



# COMPANY PROFILE

## WEB Bakeries

Digital Web Solutions

WEB Bakeries  
Digital Web Solutions

WE HAVE EVERY THING  
**TO START  
YOUR DIGITAL  
BUSINESS**

wbbakeries.com



# ABOUT OUR BUSINESS

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Digital Web Solutions

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BUSINESS**

[wbbakeries.com](http://wbbakeries.com)



## About WEB Bakeries

**WEB BAKERIES** Is Providing Excellent Web Apps Entrepreneurs, And Large Organizations. Our Disciplined Web Services Have Helped Our Clients To Achieve Their Business Objectives With The Use Of The Right Platforms And Technology That Provide Best Results. We Have A Transparent, Timely Helps Our Customers Achieve Significant Outputs and Results.

**Our Mission** is to achieve the reputation of a quality, high standard in Web Business Solutions  
**Our Vision** is to achieve 100% customer satisfaction by delivering quality products and services at an affordable cost. Our forward vision is to strive to become an entity in technology based corporate solutions, capable of demanding unconditional response from the targeted niche. We also believe that for our scope of improvisation sky is the limit and we are always ready to take our achievements to the next level. We are growing and would always like to remain on the growing streak.

### Our keys for development:

- Desire for Excellence
- Trust and confidence buildup
- Innovation
- Transparency
- Teamwork

We believe in

- Motivation
- Collective responsibility and leadership
- Professionalism and ethics
- Adding values to our client needs



### OUR MERITS

Unique and creative solutions that meet the client's expectations not only by realizing the client's business objectives, but particularly by our strict adherence to the ethical principles of public relations

Continuous search for opportunities beyond the agreed communications and business objectives  
Creative approaches to the client's special needs in order to find unique and tailored communications solutions

Team work based on the implementation of progressive communications disciplines

Professional quality of services provided by a highly motivated team

Courage and readiness to communicate on behalf of client in crisis

Strong technological background

24/7 availability

© WFB bakeries

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# OUR CLIENTS



**DIGITAL DEARMS**

**PRO SOLUTIONS**  
SOLUTIONS TO GROW

**acgit**  
FDS & Barcode Solutions  
www.acgit.com

**Autorun**  
UBIQUITI  
NETWORKS

**PETA**  
NETWORKS

**سيفتي سايد**  
SafetyCide

**INFINITY**  
HOLDINGS

**SamaLink**  
Network Services Solutions

**EGYROLL**  
ENGINEERING SOLUTIONS

**NOV**  
NEW SMART VISION  
data technology studio

**SYRA**

**الأفوكاتو**

**TRADE**

**CAPEC**  
**HOSTPHOX**

**Bolmart**  
Business  
Academy

**أسواق المال**  
www.aswajalmal.com

**الرواد**  
ALROWAD  
DENTAL CLINIC

**GOOD**  
NEWS  
PRINTING HOUSE

**ILAB**  
TESTING

**WAF**

**ISO HOME**

**افاق الحلول للتدريب**  
HORIZON SOLUTIONS FOR TRAINING

**مستقبل**

**اجيب**

**Mahmoud Ellaban**  
DR MAHMOUD  
ELLBAN

**EVA**  
ايضا  
CLINICS

**INFINITY**  
Business Solutions  
GROUP

**الخليج**  
للجارة والمعاملات

**شركة المواصفات والجودة**  
STANDARDS AND QUALITY COMPANY

**EGYPT**  
SELECT TOURS

**محمّد أبو زيد**

**M**

**Expertpath**  
For Training

**Gamal Abdel Elmetah**  
ACCOUNTS AND CONSULTANTS

**fam** Properties

**شركة وعد للتعليم**  
WAAD EDUCATION COMPANY

**casita**  
YOUR STUDENT HOME

**modn**

**LASIRENA**  
GROUP

**SAADI DDIN**  
PRACTICE



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# DESIGNING AND DEVELOPMENT

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# DESIGNING & Development

At WEB Bakeries our web designing services are unlimited and endless. We create sleek web designs which are responsive as well. This saves you a lot of time from spending money on two separate design versions for website – desktop and mobile. We are competent at designing websites and incorporating latest designing gimmicks in them, which make them synonymous to our customer's requirements

