

Digital Marketing Services By RankArise



We Are as The Digital Marketing Experts

Since 2013, we've been a low-maintenance, high-output agency for the digital age. No egos, no bu%*it. We believe in cultivating long-term relationships with our clients because deeper relationships allow us to transform their brands from the inside out. Our strategic approach relies on setting long-term objectives and growing our business with every piece of knowledge we acquire by understanding the needs of our clients and following their results from one year to the next.



Our Mission

To revolutionize businesses' online presence by deploying comprehensive digital marketing strategies that synergize SEO, social media marketing, content marketing, and growth hacking techniques, driving exponential growth and engagement for our clients.



Our Vision

To be the trailblazing force in the digital marketing landscape, leveraging SEO mastery, social media expertise, compelling content creation, and growth hacking innovation to propel our clients to the forefront of their industries, delivering unparalleled results and sustainable growth.



Our Values

Digital Marketing Prowess

Harness the power of diverse digital marketing channels, including SEO, social media, content marketing, and growth hacking, to craft holistic strategies that elevate brand visibility and drive targeted traffic.

SEO Excellence

Implement cutting-edge SEO techniques and best practices to enhance online visibility, ranking, and organic traffic, ensuring our clients stand out in a competitive digital environment.

Compelling Content Creation

Create high-quality, relevant, and valuable content tailored to different stages of the customer journey, aiming to educate, inspire, and convert audiences while aligning with SEO goals.

Strategic Content

At RankArise, we craft SEO-aligned content that speaks to every stage of the customer journey. Our copy educates, engages, & inspires action—turning visitors into loyal customers through storytelling and value-driven messaging.

Growth Hacking Innovation

Constantly innovate and experiment with unconventional yet data-backed strategies to rapidly scale client growth, leveraging creativity and analytics to uncover new avenues for success.

Measurable Results

Strive for quantifiable outcomes and ROI, regularly analyzing and optimizing campaigns to ensure tangible business growth and success for our clients.



Our Expertise



Website Development

Crafting responsive, user-friendly websites to enhance online presence.



Search Engine Optimization (SEO)

Boosting organic visibility through targeted keyword optimization strategies.



Google Ads

We run and manage Google Pay Per Click advertising campaign for companies. When people use a search engine we



Meta Ads

Maximizing reach and conversions with strategic Meta ad campaigns.



Branding

We build brands that stand out, that are modernized and consistent throughout.



Search Engine Marketing (SEM)

Driving targeted traffic with effective paid search campaigns.



Digital Strategy

A Digital Strategy is a must-have for any business wanting to implement any kind of Digital Marketing in to their business.



Content Creation

The online window into a business is heavily reliant on the Content & Creative to bring a brand to life.



Social Media Management

Everybody recognizes the power of social. We know how best to wield it to get top results.



Social Media Optimization (SMO)

Enhancing brand engagement across all social media platforms.



Why Choose RankArise?

- **Proven Expertise:** Decades of experience in delivering top-notch digital marketing solutions.
- **Customized Strategies:** Tailored marketing plans designed to meet your unique business needs.
- **Data-Driven Results:** Focused on measurable outcomes that drive growth and ROI.
- **Comprehensive Services:** End-to-end digital marketing support from website development to Meta Ads.
- **Innovative Approach:** Embracing the latest trends and technologies to keep your brand ahead.



Think Different!!!!

Jigar is the Founder and CEO of RankArise, a strategically driven digital marketing agency. He has 15+ years of an experience in Digital Marketing. Under his leadership, RankArise delivers comprehensive digital marketing services that help businesses boost their online visibility and organic traffic and sales.

– Jigar Modi, Founder & CEO



Our Proven Techniques



Our Digital Marketing Projects



SMO Services (Monthly)

Facebook Management

- | | | | |
|---|----------------------------------|-------------------------------------|---------------------------------------|
| ✓ Setting Goals | ✓ Page Creation | ✓ Facebook Story Creation | ✓ Facebook Tabs Creation |
| ✓ Account Management | ✓ Post Sharing In Groups | ✓ Page Optimization | ✓ Posting Per Week – 3 |
| ✓ Hashtag Research | ✓ Call To Action Button Creation | ✓ Video Posting(Provided By Client) | ✓ Page Monitoring |
| ✓ Content Strategy Creation | ✓ Page Monitoring | ✓ Influencer Research | ✓ Creation Of Facebook Polls/ Quizzes |
| ✓ Facebook Cover And Profile Pic Creation | ✓ Responding To Comments | ✓ Competitor Analysis | |

