




Product Offerings

Web Development Services Packages



for the project of Digital Transformation of SME

Project ID #1048V3/12102017

New Waves Digital Marketing and Web Design Agency.

Prepared for:

Ministry of Transport and Communications



Statement of Confidentiality

New-Waves will deal with all the documents, which were shown to us as confidential. We are ready to sign a confidentiality agreement if you feel it is necessary.



Project Description.

Web Development Strategy, On-Page SEO & Social Pages Setup for Digital Transformation of SMEs project at MoTC





Why Every Company Website Needs Search Engine Optimization

Good Search Engine Optimisation (SEO) and good business go hand in hand! The company may have a smart business model, a great customer service and every reason to be pulling in profits. But they looking for getting more traffic, the prospects and the sales they want. We can help the company site rank higher in search engines to help people find what they sell, increase their visitor traffic, boost their readership and pull in better sales for their business.

Our search engine optimization process can be described through as below:

Step 1: Site Wide Factors (included in the Web Development Package 2, 3 & 4)

- ✓ Preparing a detailed SEO Strategy
- ✓ Basic Keyword Research and identification
- ✓ Competitors analysis and report preparation
- ✓ Site change implementation
- ✓ XML Sitemap & RSS feeds
- ✓ Website Traffic Analysis

Step 2: On-Page Optimization (included in the Web Development Package 2, 3 & 4)

- ✓ Optimizing Title Tags & Meta Tags
- ✓ Optimization Site Directory and structure, Navigation
- ✓ Anchor Tag Optimization
- ✓ Existing Content Optimization
- ✓ Creation of new Optimized pages
- ✓ Image Optimization

Step 3: Off-Page Optimization (Extra-Paid Services)

- ✓ Link Building
- ✓ Directory Submission
- ✓ Article Submission & Press Release
- ✓ Product/services Directory Submission
- ✓ Social Book Marking Services

EXTRA SEO SERVICES ON OTHER STAGES:

- Deep Analysis and Conversion Rate Optimization
- Campaign, Landing Pages and Lead Generation
- And many more...



Why would you Choose New Waves?

New Waves, which ranked #1 in Google as "Digital Marketing Qatar", provide a number of web-based digital marketing and web development services; from brochure website design, CMS solutions, eCommerce solutions, website redesigns and revamps to organic search engine optimization of new and existing websites and PPC management. We can also repair or clean up your existing website if you simply need a few tweaks.

[Please click here to watch our video to know how we make a website!](#)

Because we are honest and committed, we will tell you what you need to hear, not what we think you want to hear. We challenge ourselves every day using New Waves's core ethos that 'There's always a solution'.

Our mission.

Our mission is to **help you raise your business to the next level.** To help professionals build their personal brand online. To help companies expand their business online, reach new clients and get new opportunities.

Spend less time running your business and more time growing it. New Waves helps grow your business by looking after crucial components such as digital marketing.

Our goal is to free up your valuable time so you spend less time running your business and more time growing it.

What We Do.

- ✓ Digital Marketing Strategy
- ✓ Web Design and Development
- ✓ E Commerce & Automation Solutions
- ✓ Branding
- ✓ SEO – Search Engine Optimization
- ✓ Conversion Rate Optimization
- ✓ PPC – Pay Per Click Advertising
- ✓ Lead Generation Services
- ✓ Content Marketing Strategy
- ✓ Email Marketing & Services
- ✓ Social Media Marketing & Management

So wherever you are based, if you are looking for a strong and successful internet profile; New Waves will have the web solution your company needs.

- ✓ Excellent value for money
- ✓ Bespoke website design & branding
- ✓ Full team of in-house specialists
- ✓ Internet marketing experts
- ✓ SEO, PPC & Social Media
- ✓ Effective lead generation



Project Description.

Web Development Services for Digital Transformation of SMEs project at MoTC

Option 1 - Web Development Starter Package:

Delivery Time: 1 to 2 Weeks

We can design and develop a website that specifically meets your unique needs, and meets your required standards as well as industry related standards

- ✓ One Language (AR -or- EN)
- ✓ Up to 10 Pages
- ✓ Attractive Home Page Design
- ✓ Mobile and tablet friendly design
- ✓ Slider Design
- ✓ Blog Setup & Contact forms
- ✓ Professional Social media integration
- ✓ Photo Gallery & Portfolios
- ✓ Search engines friendly
- ✓ Free 1 Years SSD Hosting (20x Faster)
- ✓ Free Domain for 1 year (Optional)
- ✓ CMS Content Management System
- ✓ 20 Emails with Unlimited Space

WHAT CAN YOU EXPECT?

Briefly,

- A beautiful and engaging digital journeys to ensure that your target audience have the very best experience during their digital interaction with your organisation.
- We are a passionate team dedicated to providing the best possible service to our clients.
- We bring creative, technical and strategic expertise to every project we undertake.