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## DESIGNING Development





# OUR SOLUTIONS

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## Web Design

Design • Marketing • Branding

About Us

## Web Design

Design • Marketing • Branding

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## Web Design

Design • Marketing • Branding

About Us

### 1-Web Designing

MOST IMPORTANT IMPRESSION Web Design Is Not Only About The Look And Feel Of The Brand On The Web. It's Also about Making Your Customers' Journeys Easy and Intuitive, As They Are Learning More about Your Products and Navigate through Your Services Online. Our Ultimate Goal at Web Bakeries, Is To Make Your Users Engage With Your Website, Either If That Is Buying a Product or Leaving Their Contact Details as a Leading Text Here

### UI / UX DESIGN OPTIMIZATION

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### OUR SOLUTIONS WEB DESIGNING

#### 1-Sketching

We always start with sketching. It is the easiest way of visualizing our ideas. We usually force ourselves to create three different versions for solving a particular problem. It makes us think so we won't get lazy. We always show everything to the client. Always. Even the sketches, because it helps the client understand the evolution of the process and our way of thinking.

#### 2-Designing User Persona

Knowing the potential users well is crucial prior to designing. The behavior of users on app varies depending on their technical understanding of the subject matter. Besides, the knowledge about demographics based on cultural diversity and age groups also plays a significant part in enhancing user experience.

#### 3-Navigation Blueprint

A sitemap or a blueprint provides the sketch of app navigation. In essence, it is an on-paper visualization indicating the page that opens when a user taps on a button, an image, or a dropdown. Designers at WEB Bakeries design blueprint using flowcharts defining the hierarchy of app with each subpage.

#### 4-Wireframes

Once the app has a definite sitemap, the designing of wireframes for each page follows. Wireframes provide an end-to-end picture of page starting from top right till the end. These are high resolution photos taken from design tool to aid in UX design process. The aim of keeping Higher resolution is to ensure that pixels do not distort while a designer zooms in to analyze each section

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## Web Design

Design • Marketing • Branding

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### 5-Prototyping

When we have a few good ideas and know how the main structure of the web application will look like we start building a wireframe and the prototype. If we're in a hurry and the product is a simpler one, sometimes we draw the wireframe or just use the sketches

### 6-User testing

We at UX work with 1 week design sprints. Usually we have a client meeting in the beginning of the week, where we show all the main results of the tests.

### 7-Collecting best practices

We usually look for existing design examples (that can be an app from the store or a project) and we collect so-called best practices.

### 8-Look & Feel

Let's jump to the look and feel. We usually design 1 screen in different versions. The first is a light one, the second is pretty dark and the third is something colorful. Differences can be in the colors, shapes, fonts, icons, light-dark elements, etc. We always ask the client what elements they like from the different versions. If a second round is necessary, we design some more variations with the selected elements.

### 9-Creating specification

We always create some sort of specification for the developers. A UI kit is always a must-have. We usually create animations for the interactions as they can be used for showing great things to the clients, but it's a very helpful asset for the developers as well. If you have an idea how an animation should look like you shouldn't write it down. You should share it visually, as it's much easier and quicker to understand for everyone.

### 10-A/B testing

We usually use A/B testing to decide which version of the app is better and to get a higher conversion rate.

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## OUR SOLUTIONS WEB DESIGNING



# OUR SOLUTIONS

## 2-Web Development

Visualize An Application That Connects A Multitude Of Services – Finance, Analytics, External Data Providers, Automation, Business Logic, Etc., All Connected And Working Together To Empower You To Focus On Growth. Sounds Good? At Web Bakeries, We Have Been Developing Innovative And Functional Custom Web Applications That Generate More Revenue And Improve Efficiency For Your Business.

