on a search engine result may be severely frustrated if they don't arrive on the page on your site. You could always use a custom 404 error page; but this is still an extra hurdle for visitors to jump and the rankings you have built up for the page in question will be lost.

4. Inbound Links

Ideally, we should give the spider as many ways of reaching a page as possible. One of the ways this can be done is by giving links from content.

5. Google Site map

Google Sitemaps is to inform and direct Google search crawlers to the website pages. Webmasters can place a Sitemap-formatted file on their Web server which enables Google

crawlers to find out what pages are present and which have recently changed, and to crawl your site accordingly.

5.1 Urchin Website Statistics

Website Statistics is a unique feature in our services, which entails the use of statistics to identify and highlight the trends in the Internet traffic with reference to your site. This encompasses details of the number of users, the frequency of the web pages visited and sessions, browser details and the likes.

Our system uses powerful technology provided by URCHIN, the world's most accurate system for measuring Unique Visitors. Primarily, the system lays stress on illustrative graphical representations for all sections to enhance comprehensibility of the statistics.

5.2 Manual submissions

The UK's most commonly used search engine is Google, however it is important not to ignore other search engines such as Yahoo, AOL, MSN and Ask Jeeves. By manually submitting your web pages to all the major search engines we make sure that the pages are properly indexed and stand the best possible chance of reaching the top of the rankings.



5.3 Link popularity

Most of the top search engines use link popularity in their ranking algorithms. Google uses it as one of its most important factors in ranking sites. Increasing the amount of quality inbound links to your site makes your site appear more important and more relevant to the search engines, resulting in a higher Page Rank and higher positions. Adas Technologies helps increase the link popularity of your website by approaching webmasters of other high ranking popular sites, and trading links with them.

Adas Technologies offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good Page Rank. ONE WAY LINKING covers the following:

- Directory Submission
- Creation of Blogs and submitting in relevant blog websites
- Creation of Articles and submitting in relevant article websites
- Press Releases in relevant press releases website

6. Maintenance

Ongoing improvements to existing key phrases in response to changes in search engine technologies, new techniques and increased competition for listings.

7. Dynamic Optimization

The obvious goal of any e-commerce or dynamic database driven site is to make sales as well as get properly listed on the search engines also. The technical oxymoron, however, is that as soon as an e-commerce element or a dynamic database driven module, or shopping cart is added, a Website ceases to be search engine friendly, putting an end to all hopes of search engine listings, ranks, traffic and, therefore, sales! Adas Technologies offers a never-before solution to this vicious circle. We have engineered a technology so that database-driven Websites become search engine friendly and soar up the ranking ladder!

7.1 What is Dynamic Content?

Dynamic content is information that is delivered to the Web browser in a different form from that which exists on the server. It is usually pulled from a database and created on a single template, on the fly at the server level through CGI programming, ASP, PHP, JSP etc or by any customized content management system.

7.2 Solutions Offered by Adas Technologies

The solution we offer for optimization of Dynamic Content is unique in the sense that it does not require any changes to your site's functioning and yet, ensures you leverage against the SEO advantages of Static websites. Your site will continue to function internally with database-driven content while the URLs begin to look like a search engine friendly URL.

8. Why should you consider internet marketing?

Marketing online is more effective than traditional marketing and costs less!

1. **Over 60% of all first time visits to a Web site occur as the result of a search!** Search engine marketing, getting your Web site at or close to the top of search engine returns, is therefore the single most effective marketing that a company can do.
2. **These visitors are pre-qualified leads to your business!** Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.
3. **Contextual Internet advertising costs pennies and returns dollars.** That's why "pay-per-click" advertising, advertising that presents itself as a search result, is now bigger than banner ads!
4. **Search Engine Marketing has a higher ROI than Traditional Marketing**

A report called Double-Click Summer Cross Media Reach Study indicates that the most popular websites deliver audiences that are larger than the audiences delivered by the average episode of the most popular prime time TV shows and are often comparable in size to the most popular consumer magazines audiences.

Search engine marketing is something even better than traditional advertising because most advertising is interruption advertising. While the interruption model is widely used and does work offline, online users want the info without the ads. Search engine marketing is very effective as a non-interruption information source. Research shows that Internet users expect the Web to be the provider of answers to simple queries, and they do not want to sift through advertising to get what they want.

