OPAL INFOTECH

PREMIER Google Partner

13YR Gold Supplier

shopify partner

Company Profile

www.webmasterindia.com

OPAL INFOTECH

- ❏ 20+ Years of In-Depth Experience
- ❏ Cross Platform Knowledge
- ❏ Google Premier Partner, Shopify Partner, Alibaba Gold Supplier
- ❏ Google Certified Employees
- ❏ Handling more than 2,000 Assignments in 55 countries
- ❏ Value creation with Innovative Ideas, Sharing Latest Trend and Updated Technology
- ❏ Competent, Proven & Reliable
- ❏ Offices in India, USA & Netherlands

OPAL INFOTECH

Development Services

❑ PHP Framework Development

❑ Mobile App Development

❑ Front end Application
   Development

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PHP Framework Development

❑ Custom PHP

❑ Different PHP Framework Includes-
YII, Laravel, CodeIgniter, CakePHP,
Symfony, Zend and many more..

❑ Open source platform for CMS
includes- WordPress, Joomla, Drupal,
Expression Engine and TYPO3

❑ Open source for ecommerce includes-
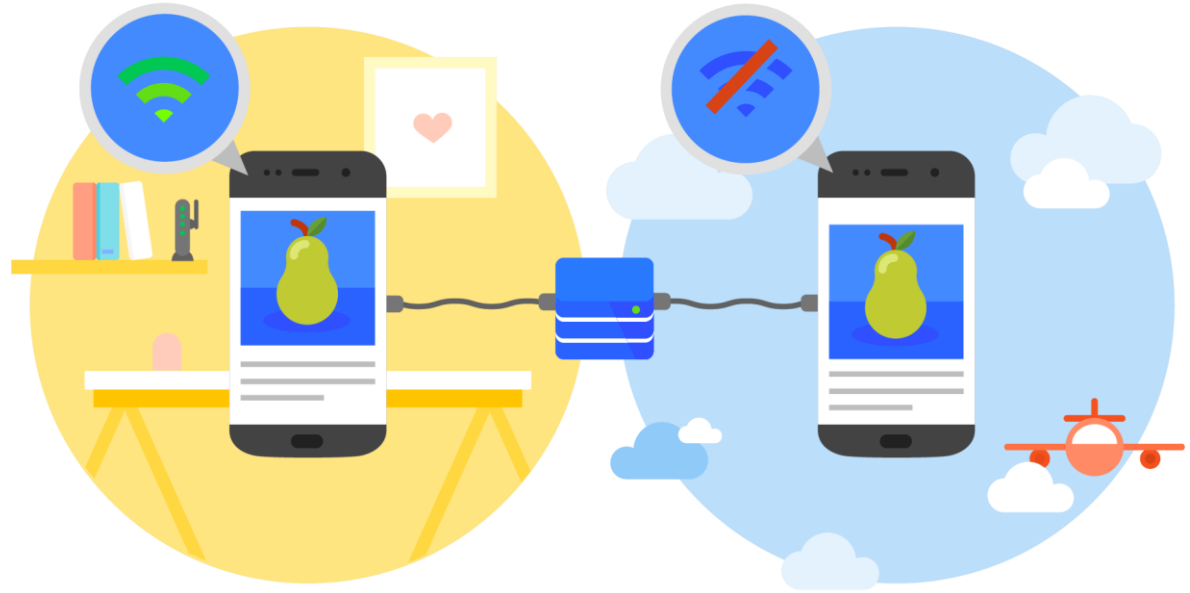Magento, PrestaShop,
WooCommerce, OpenCart, VirtueMart
etc.

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Mobile Applications

❑ Native Android Application Development

❑ Native iOS Application Development

❑ Hybrid Application Development includes- Ionic, Xamarin etc.

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Front end Application / Progressive Web & App Development

- ❑ Angular
- ❑ React
- ❑ Vie.JS

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Web Maintenance & Other Services

- We update/ upgrade or maintain existing Website/ Application developed in above platform.