### FRONT END AND BACK END

Front End development uses programming languages to create what the user sees in a browser; Back End development uses programming languages to fulfill those requests on the server side. Combined, it creates a seamless experience for the user.

#### INFORMATION COLLECTION

This is the first step or the starting point. Our web developers will discuss with you in detail as regards your business in order to have a clear understanding as to what products or services you provide, what goals you want to achieve and by when, and who your target audience is.

- PLANNING

In this step, the professional developers at Web Bakeries, create the sitemap and wireframe. The sitemap will establish the connection between the key areas on the website. This will also provide you with a clear idea as to what the website will look like once it is completed.

- DESIGN

We give shape to your website in this stage. All of the required visual content, which includes photos, images, and videos, will also be created. We keep in mind the requirement of your customers and target audience while working on the design. The layout, made in colors and with logos and images, provides

A better understanding of the final product. As part of website development, we will also ask you to review the layout and provide your feedback.

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WEB  
DEVELOPMENT  
OUR SOLUTIONS

# OUR SOLUTIONS

- CONTENT CREATION

When it comes to web development, content creation often overlaps with other web development stages and has a key role to play in the whole process. The content team at Web Bakeries, puts together material that has the ability to communicate to the target audience whatever you have in your mind. We will also add calls-to-action at the most strategic locations to ensure conversions. Our content experts write catchy headlines, do text editing, create new text, compile existing text, and do so much more to get you the best traffic outcomes

- CODING

We start creating your website at this stage. Any committed web development company like Web Bakeries would make use of all the graphic elements that were designed during the design and content creation stages at the time of developing the website. Typically, we start with the home page. Based on the website hierarchy, sub-pages are added as laid out in the sitemap. We implement frameworks and CMS at this stage to ensure that the server is capable of handling the set-up and installation smoothly. We will also create all the previously designed static web page elements and test them that is committed to following best practices. The next step is adding interactivity and special features. CMS plugins are also added as per requirement. Finally, the most important step, search engine optimization (SEO), is implemented in all of the website elements. It is our goal to ensure that your site achieves higher search rankings. Content creation often overlaps with other web development stages and has a key role to play in the whole process. The content team at Web Bakeries, puts together material that has the ability to communicate to the target audience whatever you have in your mind. We will also add calls-to-action at the most strategic locations to ensure conversions

- TESTING, EVALUATION, AND LAUNCH

Testing is one of the most important actions. We test every single link to ensure quality. All forms and script will be checked and we will run spell check software to eliminate all possible typos. As a matter of routine procedure related to web development, we check the code to ensure that the current standards are followed. After a thorough check, the final step of our website development is uploading your website to the server using the File Transfer Protocol (FTP) software. The web development process does not end with the launch. After deploying the files, we would run another test to ensure that all installations are correct.

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WEB  
DEVELOPMENT  
OUR SOLUTIONS



# OUR SOLUTIONS

## 3-Web Analytics

A "Website Analysis" Is An Essential Part Of The SEO Process For Tracking Website Inside And Measuring The Both, Quantitative And Qualitative Traffic On The Website. How Accurate Is Your Website.

There Are Various Tools Available For Website Analysis, But To Get Effective Results You Need To Contact Any Company For Their Website Analysis Services. And We Are Thought Leader between One of Those Companies Who Provides Website

SEO Analysis Services to Provide You Results That How Well Your Website Supports the Company's Goals

- Design

In order to make a website SEO- friendly we should focus on the website design as well. Does the design deliver the appropriate level of effectiveness, sophistication and accessibility in the market area? We analyze the design responses of both the website and the user. The SEO's approachable design can ensure royal customers and also excellent brand image of the business.

- Technical

How much time is your website taking for loading in search engines? Does your website have the high quality standards? Does your website have the competitive aspects? We analyze all these factors and tell the client what is missing from these technical issues on the website.

