



# WELCOME TO SQUARTECH SOLUTIONS

Squartech Solutions is a Web Designing, Development and Digital Marketing Solution Agency in Mumbai, India since 2008, having a group of enthusiastic and dynamic young members. We work together to fulfill the requirement of our client.

Squartech Solution provides end to end solution in Website designing, Web application development, Mobile Apps Development, Animation, Online Marketing & Branding through Google paid marketing, Etc.

We are determined to work towards the goal and in providing an ideal solution for our clients.

**Squartech can also meet specific business requirements whether it's just a site creation, search engine optimization, social media marketing or content creation.**

## COMPANY PHILOSOPHY

The first step is knowledge. *Creation is always preceded by knowledge acquisition* of the subject matter and that is precisely what we do in the first step. It involves learning about your idea or your existing business, understanding the driving force behind it, digging deeper into the service parameters or product attributes and coming up with a strong strategy.

The second step is where we give a *structure to our ideas*. With the use of the latest tools out in the market and with the help of highly skilled hands we design and build your shop. We adopt technology which is easy to use and simplifies the art of doing business.

The third step is *creating awareness*. We let people know you exist and showcase your business. We interact with real people, try and understand customer issues and address them. We use our basic instinct of being social as humans and get your business introduced to the masses using various social platforms. We make sure we help you generate more business using data analysis at every stage to align the business to work for itself.

# OUR MISSION

*A great passion for designing for your business and creating a brand in the market in today's digital world*



## 1. WEBSITE DESIGN

To make sure that we capture every aspect of your business and manifest that into a design, there is a study time that our team gets into. They learn about the business from you, ask the right questions to fill up every detail.

And then the work. A good design means a good UI representation. They are certain principles that a designer has to work with in order to bring in a perspective to the design. This helps the design to be a lot more user friendly with the right call-to-action at the right places.

*The core design elements that our designers implement at every stage are:*

- *Getting the structure right*
- *Keeping it simple with related shortcuts to comparatively longer procedures*
- *Making sure that the important aspects of the site are visible at all times*
- *Making sure your customers are well informed of any changes that happen on the site*
- *Keeping the core processes involved consistent.*

## 2. WEB PROGRAMMING

Our development team is a bunch of people who love their programming. Every individual in that team is full of ideas and well versed with the changes or advancements that happen at the technological front. A best one liner to describe this nerdy bunch is 'give them your requirement and they will develop the logic'

So what can we do for you;

Web development: We have a code for all be it a simple HTML, or a more complex PHP. Our development team's commandments are as under:

- Understand
- Build
- Test
- Implement
- Document

We also work on platforms like WordPress or similar for CMS requirements or if it fits best we could custom develop it for you. Change is the only constant and in order for your site to have an organic evolution, a content management system (CMS) is the way forward. Our developers would create a platform suited to just that and hand over the reins to you.

*We would train you in every aspect of content management, empowering you to manage all updates or changes on the site using an admin panel.*

Ecommerce development: Want to have an online shop? You have come to the right place. Our professionals have years of experience in not just developing a site but are also well informed about the various processes, nuances and complications that need to be addressed with an online business. Whether you are a start-up, small to medium business or a corporate, we could un-knot those concerns and build you a site that draws in sales, is easily managed and most importantly easy to use.

*We could custom develop the website as per your requirements or take advantage of the latest platforms like Magento and WooCommerce for quicker delivery.*

### 3. SEARCH MARKETING

Planning is key. Then follows patience. The results do show up after proper data analysis and optimisation is carried out on the site. Web traffic heavily relies on visibility and search ability and there are a number of steps that help.

*Mentioned below are some of the search engine optimisation parameters*

- Keyword Search (local & global)
- On-page optimisation
- Title tags
- URL Optimisation
- Header tags
- Image optimisation
- Link Building
- Site accessibility
- Vertical and universal search
- Google analytics
- Paid search campaigns



### 4. SOCIAL MEDIA MARKETING

*We are social and we love it. The best way to create a brand awareness is to take it directly to your target market. We can leverage on the sheer number of people accessing social media sites to promote your business. If done right, you may even start seeing results in the very first month.*

Certain businesses rely heavily on social media platforms and to generate business and rightly so. This mode of marketing needs proper planning and scheduling as far as campaigns are concerned.



Social media ads aren't as expensive as one might think and they guarantee the best conversion rate. A simple post can make a lot of difference. Some of the things we help you with:

- Targeting a specific audience
- Using engaging visuals
- Using the right content to generate a fan base

## 5. BRAND CREATION

In our experience, we have seen that many entrepreneurs go out into the market with a vague plan in their minds. Mostly nothing is laid out on paper and growth is organic. This makes it difficult to see what's working and what's not. This means some mistakes may cost you more than you can afford.

**The idea of having a business is not only to make money but to also have it help your target audience so that they keep coming back or recommend you to others.**



*Here is what it entails:*

### *Getting Clarity on the Brand Proposition & Values -*

Here is where we deeper and get clear on the reason why your brand exists, its values and proposition. A set of basic questions need to be answered which would help you get immense clarity to showcase your brand to others.