- Weebly, Wix Web Design

- Shopify Website & Custom App Development

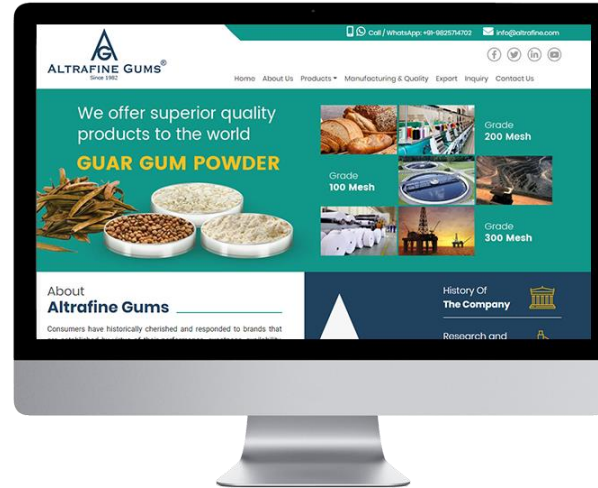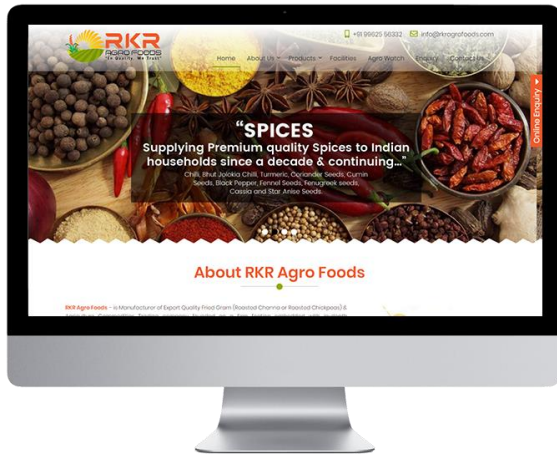- Ecommerce website development using BigCommerce, X-Cart, Zen Cart, Volusion

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Responsive / Mobile Website

➢ Redesigning existing website & making it responsive

➢ Mobile website design without disturbing existing desktop based website

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Google Remarketing

➢ Following up with the visitors who visit your website

➢ Showing up your company's AD in more than 2 million display network websites

➢ Creating brand through digital marketing
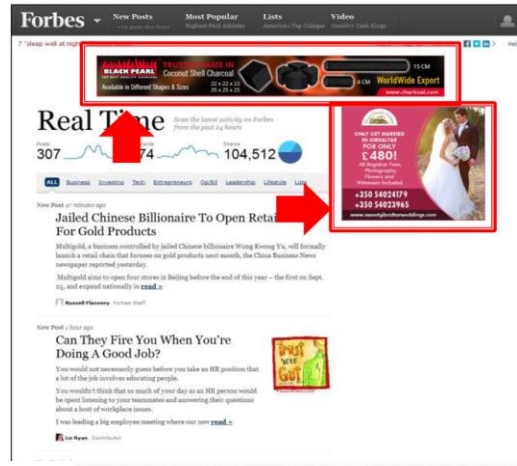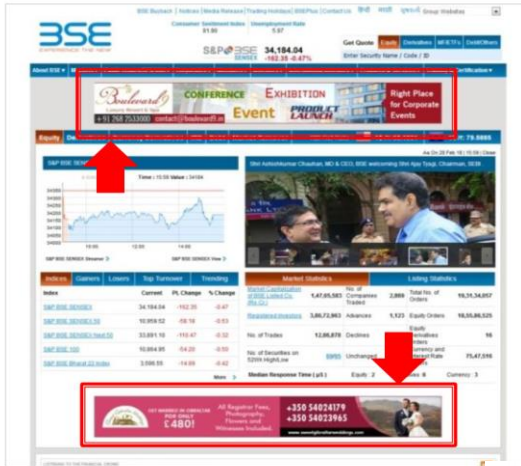
Google Products Listing Ads (Google Shopping Ads)

➢ Promote your product in Google while someone searches with keyword related to your business

➢ Your website will be displayed in Google with product image, title, price, promotional message and business name

