



HighxBrand India Pvt. Ltd.

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ABOUT **HIGHXBRAND** INDIA PVT. LTD.

Welcome to [Highxbrand India Pvt. Ltd](#), a hub of innovation and excellence in digital marketing and branding. Established with a commitment to redefine industry standards, our agency seamlessly integrates decades of sales expertise with cutting-edge strategies. From crafting distinctive branding solutions to implementing advanced digital marketing techniques, we take pride in delivering unparalleled quality that distinguishes your brand. Our expertise extends beyond conventional boundaries, offering comprehensive services in web design, SEO, and compelling corporate videos.

We excel in impactful endorsements, including collaborations with distinguished figures. At Highxbrand, our aim is not just to meet expectations but to exceed them. Join us on a transformative journey, where your brand's narrative is crafted with precision and innovation. Explore the possibilities of digital excellence and brand elevation with Highxbrand India Pvt. Ltd. Your success story begins here.

PROJECT NAME

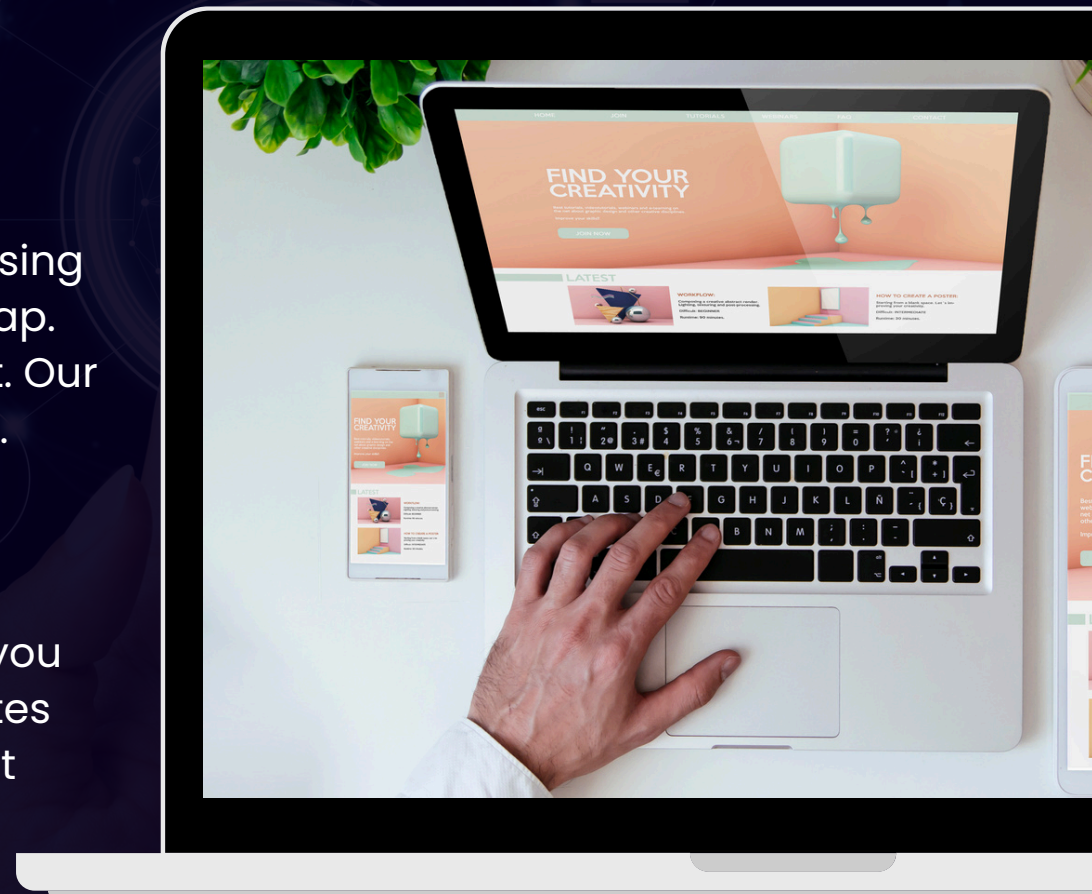
Business Portal with Location Wise SEO in Multiple Cities / Countries

Prepared by: Highxbrand Team

PROJECT OVERVIEW

We develop Custom Coded Dynamic Websites using PHP & MySQL for backend and HTML, CSS, Bootstrap, JavaScript, jQuery etc. For frontend Development. Our websites are SEO friendly with city wise promotion. (Did you know that more than 90% of serious customers search locally on Google within their locality or city?)