- Usability

Can the website visitors find the same information on all the browsers? Does your website help the visitor to properly navigate place-to-place? Does the visitor properly interact with you by using forms or through emails? We analyze such important factors for your website. If a website is leading in the usability factor then it can surpass many other websites in the race of ranking. Our Website Analysis Services helps you identifying target keywords which you may use to get more exposure by managing them according to the requirement of consideration.

- Content

Does the language you have used is user-friendly? Does your website have a unique content? Since it is quite important to have a unique content, we do analyze the website content also.

- SEO

Does your website have the target keywords? Does your website have alt tags on images? How old is your domain? Who is your true competitor and who is partial? There are number of factors which we analyze in this section and recommend the client to apply in their website.

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**WEB  
ANALYTICS  
OUR SOLUTIONS**



# OUR SOLUTIONS

## 4-Web Maintenance

Website Maintenance Is The Act Of Regularly Checking Your Website For Issues And Mistakes And Keeping It Updated And Relevant. This Should Be Done On A Consistent Basis In Order To Keep Your Website Healthy, Encourage

Continued Traffic Growth, And Strengthen Your SEO And Google Rankings.

Keeping A Website Well Maintained And Attractive Is Important To Companies Big And Small In Order To Engage And Retain Customers. It's Easy For

Businesses, Especially Startups, To Cut Corners and Let A Few Tasks Slide. Website Maintenance Can Easily Become One Of Those Things As It Doesn't Always Present Immediate Issues. However, Just like Your Health Can Fall Apart If You Go Too Long without a Regular Check Up, So Can the Health of Your website.

- To be done weekly  
Check that all of your pages are loading without errors  
Run a backup and make sure a previous version of your site is stored  
Make updates to website software and plugins  
Check that all of your forms are running properly  
Remove any spam comments from pages and posts  
Check your pages to see if there are any broken links  
Search for 404 errors and fix or redirect  
Write one or more blog posts to keep your community engaged and encourage SEO traffic.
- To be done monthly  
Check the load speed of your website and ensure that nothing is bogging it down  
Review your security scans and make sure nothing is out of place  
Analyze website statistics from the previous month  
Check your blog to see if there are any articles that could be updated
- To be done quarterly  
Review your website design and structure – can be it improved?  
Check graphics and images – should anything be updated?  
Review SEO and meta titles and descriptions to ensure they are as effective as possible  
Test and tweak popups, forms, and calls to action  
Review your workload for efficiencies to see if anything can be automated  
Restore a previous version of the website to check your backup health
- To be done yearly  
Update any reference to the current year  
Review each page for content accuracy, grammar, typos, and relevancy  
Check any active email addresses and see if any are excessive and can be deleted  
Ensure that your website domain name is renewed  
Consider whether a website design update is due  
Review all of your top performing blog articles and see if they can be updated with new content

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MAINTENANCE  
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## 5-Web Security

- WEBSITE SCANNING

Website malware scanners check your site for malicious software and other harmful cyber threats. If anything harmful is identified, you'll be alerted right away. A website scan works like an alarm system for your website—when threats enter, you're the first to know. You can take website scanning one step further by selecting a solution that automatically fixes issues on the fly—so you never have to worry.

- MALWARE REMOVAL

Web Bakeries' website malware removal service automatically cleans malicious content from your website, creating a safe visitor experience. You can think of malware removal like having an immediate pest control for your site—if there's a malware-related issue, it is removed automatically. Your malware protection will find and alert you to vulnerabilities that could lead to a compromise. Depending on your scanning package and how your site was built, website malware will be removed automatically.

- WEB APPLICATION FIREWALL (WAF)

A web application firewall (WAF) protects your website and web applications from cyber threats and harmful traffic, like cybercriminals and bad bots. A WAF is like having a force field around your site—it only lets good visitors in and keeps malicious ones out. Beyond protecting your website, your web application firewall comes with a content delivery network (CDN) proven to accelerate your website speed by as much as 50 percent. Websites are attacked approximately 50 times per day, per website.