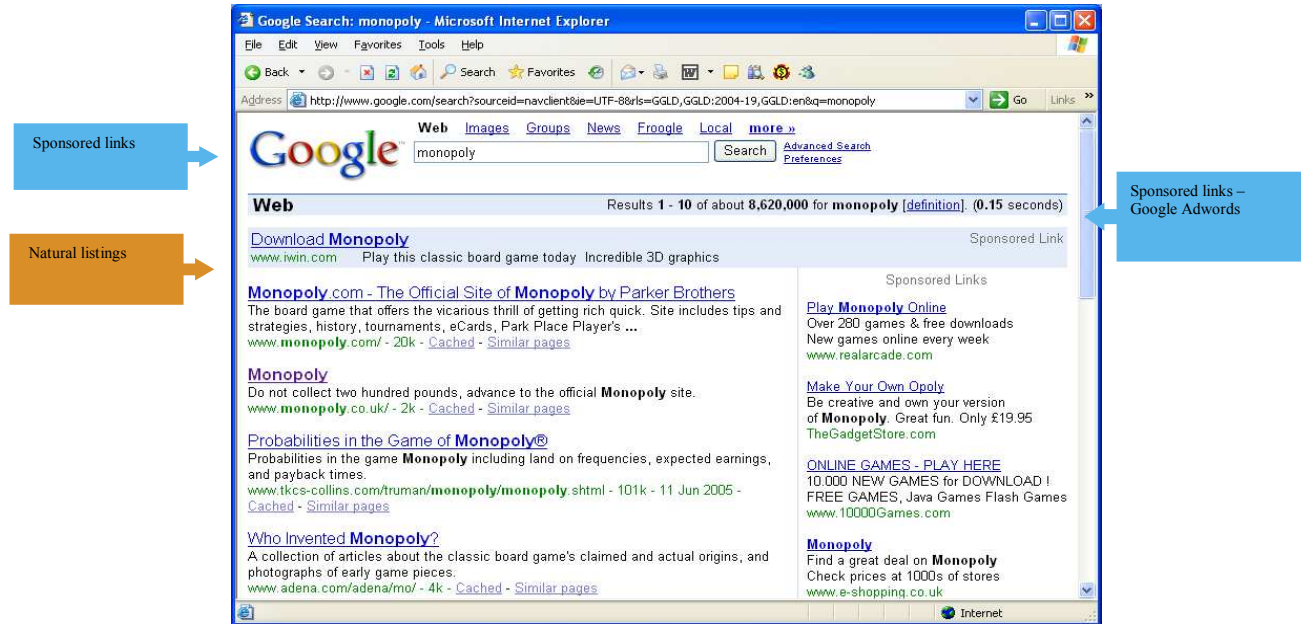


Source: U.S. Bancorp Piper Jaffray, Jack Myers LLC, The DMA

9. How do search engines work?

A search engine is a giant database of internet sites and pages. A search for the keyword 'Monopoly' on Google will search their entire database and return a list of websites that mention 'Monopoly' in order of relevance.

A search engine such as Google will judge a site's relevance according to a wide combination of criteria. Adas Technologies uses extensive and detailed knowledge of these criteria to optimize your website to become as relevant as possible.



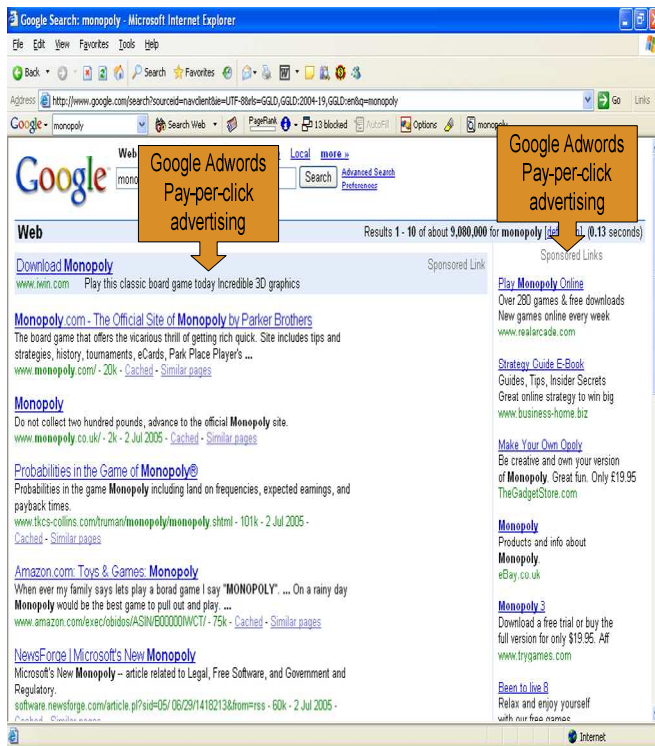
The majority of internet search engines (Google included) use automated software 'spiders' to collect sites for their listings. Search engine 'spiders' crawl the internet looking for websites that meet their criteria for inclusion in their databases. The Yahoo! Directory differs from the majority of search engines in that a member of the Yahoo submissions team checks all websites that are submitted before they can be included.