Give us a list of localities/cities/countries where you want promotion & we will create separate websites for your target locations on the same domain but separate subdomain URLs and all sub-domain websites will be interlinked with each other.



HIGHXBRAND SERVICES

- 1 Business Portal and Customized Website
- 2 Search Engine Optimization (SEO)
- 3 Social Media Marketing/Optimization
- 4 E-Commerce Web/App Development
- 5 Google, Facebook, and LinkedIn Ads Campaign
- 6 YouTube Sponsored Ads/SEO
- 7 Responsive Website Designing and Development
- 8 ERP/LMS/CRM and CMS Development
- 9 iOS/Android Development
- 10 Digital PR and Digital OTT Platform
- 11 Corporate Video/Shorts Video/Short Ads Film
- 12 DevOps/Cybersecurity Infra
- 13 Sales and Motivational Business Coach

WHY CHOOSE HIGHXBRAND ?



Unwavering Quality Commitment:

- Quality is non-negotiable, upheld throughout our process for excellent deliverables.

Transparent Collaboration:

- Trust is key. We value transparent communication, fostering open collaboration for seamless success.

Client-Centric Solutions:

- Your success is our priority. Expect personalized strategies aligned with your unique needs.

Proven Sales Mastery:

- With two decades of sales expertise, we navigate markets with a history of milestones and recognition.

Expert Diversity:

- Our diverse team brings technical, creative, and strategic expertise for comprehensive solutions.



BUSSINESS PORTAL FEATURES

Creation/Linking of
Social Media
Business Profiles



Domain and
Web Hosting



Administrative
Control Panel
On-Page SEO



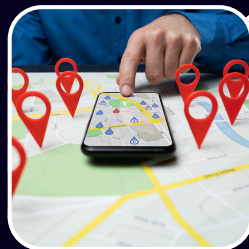
On-Page SEO
Optimization



Modern Website
Design



Location-
specification SEO



Interactive
User Features



MODERN WEBSITE FEATURES:



Mobile-Friendly
Design



Industry-Specific
Website Theme



Home Page Banner
Slideshow



Dynamic Website
with Admin
Control Panel



Customizable
Color Scheme

LOCAL SEO FEATURES :



Local Keyword
Optimization



Localized Content
Creation



Mobile Optimization
for Local Searches



(GMB) Optimization
Google My Business



NAP Consistency



Online Reviews
and Ratings



Local Citations
Management

These features focus on crucial aspects that significantly impact a business's local search presence.

ON-PAGE SEO ELEMENTS:

- Developing **SEO-friendly** content
- Conducting targeted **keyword** research
- Analyzing **keyword** density
- Formulating compelling **page** titles
- **Optimizing** content for search engines
- Enhancing **hyperlink** structure
- **Optimizing** images for SEO
- **Fine-tuning** header tags
- Implementing **HTML/XML** sitemaps
- Configuring **Google Search Console**
- Ensuring **SEO-friendly** URLs
- Configuring **.htaccess** for optimization
- Establishing **robot.txt** directives
- Setting up **Google Analytics**
- Improving **website speed** for optimal performance



HOW HIGHXBRAND OPERATES:



Specify the regions you want to target for business promotion, whether it's localities, cities, states, or even entire countries. We'll establish separate websites for each location, maintaining a central main website on the main domain, www.yourwebsite.com. Each location will have its dedicated subdirectory.



URL, like www.yourwebsite.com/location-name/

ADMIN PANEL FEATURES:

- Manage product and subcategory content updates
- Add, edit, or delete product items seamlessly
- Monitor and respond to customer inquiries efficiently.
- Modify or remove testimonials as needed.
- Administer the photo gallery with ease.
- Manage the video gallery by adding, editing, or removing videos.
- Control website banners by adding, editing, or deleting them.



