

# Sachem

Digital Marketing Company



# Our Services

- SEO
- LOCAL HYPE  
(Local SEO)





# SEO

Our SEO Activities

## 1. WEBSITE AUDIT & ANALYTICS

Before onboarding a client website for SEO, We audit the website search rankings that the competitors have.

Audit helps to identify;

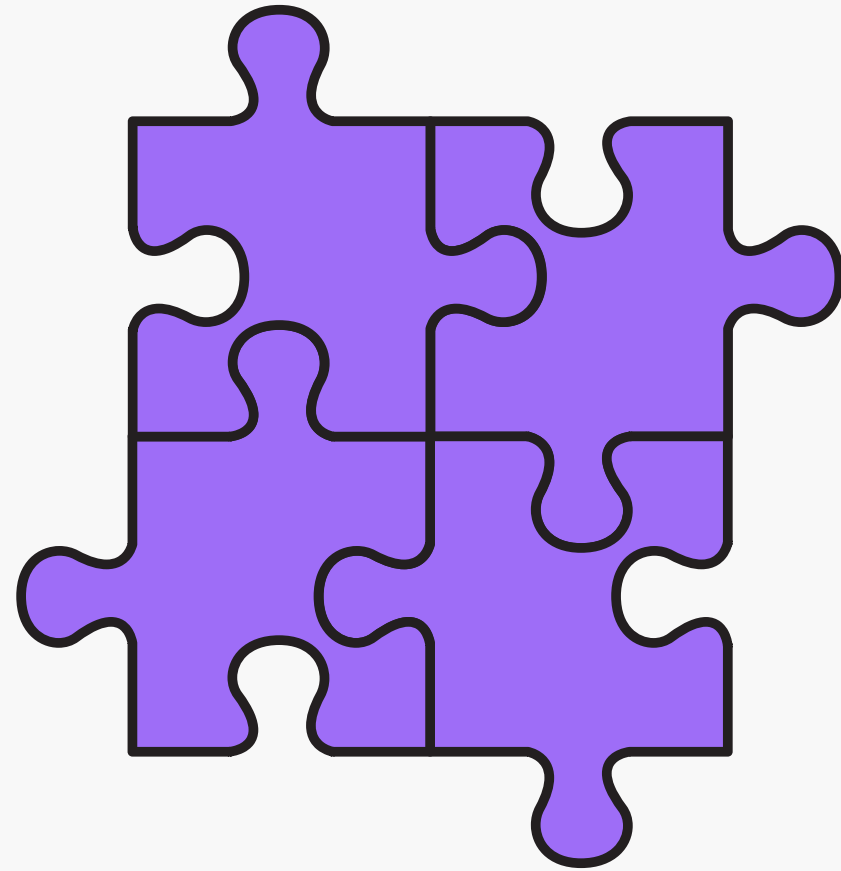
- Technical SEO issues
- Website structure issues
- On-page SEO issues
- Potential off-site problems
- User experience issues
- Content gaps and opportunities
- Competitive market insights
- Duplicate Content issues

# SEO

## 2. KEYWORD RESEARCH & ANALYTICS



- Study the niche.
- Define goals.
- Make a list of relevant topics.
- Create a list of seed keywords.
- Use good keyword research tools.
- Study the search intent.
- Identify long tail keywords.
- Find out about competitors.



# SEO

## 3. SEO COMPATIBILITY CHECK

- Broken Links Check
- Page Size Check
- W3C validation Check
- Browser Compatibility Check