9. Additional Suggestions & Ideas

Pay Per Click Advertising

Pay-per-click advertising is a form of online marketing where you (the advertiser) pay a fee every time your online ad is clicked on by a browser. You can bid on keywords/phrases that are relevant to your business, and when the browser searches for your keyword, your advert is displayed. Your pay-per-click account is only charged when the visitor clicks on your advert, and the amount paid for each click is set by you, and can be changed at any point.





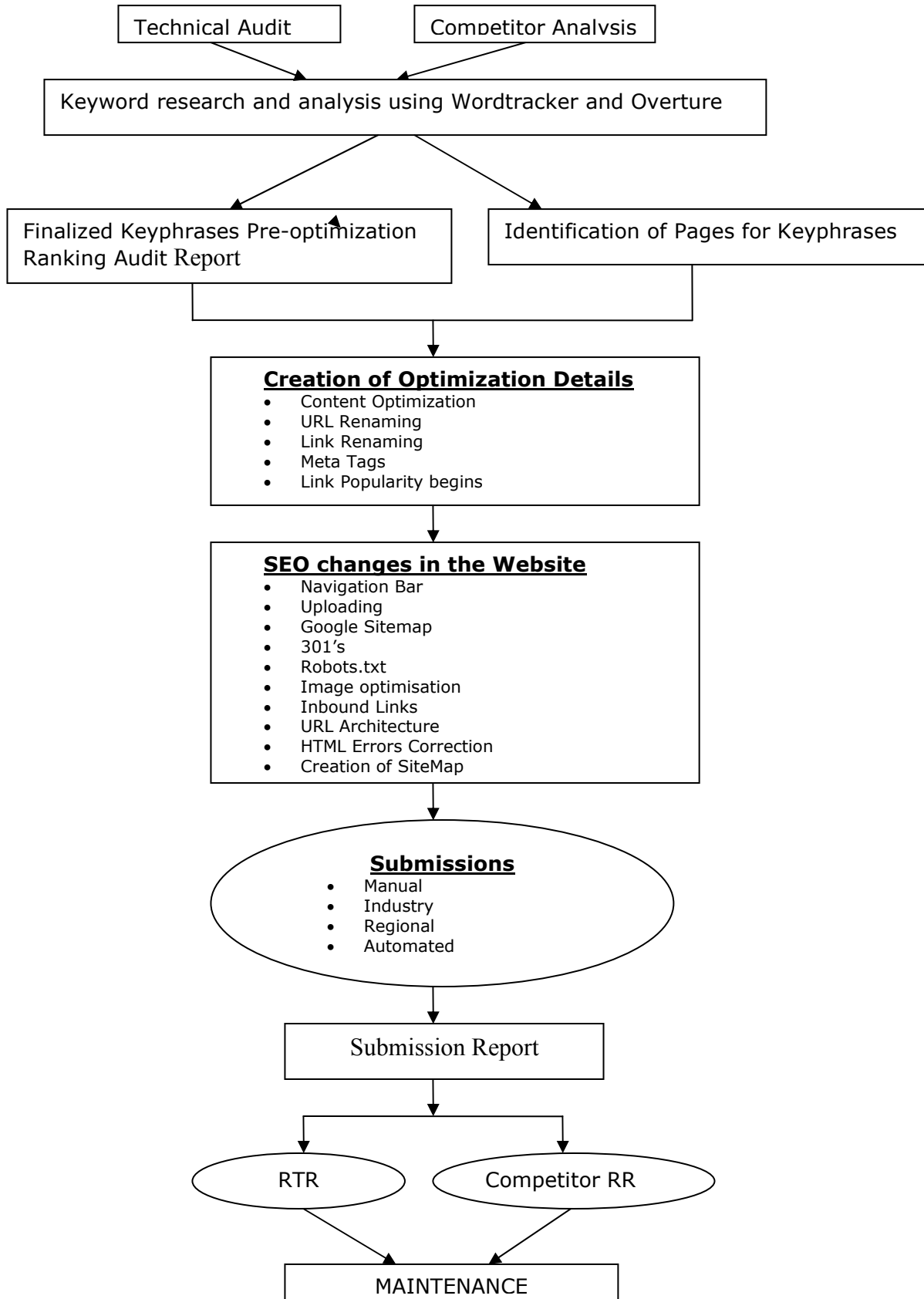
10. Froogle Feeds

Froogle (www.froogle.com) is Google's new shopping search engine. Froogle is currently in Beta test, and is not charging (at the moment) to advertise your product range. A nightly data feed (similar to Kelkoo) will ensure your product range is included on this growing site.