SOCIAL MEDIA BUSINESS PROFILE CREATION

-  Google My Business / Google Map Listing Creation
-  Instagram Business Page Creation
-  LinkedIn Business Page Creation
-  Twitter(X) Business Page Creation
-  Youtube Channel Creation
-  Facebook Business Page Creation



WORKING & DEVELOPMENT CYCLE OF HIGHXBRAND



1. Submit IRF (Information Required Forms):

We initiate the development process by gathering essential details through Information Required Forms, ensuring a thorough understanding of your project's objectives and specific requirements.

2. Choose a Template for Your Portal Development:

Strategically, we select a design template that aligns seamlessly with your project objectives. Your preferences and vision guide our decisions as we lay the visual foundation for the upcoming portal.

3. Send Products/Service Details:

Working meticulously, we receive detailed information about your products or services. Your insights and information ensure accurate and comprehensive content integration, including descriptions, images, and specifications.

4. Keyword Research:

Employing a strategic approach, we conduct detailed keyword research to identify terms relevant to your offerings. This informs our content strategy, optimizing it for enhanced search engine visibility.

5. Site/Map/Categorization Layout Approval:

Methodically, we develop a sitemap and categorization structure, seeking your approval to ensure the layout aligns precisely with your vision and project goals.

6. Designing and Development:

With a commitment to precision, our team undertakes the design and development phase. Your feedback is valued, allowing us to tailor functionalities and features to meet your specific requirements.

7. Beta Version of Portal on Temporary Link:

We present a beta version on a temporary link, providing a glimpse of our progress. Your feedback is actively sought for any necessary adjustments and refinements to meet your expectations.

8. Approval and Go Live:

With your approval on the final design, the portal is prepared to go live. Your authorization marks a pivotal transition from development to the operational phase, making your project accessible to the target audience.

9. Web Promotion Starts:

Initiating strategic web promotion efforts, we implement SEO tactics, engage in social media activities, and execute promotional initiatives. Our actions are guided by your vision to increase visibility and attract your target audience to the newly launched portal.

It's important to note that the development lifecycle can vary based on the complexity of the project, industry standards, and specific business requirements. Regular communication and collaboration within the company are critical throughout the entire process to ensure that the final product aligns with organizational goals.

GENERAL TERMS AND CONDITIONS

HIGHXBRAND INDIA PVT LTD

We operate under the following Terms & Conditions. By purchasing our Business Portal Packages, you acknowledge and accept the following Terms & Conditions. Please read our policy mentioned below.

1. Change Request Management:

We strictly adhere to the established technical structure and scope of work as mentioned in the proposal. Any features not outlined in the proposal should be considered "Excluded." Any new requirements outside the scope of work may result in additional costs for the customer and may impact the overall timeline set forth for the project.

2. Business Portal Theme/Designing:

a. Template-Based Business Portal Project: If the client purchases a template-based/theme-based website, there will be extra charges to change the structure of the template/design. Color theme choices need to be mentioned by the client in the Information Required Form and can be changed/alterd after the website's designing at an extra cost.

b. Selection of the Template for Business Portal Project: The client submits the template cost in the Information Required Form. Once the template is selected, a change request within 24 hours will be entertained. After 24 hours, Highxbrand team will start development on the chosen template, and requests to change the template after development will be considered as a request for a new website.

3. For any extra pages, modules, or features development in the website, the client will be informed of the extra cost in advance by our Customer Support Team.

4. The "CUSTOMER" is required to pay for the efforts expended by Highxbrand India Pvt Ltd until the project reaches a certain point, and no refund will be made for the already invested efforts/resources.

5. Designing of Logo/Letterheads/Business Cards/Pamphlets/Brochures is not included in the scope unless separately requested. Video editing/creation is not part of the project.

6. Request/Response Cycle:

Highxbrand India Pvt Ltd expects the client to provide timely input/feedback/approval during the project execution. Any delays in client responses may result in a schedule slippage. If the client does not provide feedback for more than 30 days (1 month), the project will be put on hold. If there is no communication for more than 180 days (6 months), the project will be treated as closed.

7. UAT (User Acceptance Testing): The client will prepare business scenarios and test the entire website once delivered by Highxbrand India Pvt Ltd.

8. Highxbrand India Pvt Ltd assumes that the client would provide one project manager and functional expert(s) during the Requirement Analysis and Knowledge Acquisition phase.

9. The cost does not include the cost of buying payment gateways, data migration from old/existing site to a new site, content decoration, or any form of data entry.