# SEO

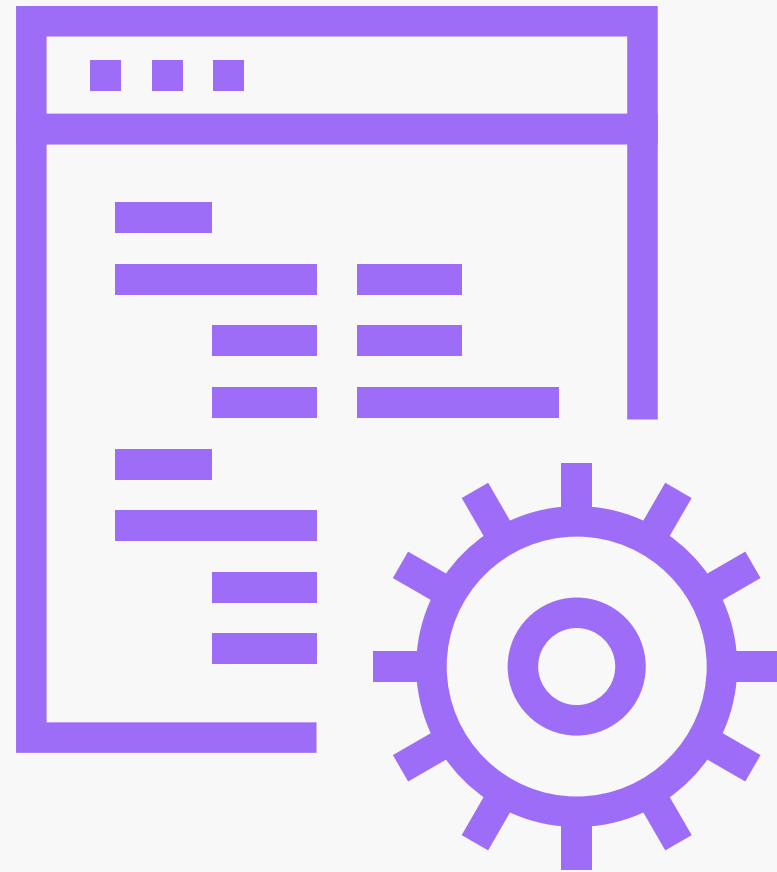
## 4. ON PAGE OPTIMIZATION

- URL Mapping
- URL Re-Writing
- Meta Tags Optimization
- Keyword Density, Proximity & Prominence Check
- Anchor Text Optimization
- Alt Tag Optimization
- Custom 404 Error Page Setup
- Google Analytics Account Setup
- Google Search Console Setup
- H1 Tag Optimization
- Exiting Content Optimization
- URL Canonicalization Check
- Robots.txt Optimization
- XML and Static Sitemap Generation
- Internal Linking
- Image Optimization
- Use H1 and H2 Tags
- SEO friendly URLs