- WEBSITE VULNERABILITY PATCHING

A website vulnerability is a weakness in code that cybercriminals can exploit to gain unauthorized access to your site. Web Bakeries' website vulnerability scanner easily detects these weaknesses. Once the website vulnerabilities are identified, our vulnerability patching can automatically fix weaknesses in your content management system (CMS) before cybercriminals Exploit them. You can think of it like patching a hole in your wall—if there's a vulnerability, it is automatically patched and your site remains secure.

- DDOS ATTACK PROTECTION

DDoS protection defends your website from distributed denial-of-service attacks. Web Bakeries provides sophisticated web application, infrastructure, and DNS protection—all vital components for comprehensive DDoS attack protection. With this innovative security, you'll have access to advanced visitor identification while never having to worry about site downtime due to malicious traffic.

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**WEB  
SECURITY  
OUR SOLUTIONS**



# OUR SOLUTIONS

## 6-Web performance

- HTTP requests reduction

In general, the more HTTP requests your web page makes the slower it will load. A browser is limited to opening only a certain number of simultaneous connections to a single host. To prevent bottlenecks, the number of individual pages elements are reduced using resource consolidation whereby smaller files, such as images, are bundled together into one file. This reduces HTTP requests and the number of round trips required to load a webpage. Making fewer HTTP requests turns out to be the most important optimization technique, with the biggest impact. If your time is limited, and you can only complete one optimization task, pick this one.

- File compression

Web pages are constructed from code files such JavaScript and HTML. As web pages grow in complexity, so do their code files and subsequently their load times. File compression can reduce code files by as much as 80%, thereby improving site responsiveness.

- Web caching optimization

Web Caching Optimization reduces server load, bandwidth usage, and latency. CDNs use dedicated web caching software to store copies of documents passing through their system. Leveraging the browser

Cache is crucial. It is recommended to have a max-age of 7 days in such cases. This saves server time and makes

- Code minification

Code minification distinguishes discrepancies between codes written by web developers and how network elements interpret code. Minification removes comments and extra spaces as well as crunch variable names in order to minimize code.

- Lossy compression

Lossy compression techniques, similar to those used with audio files, remove non-essential header information and lower original image quality on many high-resolution images. These changes, such as pixel complexity or color gradations, are transparent to the end-user and do not noticeably affect the perception of the image.

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WEB  
PERFORMANCE  
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# OUR SOLUTIONS

## 3 WEB PERFORMANCE OUR SOLUTIONS

- Replacement of vector graphics

Replacement of vector graphics with resolution-independent raster graphics. Raster substitution is best suited for simple geometric images.

- Image Optimization

Don't upload the original photos on your website, they are too heavy. Use tools like TinyPNG, Kraken.io, JPEG mini, etc., which reduces the size of the image while quality remains more or less the same.

- 301 Redirects

Redirects are performance killers. Avoid them whenever possible. A redirect will generate additional round-trip times and therefore quickly doubles the time that is required to load the initial HTML document before the browser even starts to load other assets.

Adopt Cloud-based Website Monitoring

There are significant advantages to offloading your website monitoring to a cloud-based host, for example, cost, scalability, efficiency, etc.

- Prefetch and reconnect

Domain name prefetching is a good solution to already resolve domain names before a user actually follow a link

- SSL certificate/ HTTPS

Absolutely a must! Actually, Google penalizes those websites that don't have it.

- Web Font Performance

The disadvantages of web fonts, such as Google Fonts, are that they add extra HTTP requests to external resources. Web fonts are also rendered blocking. Try to prioritize based on browser support, choose only the styles you need, keep character sets down to a minimum, etc.

- Hotlink protection

Hotlink protection refers to restricting HTTP referrers in order to prevent others from embedding your assets on other websites. Hotlink protection will save you bandwidth by prohibiting other sites from displaying your images.