*Telling a compelling Brand Story -* People buy stories not products. Constant association with the brand story makes people feel like buying the products means they are associating with the values of the brand. The more they associate the more they will want to purchase the product.

*Developing a brand Strategy -* Every brand needs to build a reputation. This allows a business to find best way to build a great reputation. Here what also needs to get introduced are mediums like social media, website, getting featured in magazines, approaching companies for tie-ups etc. All these will be in line with what your brand stands for once you have your story in place.

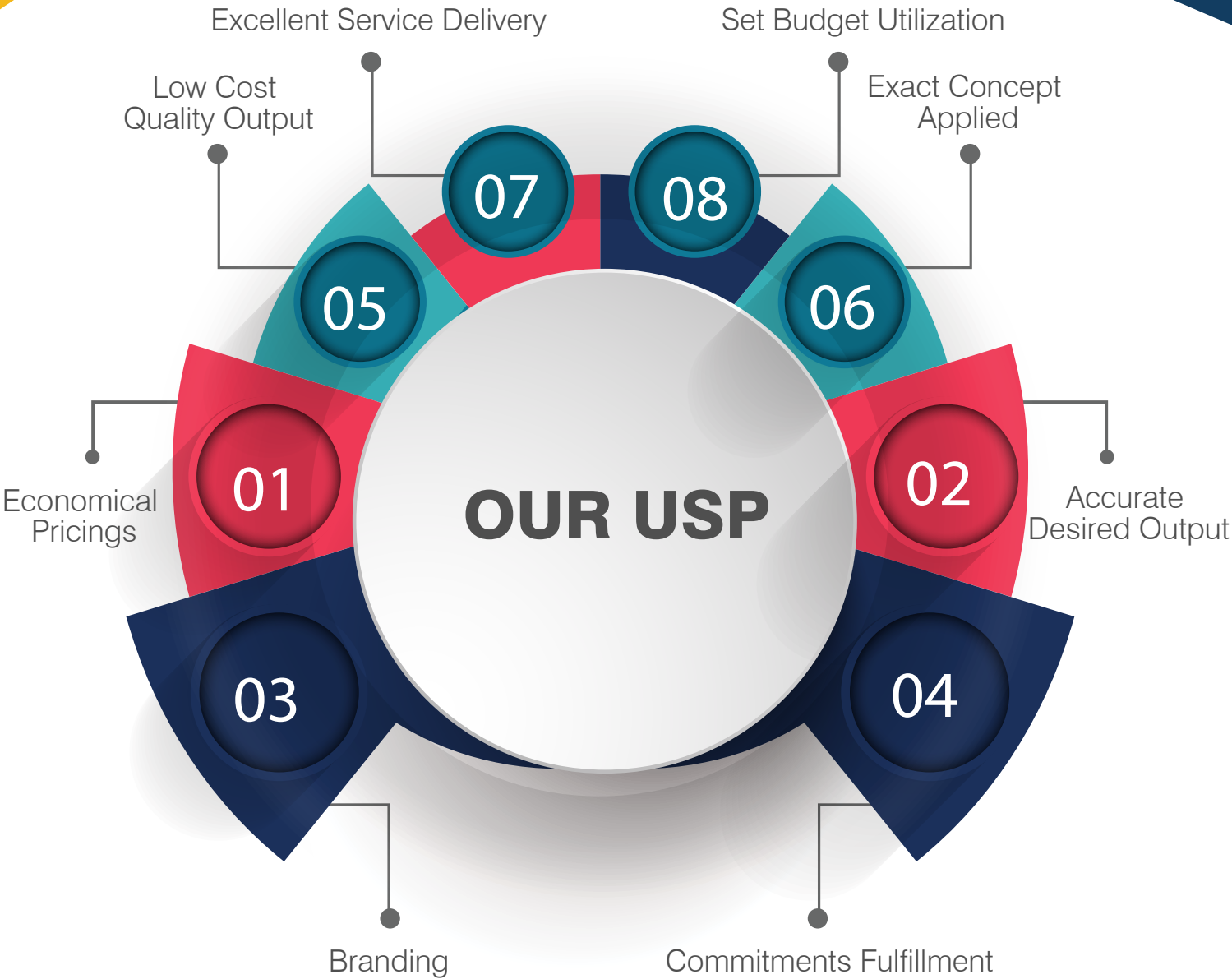
### *Creating a brand mood board for design -*

Though most people skip this part, we believe it helps to get very clear on the look and feel of your brand. Clients usually find out that it is the most fun part of the brand building exercise.

*Finding your brand's Voice -* All of the tasks spoken above will help you speak to the target audience in a focused way that stays true to your brand. Write ups and content for social media, print and web will be cleared here.

*Designing for your brand -* This entails designing consistent collateral on social media and packaging for your brand. Thinking about every touch point and how we can make it better. This will involve creative inputs and collaboration with you being the brand custodians. Creation of Website and promotional material can also be included in this based on the strategy.

# OUR USP



# PORTFOLIO





# OUR ANIMATION PARTNERS WORK



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*Opening Times:* We are open  
from Monday to Friday,  
10:00 am to 7:30 pm

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