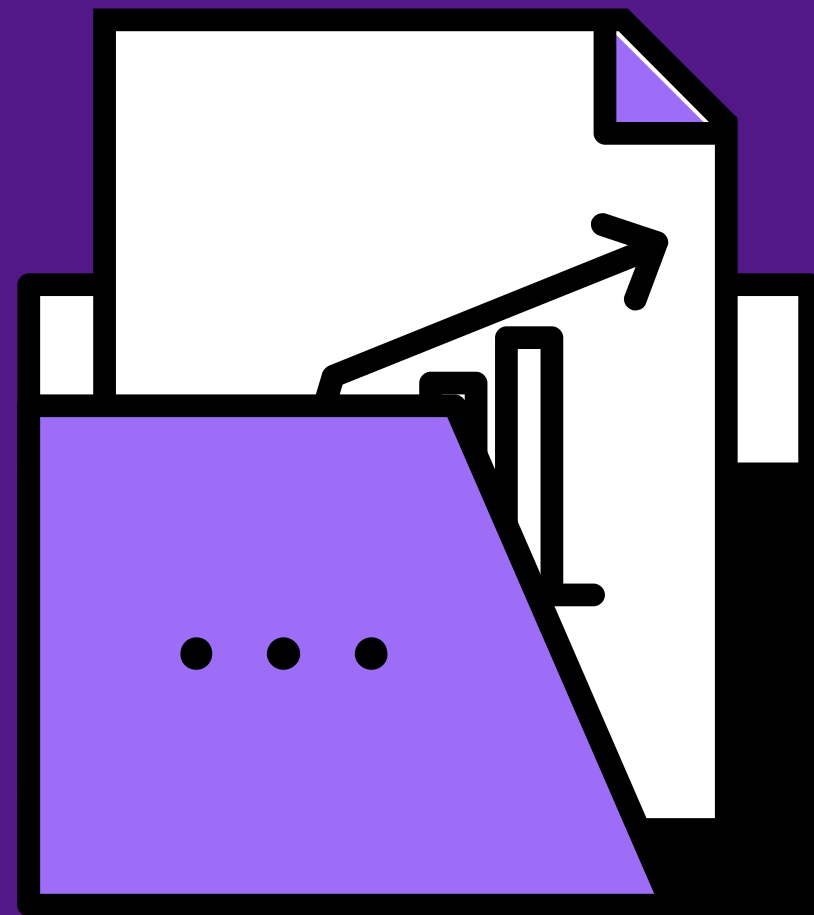


# SEO

## 5. OFF PAGE OPTIMIZATION ACTIVITIES



- Social Bookmarking
- Article Submission
- Article Social Bookmarking
- Classifieds Submissions
- B2B Directory Submissions
- Quora - Question & Answer Submissions
- Blog Posting - (Web2.0)
- Forum Submissions
- Article Submission\*
- Blogs\*



# SEO

## 6. REPORTING

- Keywords Ranking Report
- Monthly Progress Report
- Support - Mail, Chat, Phone



## LOCAL HYPE

Designed for Small Businesses

A complete digital marketing package designed for small business to generate leads, inquiries within their service vicinity (5-10 kms)

Increase your Business inquiries from your Google My Business Listing.

A man in a dark suit and tie is holding a rectangular wooden sign. The sign has the words 'SMALL BUSINESS OWNER' printed on it in a large, bold, dark blue font. The man's face is partially visible in the background, slightly out of focus.

**SMALL  
BUSINESS  
OWNER**

# LOCAL HYPE

Get your offline business to online and generate online business inquiries to 3 times within a year.

A large, stylized graphic of the text "3X" in a bold, sans-serif font, rendered in a light purple color with a soft, glowing effect around it.

100% Assured

# Why Local Search Is Important?

Here are a few stats that prove how important local search continues to be for businesses:

- 50 percent of people who did a local search on their phone went to a physical store within one day.
- 34 percent who did their search on a computer or tablet did the same.
- 18 percent of local mobile searches lead to a sale within one day.
- 50 percent of searchers on their mobile phones who conduct local searches are looking for things like a local business address.
- 78 percent of local-based searches on a mobile device end in purchases being made offline.
- 71 percent of people who have been surveyed have said they search for the location of a business in order to confirm its existence before going there for a first-time visit.
- 1 in 3 searches on a smartphone was conducted just before arriving at a store.
- 97 percent of consumers looked online for local businesses in 2017, with 12 percent looking for a local business online every day.