Instagram Management

- | | | | |
|-----------------------------|----------------------------------|------------------------------|--|
| ✓ Setting Goals | ✓ Page Creation | ✓ Page Optimization | ✓ Posting Per Week – 3 |
| ✓ Hashtag Research | ✓ Engagement Strategy | ✓ Instagram Stories Creation | ✓ Competitors Analysis |
| ✓ Account Management | ✓ Outreach With Influencers | ✓ Image Tagging | ✓ Responding to comment |
| ✓ Content Strategy Creation | ✓ Instagram Analytics Monitoring | ✓ Link With Facebook Page | ✓ IGTV Upload (Video provided by Client) |

LinkedIn Management

- | | | | |
|-----------------------------|------------------------------------|-------------------------------------|---------------------------------------|
| ✓ Setting Goals | ✓ Profile Creation | ✓ Competitors Analysis | ✓ Invite Connection To Like Your Page |
| ✓ Hashtag Research | ✓ Profile Pic & Cover Pic Creation | ✓ Video Posting (Provide By Client) | ✓ Responding To Comments |
| ✓ Account Management | ✓ Profile Optimization | ✓ Posting Per Week – 3 | ✓ Relevant Group Joining |
| ✓ Content Strategy Creation | ✓ Company Page Creation | ✓ Creation Of Showcase Page | ✓ Sharing In Groups |

Youtube Management

- | | | | |
|-----------------------------|------------------------------------|---|------------------------------|
| ✓ Setting Goals | ✓ Channel Creation | ✓ Thumbnail Creation | ✓ Comment Moderation |
| ✓ Hashtag Research | ✓ Channel Pic & Cover Pic Creation | ✓ Keyword Research | ✓ End Screen Cards Creation |
| ✓ Account Management | ✓ Video Creation | ✓ Youtube Status Posting | ✓ Information Cards Creation |
| ✓ Content Strategy Creation | ✓ Playlist Creation | ✓ Video Optimization (Video Provided By Client) – 1 | ✓ Video Tags Creation |

Twitter Management

- | | | | |
|-----------------------------|--------------------------------|---|-------------------------------------|
| ✓ Setting Goals | ✓ Profile Creation | ✓ Retweets | ✓ Creation Of Poll |
| ✓ Hashtag Research | ✓ Active In Trending Hashtag | ✓ List Creation | ✓ Following Industry Related People |
| ✓ Account Management | ✓ Tweet Per Week – 3 | ✓ Profile & Background Picture Creation | ✓ Creation Of Moments |
| ✓ Content Strategy Creation | ✓ Twitter Analytics Monitoring | | |

Pinterest Management

- | | | | |
|----------------------|--------------------------------------|-----------------------------|--------------------------------------|
| ✓ Setting Goals | ✓ Content Strategy Creation | ✓ Content Creation | ✓ Board Creation – 2 |
| ✓ Hashtag Research | ✓ Profile Creation | ✓ Posting Per Week – 3 | ✓ Monthly Visitors Analysis |
| ✓ Account Management | ✓ Inviting Relevant Pinners On Board | ✓ Business Account Creation | ✓ Follow Relevant Account And Boards |



SEO Services (Monthly)

Website Review & Analysis

- ✓ Max 10 Keywords
- ✓ Website & Competitor Analysis
- ✓ Content Duplicity Check
- ✓ Initial Ranking Report
- ✓ Keywords Research

On Page SEO Analysis

- ✓ Meta Tags Creation
- ✓ Canonicalization
- ✓ URL Structure
- ✓ Content Optimization
- ✓ Image Optimization
- ✓ Heading Tag Optimization
- ✓ Website Speed Optimization
- ✓ Robots.txt
- ✓ Sitemap Creation
- ✓ Google Analytics & Search Console Setup
- ✓ Blog Optimization

Local SEO Setup

- ✓ Google My Business Page Setup and Optimization
- ✓ Google Map Integration on website
- ✓ Local Citations – 5
- ✓ Local Classifieds – 2

Content Marketing

- ✓ Blog Posting (500 – 700 words) – 1
- ✓ Article Writing(500 – 700 words) – 1
- ✓ Onsite Blog (1000 – 1500 words) – 1

Email Outreach

• Activities under EMAIL OUTREACH will be conducted to identify free opportunities; however, the number of approved links cannot be guaranteed.