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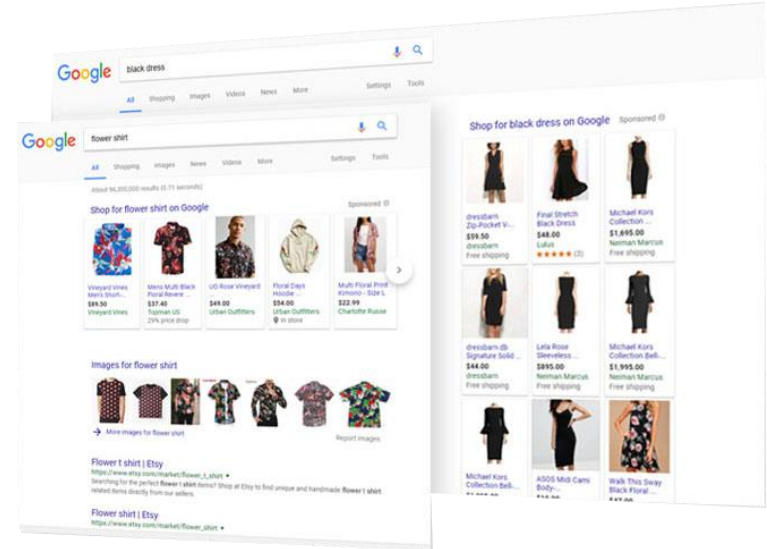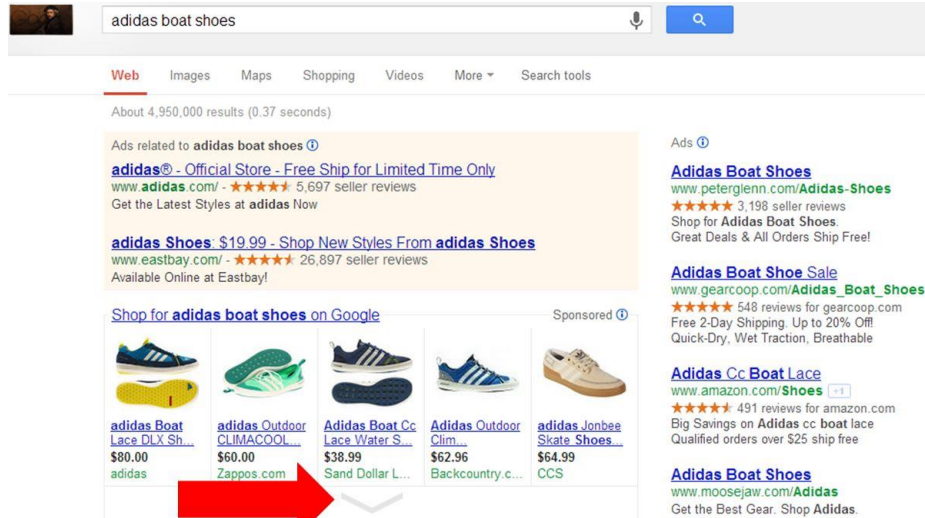
Google Ads

➢ Display your company Ad while someone searches in Google with relevant keyword pertaining to your business

➢ You will only pay to Google if someone clicks & views your web page

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Search Engine Optimization (SEO)

➢ To display your website in Google search result organic way

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Social Media Marketing

➢ Promoting business & creating branding through presence in social media websites like FaceBook, Linkedin, Twitter, Pinterest & Google Plus

➢ Ad display in FaceBook

➢ Facebook Remarketing

Alibaba Marketing

➢ Alibaba Minisite Design
➢ Alibaba Product Posting with Ranking Optimization
➢ Alibaba RFQ Management Service

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Topics Targeting

Show ads on pages about specific subjects

Topic targeting allows ads to appear on any pages on the Display Network that have content related to selected topics. Pick a topic like agriculture, industries, travel, entertainment, or fitness, and Google will show ads on groups of quality sites related to that topic

This is an easy way to display ads on many relevant websites. It finds the best pages for your ads based on selected topics.

➢ Selecting Relevant Topics.

➢ Excluding un-relevant Topics.

➢ Designing Banners in Different Sizes.

➢ Country & Location Setup.

➢ Bidding on Cost Per Click or Cost Per Thousand Impressions.

➢ Excluding List of Websites where you don't want to show your ads.

➢ We can give higher Bids for Preferred Lists of Websites.

➢ We can target a Particular Age Groups and Gender.

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Interest Categories Targeting

Show ads on pages about specific subjects

Interest Targeting allows to reach people based on their specific interests as they browse page, videos and content across You Tube and the Google Display Network as well as channels and videos on the You Tube Search Network. You can select from a wide range of Categories -from Business, Industrial, Autos, Travel, Fashion, etc.

With Interest Targeting you can show ads to customers who are associated with the category you have selected.

- ➢ Selecting Relevant Interest Categories
- ➢ We can Exclude Certain types of Categories.
- ➢ Designing Banners in Different Sizes.
- ➢ Country & Location Setup.
- ➢ Ad Scheduling.
- ➢ Bidding on Cost Per Click or Cost Per Thousand Impressions.
- ➢ We can Give Higher Bids for Preferred List of Websites.
- ➢ Excluding List of Websites where you don't want to show your ads.
- ➢ We can target Particular Age Groups and Gender