# HOW IT WORKS

Increase Online Business Inquiries through

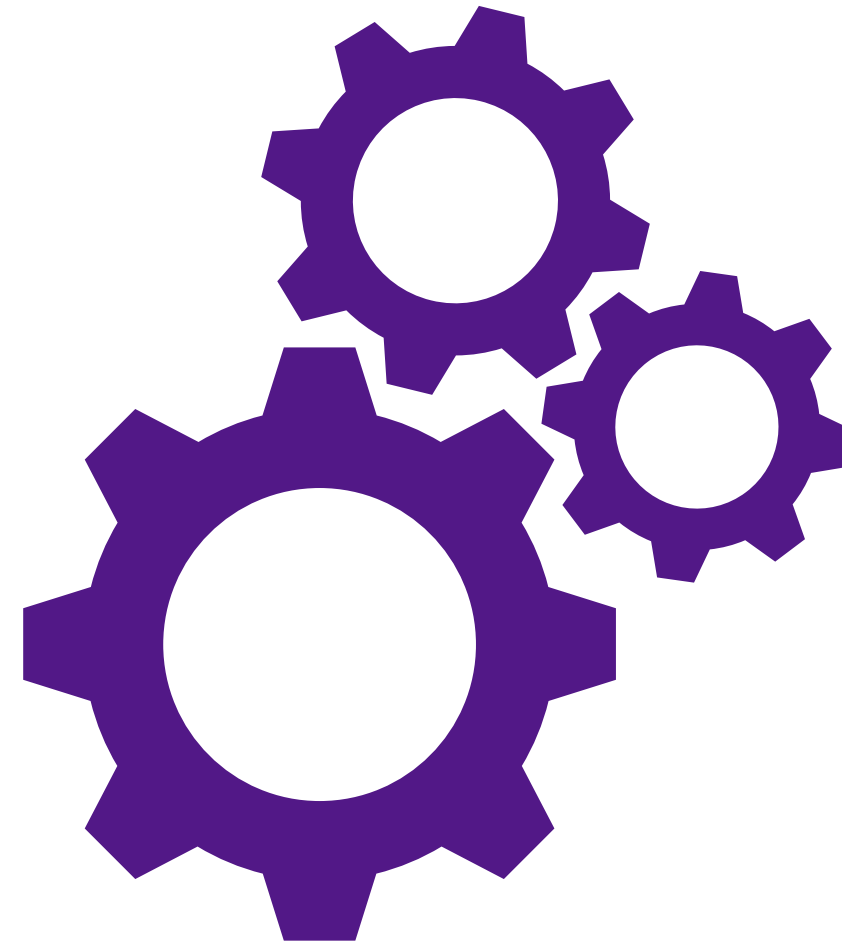
- Local SEO

Awareness & Online exposure through

- Social Media

Or both

- Local SEO & Social Media as a bundle



# LOCAL HYPE

- Creating/Optimization Google Local Business Listings
- Optimizing your Google Listing with business targeted Keywords.
- Local Backlink/Citations Monthly 12
- Visibility on Google Maps



# SOCIAL MEDIA

## BRAND AWARENESS

- Facebook & Instagram Account Setup
- Optimizing your Social Media Accounts
- Any other Social Media platform as per your requirement.
- Optimizing your Social Media Accounts by adding/updating/removing information as per quality standards
- Bimonthly Performance Audits





ACADEMY | SKIN CARE CLINIC



# CONTENT

## ONLINE CONTENT & CREATIVES

- High-Quality Images & Posters for your Brand
- Engaging Videos Social Media Post for Festivals/Offers/Occasions
- Monthly 6 Posters/Creatives for your Branding
- 2 Video Posters



Learn  
the ART  
of beauty

**080480 55456**

[www.rumysclinic.com](http://www.rumysclinic.com)