Project Description.

Web Development Services for Digital Transformation of SMEs project at MoTC

Option 2 - Web Development Services **Silver** Package

(includes: On-Page SEO & Branding Cover Design of Social Media Pages)

Delivery Time: 2 to 3 Weeks

We can design and develop a website that specifically meets your unique needs, and meets your required standards as well as industry related standards

- ✓ Keyword Research and Online Competitors Analysis
- ✓ One Language (EN -or- AR)
- ✓ Up to 15 Pages
- ✓ Complete SEO On-Page Optimisation
- ✓ Attractive Home Page Design
- ✓ Mobile and tablet friendly design
- ✓ Slider Design
- ✓ Blog Setup & Contact forms
- ✓ Photo Gallery & Portfolios
- ✓ Setup 2 account for Pro Social pages
- ✓ Social Media Pages Cover Design Pack
- ✓ Search engines friendly
- ✓ Free 1 Years SSD Hosting (20x Faster)
- ✓ Free Domain for 1 year (Optional)
- ✓ CMS Content Management System
- ✓ Unlimited Emails

WHAT CAN YOU EXPECT?

Briefly,

- fully optimised modern and effective Website to help you attain the best results possible on the internet.
- We will come up with a number of pieces of valuable content that your customers and prospects might like.
- All-in-one solution that gives your website visitors exactly what they are asking for when they need it.
- We will share your content through a number of ways to get your content in front of the right people.
- We bring creative, technical and strategic expertise to every project we undertake.



Project Description.

Web Development Services for Digital Transformation of SMEs project at MoTC

Option 3 - Web Development **Golden** Package

(includes: On-Page SEO & Branding Cover Design of Social Media Pages)

Delivery Time: 2 to 4 Weeks

We can design and develop a website that specifically meets your unique needs, and meets your required standards as well as industry related standards

- ✓ Keyword Research and Online Competitors Analysis
- ✓ Multilingual (EN & AR)
- ✓ Up to 25 Pages
- ✓ Complete SEO On-Page Optimisation
- ✓ Attractive Home Page Design
- ✓ 1 Free landing pages Design
(for campaigns & lead generation)
- ✓ Mobile and tablet friendly design
- ✓ Slider Design
- ✓ Blog Setup & Contact forms
- ✓ Photo Gallery & Portfolios
- ✓ Setup 3 account for Pro Social pages
- ✓ Social Media Pages Cover Design Pack
- ✓ Search engines friendly
- ✓ Free 1 Year SSD Hosting (20x Faster)
- ✓ Free Domain for 1 year (Optional)
- ✓ CMS Content Management System
- ✓ Unlimited Emails with Unlimited Space

WHAT CAN YOU EXPECT?

Briefly,

- fully optimised modern and effective Website to help you attain the best results possible on the internet.
- We will come up with a number of pieces of valuable content that your customers and prospects might like.
- All-in-one solution that gives your website visitors exactly what they are asking for when they need it.
- We will share your content through a number of ways to get your content in front of the right people.
- We bring creative, technical and strategic expertise to every project we undertake.



Project Description.

Web Development Services for Digital Transformation of SMEs project at MoTC

Option 4 - Web Development **Platinum** Package

(includes: On-Page SEO & Branding Cover Design of Social Media Pages)

Delivery Time: 2 to 4 Weeks

We can design and develop a website that specifically meets your unique needs, and meets your required standards as well as industry related standards

- ✓ Keyword Research and Online Competitors Analysis
- ✓ Multilingual (EN & AR)
- ✓ Up to 50 Pages
- ✓ Complete SEO On-Page Optimisation
- ✓ 2 Free landing pages Design
(for campaigns & lead generation)
- ✓ Includes all Option 2 features
- ✓ Customized forms
- ✓ Accelerated Mobile Pages
- ✓ Booking Requests
- ✓ Ready for selling products online
- ✓ Ready for online payments
- ✓ Setup 4 account for Pro Social pages
- ✓ Social Media Pages Cover Design Pack
- ✓ Free 2 Years SSD Hosting (20x Faster)
- ✓ Free Domain for 2 year (Optional)
- ✓ CMS Content Management System
- ✓ Unlimited Emails with Unlimited Space