- Infrastructure

Having a fast web host is equally as important as any website performance optimization you could make, as it is the backbone of your site. Stay away from cheap shared hosting.

- 404 Errors

Any missing file generates a 404 HTTP error. Depending upon the platform you are running 404 errors can be quite taxing on your server.

- Database Optimization

And last but not least is database optimization. Whether it is cleaning out old unused tables or creating indexes for faster access there are always things that can be optimize

# OUR SOLUTIONS

## 7-Web Testing

- Usability testing

Our team checks how convenient your web application, website or portal is for end users, identifies usability issues and advises on improvements to help you deliver a product that answers your target audience usability expectations to the fullest

- Functional testing

We check if your web application works according to all technology and business requirements and report on identified issues

- Performance testing

We test if your web solution works under any planned load, reveal stress, load, scalability and reliability issues in your solution.

- Compatibility testing

We identify if your website or web app flawlessly works in various environments: for example, on different devices (laptops, tablets, mobile devices and so on), across different operating systems, in different browsers, and so on.

- Security testing

We conduct source code review and penetration testing. Simulating a hacking attack and analyzing your web solution behavior in such conditions, we help you address security vulnerabilities as early as possible.

- Compliance testing

We ensure that your web solution works according to the standards of the industry you operate in (HIPAA, GAMP, PCI DSS, and more)

- Interface testing

In web testing, the server-side interface should be tested. This is done by verifying that communication is done properly. Compatibility of the server with software, hardware, network, and the database should be tested.

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**WEB  
TESTING  
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# DIGITAL MARKETING

## OUR SOLUTIONS



## Digital Marketing & Ads

WEB Bakeries EMPOWERS Your Sales, Marketing, Customer Support And Every Other Customer-facing Team To Work As One. With A Completely Unified Interface, The Platform Enables Businesses To Get Complete Visibility On Every Customer Interaction. The Unified Interface, Unified Admin Panel, Unified Setup, Unified Search, And Unified Provisioning Come As One Of Its Kind In The Industry To Help Businesses Deliver Exceptional Customer Experiences.

### 3 DIGITAL MARKETING AND ADS





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## SEARCH ENGINE OPTIMIZATION (SEO)

At Web Bakeries, the best digital marketer in Egypt, we offer comprehensive SEO services to help your business improve online visibility and enjoy increased ROI. As a digital marketing company, we know how important it is for businesses to optimize their websites and, therefore, we have been making available affordable SEO services for nearly a decade now. Whether you already have a website or building one, it is imperative that you employ SEO strategies in this digital era in order to get to the first page of SERPs and drive targeted traffic to your website. We are a top digital marketing company that specializes in implementing SEO practices that will organically grow your page rankings.

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we start an SEO project by developing a clear understanding of your business. Once we are clear about your processes, products, and services, the steps involved in implementing search engine optimization are as follows:

### 1-Keyword Research

Keyword research is the starting point of search engine optimization. Since it is prohibitively expensive to optimize your website for all conceivable keywords, we choose the most appropriate keywords that will fetch you the best results using special tools. The various factors that we consider to identify the best keywords include:

- Demographics of target audience
- Competitive keywords
- Long-tail search terms
- Relevance
- Search volume
- Specificity
- User location

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SEO  
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## SEARCH ENGINE OPTIMIZATION (SEO)

### 2-On-site and Off-site Search Engine Optimization

On-site or on-page optimization refers to the measures that we employ on the website for the purpose of improving its ranking in search results. It includes creating content incorporating the keywords identified during research and optimizing the HTML source code of each page.

In addition to helping search engines interpret the content on a page, proper onsite SEO helps users to quickly and clearly decide whether the page is relevant to their search query or not. In today's context, search engine optimization is not much about keyword placement or repetition. It is more

about understanding as to who the users of your website are, what they are searching for, and what content you can provide to best fulfill their needs. In order to fully optimize the pages on your website, our search engine optimization experts bring about changes in both text and HTML codes.