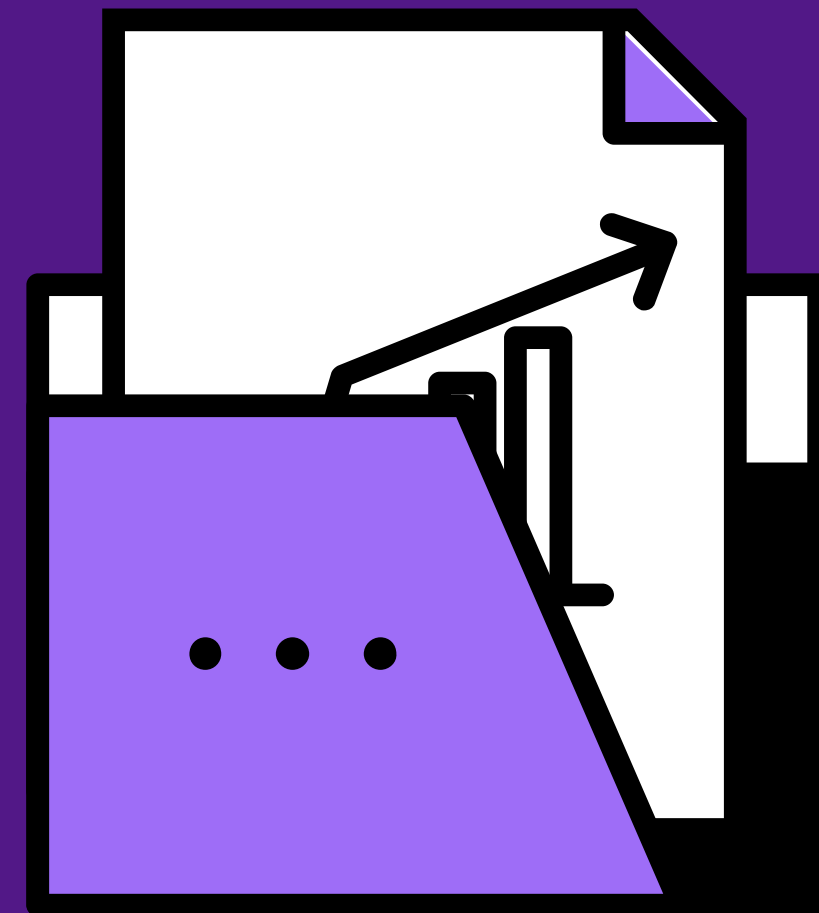




# LOCAL HYPE

## REPORTING

- Complete Social Media reports for reach/likes/engagements.
- Complete Google analytics for your website
- Keywords Ranking report



# WHAT OUR CLIENTS SAYS...

It was a great experience working with Sachem, I have tried few agencies before but was not happy with the deliverables. Sachem was spot on. Thank you Team Sachem.

**Saeed Lanjekar**  
CEO - Burak Metering Pvt. Ltd.

We had zero presence on the internet, Thanks to SACHEM's 'Local Hype' we are now one of the top ranking hospital digitally. Kudos to the team for such commendable work. Highly recommended!

**Dr. Musaib Khan**  
CEO - Dhange Hospital

Great SEO insights from the entire team. My website looks entirely new now, good to see the very good and quality leads generated through their efforts. Looking forward for a long term relationship. Thank you.

**Darshan**  
Partner - Popular Engineering Corporation

Love the overall brand representation done by SACHEM. Their Local SEO is exactly what we were looking for. Love the Bimonthly service reports. Great management.

**Dhurmil Modi**  
Founder - Happy Grub

We simply got results working with Sachem. We are not ranking on Google search in Local area and we got discovered on Internet. Thank you Sachem

**Dr. Vinod**  
Aarogya Hospital

Local Hype's highly creative content make us trending on Facebook with thousands of reach on every post. Thank you for your service sirji.

**Imran Khan**  
Owner - Haveli Dhaba

# OUR CLIENTS

- Dchange Hospital
- Wellcare Diagnostic Lab
- Sanjivni Cancer Care
- BAJ RR Hospital
- Creative Smiles Dental Solution Pvt. Ltd.
- Haveli The Family Dhaba
- Happy Grub
- Fusion Foods
- IAK HEAD & NECK CLINIC
- Aarogya Hospital
- Masina Hospital
- Dr. Aadil Chimthanwala
- Times Electronics
- KK Foods
- Jeevan Asha Hospital
- BuildTec Constructions
- Land Mark Realty
- Avience Property
- Rummy's Beauty Clinic
- Mighty Advisors
- Dr. Kamran Momin Diabetics & Cardiology Clinic
- Payal Beauty Corner
- Dr. Amjad Shaikh

- Popular Engineering
- Burak Metering Pvt. Ltd.
- Ascent Porta Solutions
- PCD Flowmeters
- Apsara Herbals
- ThreadsCounts.in
- LondonKart.in
- Precihole Sports Pvt. Ltd.
- Precihole Machine Tools Pvt. Ltd.

Our clients ranges from a wide spectrum of industries;

- Health Care
- Manufacturing
- Engineering
- Retail
- Consulting
- Foods & Beverages
- Realty
- Construction

And many more...

# OUR CORE VALUES

Innovative Thinking

Creative Solution-Finding

Collaborative Mindset



# LET'S WORK TOGETHER!



305, VBC, Opp. Bharat Gears  
Ltd., Shil, Thane- 400612

+91 7715 840 715

[www.sachem.co.in](http://www.sachem.co.in)

[info@sachem.co.in](mailto:info@sachem.co.in)