

# BUSINESS PROFILE

# 2019

Growing our business by helping our  
customers grow their business



**Bestwebsol**.com  
We are the **key** to your **Success**

# -GROWTH-



"**GROWTH** IS NEVER BY  
MERE CHANCE; IT IS  
THE RESULT OF FORCES  
WORKING **TOGETHER**."

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## WHO WE ARE

### A Team of Creative and Passionate People striving to make a difference

Being Digital is what we are all about. Experimenting updated tools and techniques and coming out successful is what we are famous for. At Best Web Solutions & Co., we value positivity. It is this feature that guides us through our tenacious work and motivates us to be as inspiring as we are now.

Our team is really passionate about what we do. It consists of award winning designers, developers, programmers, marketers and SEO Analysts. Our metrics are also specific like generating leads and revenue. So, eventually with every step we grow our knowledge and business goals as well! As a matter of fact, we make sure that our clients also grow along with us. Our goals are clear to us. Similarly, our client's goals and success are the best measure of our very own performance and worth.

# WHAT WE DO

At the heart of everything we do is a clear understanding of your business objectives.



## WEB DEVELOPMENT

Our approach is marked by simplicity with a strong mobile first strategy to all web development. We design the website that meets your objectives.



## DIGITAL STRATEGY

A comprehensive strategy for marketing your products or services on proven digital platforms for your business success.



## SEO

Optimising your online presence to deliver on sustainable brand presence and growth through sales.



## GOOGLE ADVERTISING

Herein lies our speciality. Using the best search engine worldwide we give presence to your brand for the full customer buying journey



## SOCIAL MEDIA MARKETING

Engage and connect with customers on relevant social media platforms.



## GRAPHICS DESIGN

Pairing visual design with a carefully crafted message introduces your products or services, reinforces your brand image and encourages action.



## EMAIL & SMS MARKETING

We'll help you create, test, and flawlessly execute expert email strategies. We're so passionate about generating results, we track every single email and sms we send.



## CONTENT MARKETING

In digital, content is king. We help you create varied and meaningful content that adds value to your customers and helps form a connection with your brand.



## DIGITAL TRAINING

We have developed the best digital marketing material to help accelerate organisations of all sizes. We give you the edge by delivering the latest thinking in internet marketing, best practice in online publishing and the right way to harness digital business strategy for your firm.

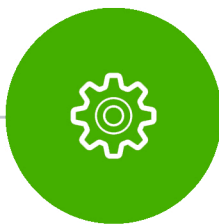
## OUR PROCESS

At Best Web Solutions our processes are set up to be aligned with your business goals and appropriate success metrics to measure progress



### RESEARCH

A great digital solution begins with in-depth research. We leave no stone unturned in our search for insightful data.



### STRATEGY

With the newfound Insights, a strategic plan aligned with business objectives is devised to meet clients business goals.



### EXECUTION

Finally the plan comes to life through highly engaging digital platforms built for optimal communication and experience



### ANALYSIS & REPORTING

Once executed, continued analysis takes place to ensure optimisation and heightened performance through necessary adaptations & comprehensive reporting with actionable insights.

"We partner with Prebo digital as they are cutting edge for maximising ROI on facebook and google when it comes to PPC"



# SOLUTIONS STORYLINE

The key elements in building a dream house are strikingly relevant for building a strong digital brand. The combination creates an altogether unique experience leaving an indelible impression.



## PLANNING AND BUILDING

Technical Web Development, Responsive Design, Mobile App Development, Website Design, Website Audit (SEO, Speed Test, UX, Analytics), Strategy & Road mapping, Measurement Plan.



## OPENING THE HOUSE

Search Engine Optimisation (SEO), Pay Per Click Advertising (PPC), AdWords, Social Media Marketing, SMS & Email Marketing, Mobile & App Marketing, Video Advertising,



## CONTINUOUSLY IMPROVING

UI/UX Design Optimisation & Consulting, Online Reputation Management, Advanced PPC Strategies, Conversion Rate Optimization, Digital Marketing Strategy, Competitive Brand Review





# CASE STUDY



## RELENTLESS FOCUS ON ROI HELPS RNR COME BACK TO PROFITABILITY AFTER RADICAL REBRAND

### GOAL

- Introduction of new website caused significant loss in quality score and higher cost per lead.
- Improve overall conversion rate
- Improve mobile user experience & transaction speed
- Bring back cost per lead at pre-rebrand levels.

### APPROACH

- Implement Automation & Machine Learning on campaigns through bid strategies
- Analyse mobile website data to identify bottlenecks
- Reduce steps for mobile user to enquire
- Audit website speed compared to best-in-class

### RESULTS

- 40% increase in mobile conversion rate
- 30% faster website
- Overall decrease of 39% in cost per inquiry



# CASE STUDY



## DIGITAL MARKETING PARTNERSHIP RECOVERS URBANSUITE MARKET SHARE AND PREPARES IT FOR A DIGITAL FUTURE

### GOAL

- Maximum reach to relevant audience
- Increase online inquiries and revenue
- Improve User Experience
- Increase Brand Awareness

### APPROACH

- Targeted Display Banners
- Tailored AdWords strategy- optimizing towards inquiries
- Website user experience optimizations to increase online conversion Rate
- Ensure 100% Brand ownership on Google Search
- Rebuild of web platform to e-commerce, future proof 'Magento 2' platform.

### RESULTS

- Highest number of Impressions and unique Clicks ever
- 3-fold increase in Leads (form submissions)
- Significant Lead Quality Improvement
- Increased web engagement
- 100% ownership of brand searches and increased
- brand search terms





WE PURSUE  
RELATIONSHIPS  
BASED ON  
TRANSPARENCY,  
PERSISTENCE,  
MUTUAL TRUST,  
AND INTEGRITY  
WITH OUR  
CLIENTS.

## OUR PARTNERS

A few of our happy clients across all industries.



BEST WEB SOLUTIONS / 2019



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# 2019

## CONTACT US

Growing your business starts today, weather you are big or small, starting up or wanting to grow. Let's partner.



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