11. RSS Feeds

Really Simple Syndication (RSS) is a lightweight XML format designed for sharing headlines and other Web content. It's a popular means of sharing content between sites (including the BBC, CNET, CNN, Disney, Forbes, Motley Fool, Wired, Red Herring, Salon, Slashdot, ZDNet, and more). RSS solves myriad problems webmasters commonly face, such as increasing traffic, and gathering and distributing news. RSS can also be the basis for additional content distribution services.

12. Search Engine Optimization Methodology



D. What Adas Clients are getting for there money?

1. '12 months' search engine optimization

- Technical Audit and Competitor Analysis
- On Page and Off page optimization for the targeted pages of the website
- Ongoing manual, regional, automated and industry specific submissions to the search engines for the optimized pages of the site.
- Increased link popularity
- Monthly competitor ranking reports, traffic and ranking reports to show the effectiveness of the campaign (post-optimization).
- Search engine optimization is a long term marketing strategy, and in order to continually achieve the highest rankings it is essential to make adjustments and improvements in order to remain competitive. Ongoing maintenance and research should be carried out on a quarterly basis in order to ensure long-term results.

2. Reports and Data clients receive

Adas Technologies will help you to monitor the success of your search engine optimization and pay-per-click campaigns with regular monthly (or weekly) reports on your website traffic, keyword ranking and conversion data.

2.1 SEO ranking reports

To demonstrate the effectiveness of your SEO campaign, Adas Technologies generates monthly ranking reports. These comprehensive reports show how well you rank on all of your targeted key phrases on Google; MSN and Yahoo! search engines.

Ranking reports allow us to continually fine-tune your campaigns to ensure the best possible ranking position for all key phrases, and to demonstrate a tangible and measurable return on your investment.

2.2 Competitor Monitoring Reports

Keep tab on how your competition is faring! Competitor Monitoring includes generation of ranking reports for your competitors on a periodical basis. This helps you compare the standards of your online visibility with your competitors.

2.3 Link Popularity Reports

Your link popularity consultant will send you report as to where the links to the website has been submitted every 7 business days.

2.4 Pay-per-click management reports

Your Pay-per-click campaign manager will send you detailed reports on a weekly basis. The reports will show you exactly where and when your campaign spend has been allocated, show which key phrases are bringing you traffic and identify poorly performing key phrases. It also provides you with graphical representations of the data so it can be viewed at a glance.

E. Other Terms and Condition

1. Web Promotion

- All the above plans mentioned are for existing websites only - New designs require custom quotes to include design fees.
- All Plans and Packages excluding Taxes & Octroi as applicable.

- Higher page ranks some time take more times to complete. We'll send you the list of URL's and corresponding page ranks at the end of month / or completion of the project.
- We do not accept any orders for sites which are related to adult industry. Any purchase made for those sites will not be accepted.
- Charges listed here are only valid for sites having theme of shopping, clothing & apparel, real estate, travel, hotel, gifts, financial, insurance & Computer related.

F. Corporate Information

- Name : Adas Technologies Private Limited
- Address : E-134, 1st Floor, Lane No 5, Pandav Nagar, Delhi – 110091, India
- Phone No. : +91 11 64537252 (INDIA)
: +1 210-881-8003 (USA)
- Fax No. : +91 11 22047532
- URL : www.adastechnologies.com
- Email : seo@adas.co.in, info@adas.co.in
- Contact Person : **Abhai Srivastava (CEO & Management Head)**
kumar.abhai@adastechnologies.com, kumar.abhai@adas.co.in
Ph No: +91 9873336980
- : **Saurabh Gupta (Project coordinator, United State)**
gupta.saurabh@adastechnologies.com, gupta.saurabh@adas.co.in
Ph No: +1 2012 599206
- : **Manish Pankaj (Manager, Marketing India)**
pankaj.manish@adas.co.in
Ph No: +91 9971334028
- : **Dipyaman Baral (Project coordinator, India)**
baral.dipyaman@adas.co.in
Ph No: +91 9911379128
- : **Arvind Rai (CTO)**
rai.arvind@adas.co.in
Ph No: +91 9717021231
- : **Viplou Dhali (Technical Head, India)**
dhali.viplou@adas.co.in
Ph No: +91 9891336920
- : **Suhel Khan (SEO Head, India)**
khan.suhel@adas.co.in
Ph No: +91 9891981641