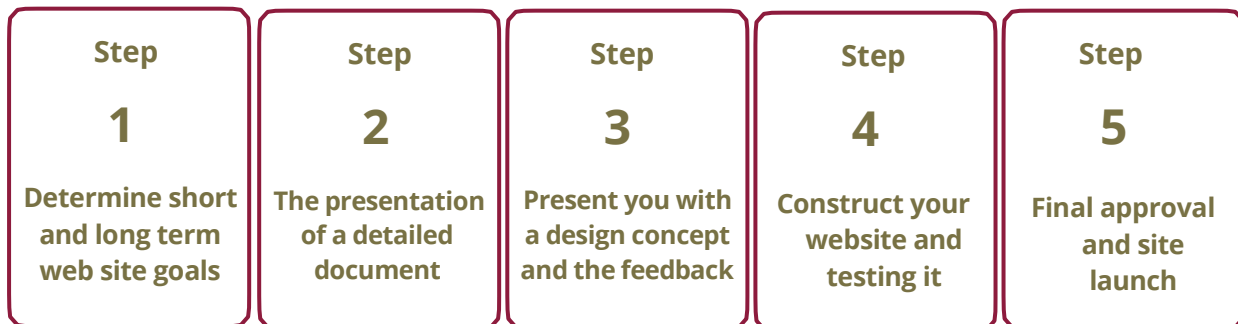
WHAT CAN YOU EXPECT?

Briefly,

- fully optimised modern and effective Website to help you attain the best results possible on the internet.
- We will come up with a number of pieces of valuable content that your customers and prospects might like.
- All-in-one solution that gives your website visitors exactly what they are asking for when they need it.
- We will share your content through a number of ways to get your content in front of the right people.
- We bring creative, technical and strategic expertise to every project we undertake.



Web development stages



At New-Waves we take pride in providing excellent levels of customer care to all of our clients by ensuring that the creation of each website is just the start of a long lasting and successful relationship. In order to do this, we use a strict code of practice that is geared towards prioritizing the needs of the customer, whilst providing the best and most effective solution for the individual requirements of the project.

- Step 1** **The first stage** - is to determine short and long term web site goals that align with the mission of your business. Taking into consideration; Target Audience - Site Languages - Content - Style & Design - Budget - Technology
- Step 2** **The second stage** - is the presentation of a detailed document outlining all discussed and containing a quotation for the work to be undertaken
- Step 3** **The third stage** - We will present you with a design concept. Feedback is a welcomed as an important part of the design and development processes, ensuring that you get the web site you want.
- Step 4** **The fourth stage** - Our design and programming team will work together to construct your site. At this point your web site will be developed on a test domain and is not viewable to the general public. Testing is a constant part of the design process and it is necessary to test a site on various platforms and browsers before presenting it to the public. Once the development and testing is complete your web site is ready for final client approval prior to launch.
- Step 5** **The fifth stage** - Final approval and site launch after which we supply the ongoing service and support to keep your site working at its optimum performance. Our internet marketing strategies combined with the correct SEO will ensure the success your new site deserves.

// After we launch the site, our job is definitely not done yet! We always monitor what's happening after the start, enabling us to fix any possible deficiencies. And if you want, we can also manage the future maintenance and updates for you.



___ ADDITIONAL SEO PRICING YEARLY PACKAGES ___

| Features | 3 Months Pack | 6 Months Pack | 1 Year Pack |
|--------------------------------|--------------------|--------------------|--------------------|
| Keywords Optimized | 10 | 15 | 30 |
| Comprehensive On-site Analysis | ✓ | ✓ | ✓ |
| HTML Optimization | ✓ | ✓ | ✓ |
| Robots.txt Creation | ✓ | ✓ | ✓ |
| Sitemap.xml Creation | ✓ | ✓ | ✓ |
| Internal Links Optimization | ✓ | ✓ | ✓ |
| Title, Description, Keyword | All Targeted Pages | All Targeted Pages | All Targeted Pages |
| Google Analytics Setup | ✓ | ✓ | ✓ |
| Content Optimization | ✓ | ✓ | ✓ |
| Alt Tag Optimization | ✓ | ✓ | ✓ |
| Link Building Activities | Monthly | Monthly | Monthly |
| Major Directory Submissions | 25 | 75 | 200 |
| Press Releases Submission | 5 | 10 | 20 |
| Articles Submission | 5 | 10 | 20 |
| Social Bookmarks | 50 | 150 | 300 |
| Profile Link Building | 20 | 40 | 80 |



These futures are a part of the SEO yearly packages

Strategically partner with New Waves to: _____



Increase Organic Search Traffic



Build Brand Awareness & Engagement



Convert Better Customers



Engage Social Audiences

SEO is more than where you rank; it's about who is finding you. We lead the right people to you with our SEO services that focus on attracting your target customer.

Time Frame to achieve Page One ranks:

1-4 Months (Search Target: Qatar)



- to have the website appear for your selected search terms (Low & Medium Competition keywords) in the first result page of Google.

5-10 Months (Search Target: Qatar)



- to have the website appear for your selected search terms (High Volume keywords / High Competition keywords) in the first result page of Google.

Regular Progress Reports



At the beginning of each month you will receive an easy to understand report outlining individual search term performance, more detailed reports can be requested at any time.

New-Waves Internet Marketing has a proven track record and great success across all the major search engines.