10. Cost Estimation is valid for 30 days from the date of the proposal. Beyond this timeline, the cost is subject to change as per the change of the company policy and other terms.

11. Content writing on the website will be done only in English language, and 150 words per category content are included in the package.

12. Highxbrand India Pvt Ltd will require a lead time of 1 week to start the project after the first payment made by the customer.

13. Highxbrand India Pvt Ltd may display the project in its portfolio after the successful completion and may get credit for the work developed and designed for the site unless otherwise provided in writing.

14. In case the project needs to be put on hold or stopped due to any circumstances, a minimum notice period of 1-2 weeks is required, along with the duration for which the request will be addressed. The client will pay the Web Hosting Charges at the rate of Rs. 500 per month to hold the under-development project on our server.

15. Coding/Source Code/Ownership of Website:

a. Backend of Website (Admin Panel/CMS): Highxbrand India Pvt Ltd holds the rights to the technology and source code. If the client wishes to discontinue services, the client can take control of the domain name (if purchased by Highxbrand India Pvt Ltd) after paying all due payments and get a website developed by any other web development company. Highxbrand India Pvt Ltd will not share its source code/backup of the website.

b. Front-End of Website + Location-Wise Web Pages: Developed by Highxbrand India Pvt Ltd team, it is the result of extensive research, innovative ideas, and years of hard work. Highxbrand India Pvt Ltd holds the rights to its technology.

16. Web Hosting Details:

a. Highxbrand India Pvt Ltd will not share Web Hosting Credentials with clients to protect the technology of websites and maintain security.

b. Highxbrand India Pvt Ltd reserves the right to deny the client from installing any open source or third-party software/plugin/module/component/CMS.

17. Working on Client's Own Web Hosting:

Highxbrand India Pvt Ltd does not work on the client's or any other server not owned by Highxbrand India Pvt Ltd. We host and maintain Business Portal Projects/Websites only on our own server.

18. Domain Details:

a. Backend of Website (Admin Panel/CMS) + Front-End of Website + Location-Wise Web Pages: Developed by Highxbrand India Pvt Ltd team, it is the result of extensive research, innovative ideas, and years of hard work. Highxbrand India Pvt Ltd holds the rights to its technology.

b. If the client wishes to discontinue services with Highxbrand India Pvt Ltd, the client can take control of the control panel of the domain name (if purchased by Highxbrand India Pvt Ltd) after paying all due payments (if any) and get a website developed by any other web development company. Highxbrand India Pvt Ltd will not share its source code/backup of the website.

19. Renewal of Business Portal Project/Website:

The client needs to renew the Business Portal Project/Website service every year to continue using the website. The renewal cost includes the cost of renewing the website service, web hosting, web promotion, location-wise web promotion, bug/technical support, and 1-year customer support.

20. Confidentiality:

The client shall not (except in the proper course of their duties), either during the term of this service or at any time after its termination, use or disclose to any third party any Confidential Information related to the website, techniques of promotion, and website development executed by Highxbrand India Pvt Ltd.

21. Covenant Not to Compete:

The client agrees that at no time during the term of the service or at any time after its termination with Highxbrand India Pvt Ltd will they engage in any business activity that is competitive with Highxbrand India Pvt Ltd or work for any company that competes with Highxbrand India Pvt Ltd. For a period of five (5) years immediately following the termination of service, the client will not, for themselves or on behalf of any other person or business enterprise, engage in any business activity that competes with Highxbrand India Pvt Ltd anywhere in India or overseas.

22. Non-Solicitation/Employee Poaching:

The client agrees that during their relationship with Highxbrand India Pvt Ltd for any service, for the five (5) years period, the client shall not solicit or contact any established employee of Highxbrand India Pvt Ltd with a view to inducing or encouraging such established employee to discontinue or curtail any business relationship with the company. The client further agrees that they will not request or advise any established employee of Highxbrand India Pvt Ltd to withdraw, curtail, or cancel their employment with the company.

23. Copyrights:

Highxbrand India Pvt Ltd expects clients to provide actual photos and videos for the website designing and development. Highxbrand India Pvt Ltd will use photos available on the client's website or photos provided by the client. If any copyright issues arise in photos or videos, Highxbrand India Pvt Ltd takes no responsibility. Highxbrand India Pvt Ltd will not copy photos from Google or any other website for website designing.

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