Off-site or off-page SEO represent actions that we take outside your website so as to improve your rankings in search engine results pages or SERPs. It also involves improving users' and search engines' perception of your website in terms of popularity, relevance, authority, and trustworthiness. Further, link building is the backbone of off-site SEO as they provide indications about the quality of content. This is to say that a website with several high-value backlinks ranks higher than ones with fewer backlinks.

### 3-SEO Analysis and Reporting

As the saying goes, what is measured improves. In search engine optimization, measurement is very important for success. We make use of a number of tools, including Google Analytics, for the purpose and provide you with reports as to how the SEO implementation is progressing. SEO analysis also helps to fine-tune our approach and strategies employed to finally achieve the desired results.

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## Search Engine Advertising

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### SEARCH ENGINE advertising (SEA)

SEA has a key role to play in any digital marketing campaign. This online marketing strategy envisages the promotion of your website with a view to increasing its visibility in SERPs. SEA advertisements are enabled by the major search engines such as Google, Yahoo, and Bing. Web Destiny, a reliable digital marketing company, specializes in implementing Pay-Per-Click (PPC) campaigns that form part of the "Paid Search" strategy. Our SEA services are unique and provide verifiable results to you. We continually update

Ourselves with the changes in search algorithms implemented by the search engines to provide the best digital marketing service to you

## 3 SEA OUR SOLUTIONS

- **Keyword Research**

The right choice of words and phrases has a direct impact on the number of users visiting your website.

- **Market Analysis**

A clear analysis of the current market situation forms part of any well-organized search engine marketing campaign.

- **Campaign Management**

The success of any search engine marketing campaign is dependent not only on the choice of right advertisement combinations but also on their management over their life cycle.

- **Performance Analysis**

An analysis as to how the campaign is performing is essential to ensure that it is delivering desired results. It is for this purpose that we include in-depth analytics in our search engine marketing services. The analytics provide a clear indication as regards the performance of the campaign on the basis of various parameters such as the number of keyword searches, user search history, the hardware used, and geographical location.

- **Reporting**

Creating and managing paid advertisement campaigns. We will ensure high visibility for your brand. In addition, we will also responsibly deliver measurable results which you will be able to track whenever you want. In fact, we will provide you with advanced reporting tools that will help you to gauge the efficacy and effectiveness of the paid campaigns that we organize on your behalf.



# OUR SOLUTIONS



## SOCIAL MEDIA MARKETING (SMM)

Facebook, Twitter, LinkedIn, and Instagram, among many other networks, are part of the daily life of billions of people around the world. Over 2 billion people (that is more than 25 percent of the world population) are Facebook users. This means that your target audience will also be present in one or more of the social networks. If your business is not putting posts on Facebook or trending on Twitter or sharing photos on Instagram, then you are not in tandem with the times. However, we can help you tap the potential of the social media networks as we offer Facebook, LinkedIn, and Twitter marketing and advertisement services separately as well, depending on where your audience spend more time.

- Social Media Audit

We start the process by initiating a social media audit. The aim of conducting an audit is to evaluate and optimize your organization's profiles on social networks and devise strategies to utilize and manage them for achieving the best outcomes. This will help you to stand out among your competitors in the online marketplace.

- Building Your Audience Base

It is not enough if you create pages on various social media platforms. It is important to build an audience base on relevant social networks. That is exactly what our social media marketing experts are specialized in. They will do what is required to enhance the awareness about your brand online. This, in turn, will drive traffic to your social media pages.

- Engaging With Prospective Customers

After spreading awareness about your business and driving traffic to your pages, we will help you in converting a majority of the visitors into active leads. For this purpose, you need to engage with your prospects in a positive and effective manner.

- Social Posting

To provide relevant information to your audience who are seeking guidance, we regularly post and share a whole of information related to your business on your behalf.