- ✓ Guest Blogging
- ✓ Broken Backlink Building
- ✓ Resource Link Building
- ✓ Alerts and Mention
- ✓ Link Roundups
- ✓ Competitor Backlink Research

Off Page SEO

- ✓ Social Sharing – 30(Total)
- ✓ Blog Social Sharing
- ✓ Slide Submissions – 1
- ✓ Text Infographic Creation – 1
- ✓ Video Creation – 1
- ✓ Q & A – 1
- ✓ Image Submissions - 1
- ✓ Forum Submissions - 1
- ✓ PR Submissions - 1
- ✓ Social Bookmarking - 1
- ✓ PDF Submissions - 1
- ✓ Article Submissions - 1

Monthly Reporting

- ✓ Keyword Ranking Report
- ✓ Keyword Ranking Report
- ✓ Acquired Links Report

Client Support

- ✓ Email
- ✓ Chat
- ✓ Call



PPC / Google Ads Services (Monthly)

PPC Campaign Management

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|-----------------------------|------------------------------|------------------------------|-----------------------|
| ✓ Campaign - 1 | ✓ Search Ads | ✓ Shopping Ads | ✓ Video Ads |
| ✓ AD Groups - 2 | ✓ Display Ads | ✓ App Promotion Ads | ✓ Conversion Tracking |
| ✓ No. of Keywords-50 | ✓ Remarketing List | ✓ Ad Copy Optimization - Yes | |
| ✓ Competitor Analysis - Yes | ✓ Keyword Optimization - Yes | | |

Value Adds

- | | |
|----------------|-----------------------------|
| ✓ ROI Analysis | ✓ Landing Page Optimization |
|----------------|-----------------------------|

Reporting

- | | | |
|---------------------|-----------------------------|-------------------------|
| ✓ Reports - Monthly | ✓ Dedicated Account Manager | ✓ Support - Email, Chat |
|---------------------|-----------------------------|-------------------------|

Meta Ads Facebook & Instagram Marketing

Facebook & Instagram Marketing

- Ads Spend - According to Your Marketing Budget (It will be paid to ads platform)

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|------------------------------------|--------------------------------------|---|--|
| ✓ Account Management - 2 | ✓ Remarketing | ✓ Dynamic Ads Creation | ✓ Traffic Monitoring |
| ✓ Creation of Campaign - 1 | ✓ Custom Audience Creation | ✓ Instant Experience Ads Creation | ✓ Monthly Report |
| ✓ Facebook Business Manager Set Up | ✓ Creation of Automated Rules | ✓ Customization of Ad Placements | ✓ Instagram Ads Creative Creation & Design |
| ✓ Pixel Installation | ✓ Facebook Analytics Report Creation | ✓ A/B Testing of Ad Set, Creative & Placement | ✓ Instagram Ads Monitoring And Management |
| ✓ Custom Conversion Creation | ✓ Ad Campaign Monitoring | ✓ Audience Research | |
| ✓ Carousel And Collection Ads | ✓ Catalogue Creation | | |

Note:

This is standard service pricing and costs can be customized based on client requirements. All the service packages are designed to meet your specific needs and budget. Our services ensure you get the results you want, tailored to your goals and financial considerations.

Success stories from clients

Mihir Shah, Founder & CEO, Yatharth Marketing Solutions

“Devangshi is a very good Technical person & Owner. I have seen him bringing drowning projects on track. With his planning skills and extremely good foresight he has always over performed in the projects he has worked. This is because he can not only understand technical needs of projects but can also understand them from a business perspective. He has the ability to work on multiple projects at a time and still concentrate on each one of them.”

Chris Smith, Chief Revenue Officer, THRIVE Coworking

“Thanks to RankArise, our social media channels are now thriving. Their targeted ads and content strategy have significantly increased our brand awareness and customer interaction.”

Utsav Bhatt, Founder & CEO, Praajasv Foundation

“Devangshi is an absolute professional, he has been a blessing to my coaching institute. After just two weeks of working with Devangshi, my website traffic and course enrollment increased exponentially.”

Darshak Shah, Founder & CEO, Siddh Software

“The team at RankArise took our outdated website and turned it into a modern, high-performing hub. Their SEO work has driven more organic traffic than we ever thought possible.”

Mamta Pillai, CEO, SASMedia

“Devangshi is intelligent and excellent at the technical part. Good Learner and enthusiastic. Work hard and provide great IT solutions. Highly recommended for the New IT Business Support. He works as energetic and believes in the result oriented delivered solutions.”

Aazim Sharp, Founder & CEO, Leaf Credit Solutions

“RankArise’ approach to digital marketing is top-notch. From Google Ads to social media, their comprehensive strategies have led to a noticeable boost in our business performance.”

Ankit Thakor, Founder & CEO, SoftwareWorld

“RankArise transformed our online presence with their expert SEO and SEM strategies. Our website traffic has doubled, and we’re seeing higher engagement across all platforms. Highly recommend!”





**Let's Discuss Your Project to Thrive on
Search Rankings & Brand Building!!**

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