- Social Media Advertising

Social media platforms also present opportunities for advertising and promoting your brand's offerings. Our social media team will create advertisements in consultation with you and place them at appropriate points to help generate more traffic for your business.

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# OUR SOLUTIONS

## E-MAIL MARKETING



### EMAIL MARKETING AND CLIENT MANAGEMENT

Digital marketing experts acknowledge the fact that email marketing still has a role to play in helping online businesses improve their sales developing long-lasting relationships and realize better ROI. At Web Bakeries, we implement personalized, segmented, and well-targeted email marketing campaigns to actualize the desired conversion outcomes. Our team of professionals makes use of proven tools and strategies to run campaigns and track results.

- **Conceiving A Strategy**

the first thing that our experts will do is the development of an email strategy for your campaign so that the “who, when, what, and how” are clearly defined. Then, we will research your audience in order to determine as to who we should target and design a content strategy so as to convey right information about your brand and have a clear idea as to how well we can

add value. Finally, we will make firm decisions as regards the frequency at which emails have to be sent and how the leads would be directed to take the next step.

- **Development of Lead Magnets**

The next in the process is formulating a strategy for developing your email list. It involves the development of lead magnets or offers to incentivize users to share their email addresses with you. It is important to offer something of value in exchange. Otherwise, they will not share their emails with you. Some of the lead magnets that can be considered are free guides, checklists, eBooks, and quizzes, among others. We will work very closely with you in order to develop lead magnets that have the ability to attract more people to your business.

#### Implementation of Website Call-to-Action Facilitation Options

The next step of our email marketing service is the implementation of call-to-action facilitation options on your website for the purpose of promoting your lead magnets.

- **Running Advertising Campaigns**

Depending on the nature of your business, we will also recommend running lead magnets advertising campaigns as part of our email marketing service to speed up the process growing your email list. We will make use of the search engine or social media advertising services for this purpose. This helps to generate even more subscribers. Users will be directed from the advertisement to a customized landing page to enable them to opt-in to be added to your email list.

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- Creation of Email Newsletters

Marketing specialists in our team will design newsletters by following all the specified best practices to ensure their deliverability and open, click-through, and conversion rates. The newsletters may include blogs, case studies, and information about upcoming events, among others, that are related to your business, industry, or products and services.

- Maintenance of Your Email List

we include email list maintenance as well into our email marketing services. It is crucial to remove subscribers who are not with you at all from the email list.

- Submission of Email Marketing Reports

We will provide you with reports on a monthly basis to give you a clear idea as regards the performance of your campaign. Some of the key metrics that we look at include the number of subscribers, and open, click-through, and conversions rates. We will conduct a review at our end, analyze the performance, and then recommend actions required to improve the campaign's performance.



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## E-MAIL MARKETING OUR SOLUTIONS



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Time for new Content !!

WEB Bakeries  
Digital Web Solutions

## CONTENT MARKETING

We are a digital marketing company and we understand the importance of content in driving growth. Typically, buyers are self-directed. Content has the power to provide answers to their questions and direct them to find the right solutions to their problems. Our content marketing experts in helping businesses like yours determine how to take your audience from prospects to buyers. As a reputed digital marketing agency, we essentially create signals across the Internet to build the credibility and authority of your business with your audience. This, in turn, helps SEO efforts and more traffic.

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## 3 CONTENT MARKETING OUR SOLUTIONS







# EVACUATION RESPONSIBILITY

**WEB Bakeries**  
Digital Web Solutions

WE HAVE EVERY THING  
**TO START  
YOUR DIGITAL  
BUSINESS**

[wbbakeries.com](http://wbbakeries.com)

# EVACUATION RESPONSIBILITY

WEB Bakeries  
Digital Web Solutions

**WEB Bakeries** is a line of integrated, adaptable business management Web solutions that enables you and your people to make business decisions with greater confidence.

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## EVACUATION RESPONSIBILITY

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