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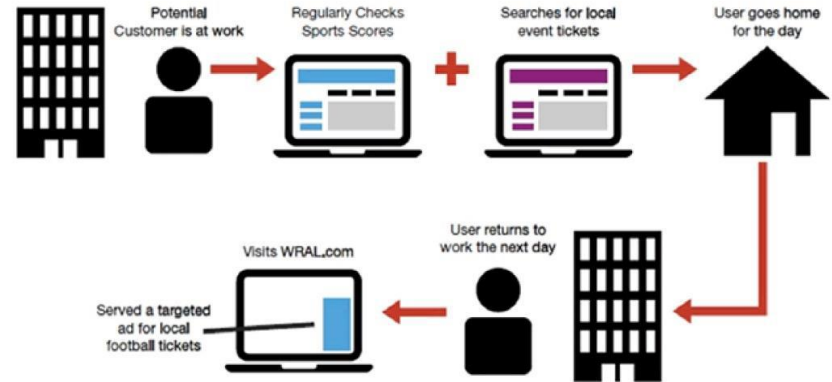
Contextual Targeting

Show ads on sites related to your keywords

You can select the list of Keywords related to your business, then Google will find relevant websites that include your keywords where ads will appear. You can connect with interested consumers at the exact moment they're actively engaged in highly relevant content across the entire Google Display Network

This is an easy way to display ads on many relevant websites. It finds the best pages for your ads based on selected topics

➢ Selecting Keywords related to Business.

➢ Designing Banners in Different Sizes.

➢ Country & Location Setup.

➢ Ad Scheduling.

➢ We can exclude certain list of keywords, topics and categories.

➢ Bidding on Cost Per Click or Cost Per Thousand Impressions.

➢ We can Give Higher Bids for Preferred List of Websites.

➢ Excluding List of Websites where you don't want to show your ads.

➢ We can target Particular Age Groups and Gender.
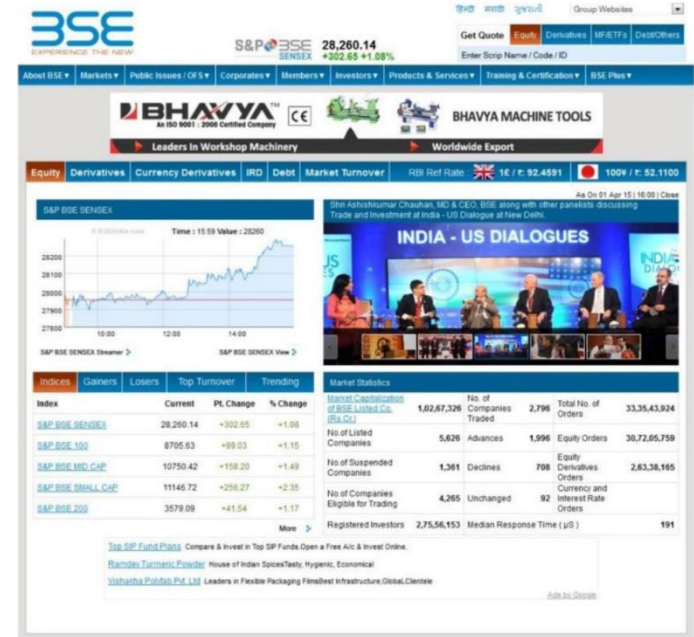
OPAL INFOTECH
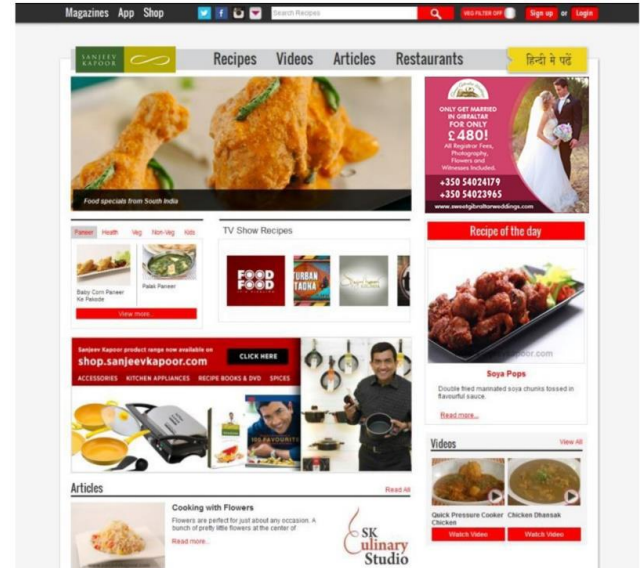
Placement Targeting

Show ads on specific websites that you choose

Do you already know which websites your customers visit? Placement targeting lets you put your message on exactly those sites – and on videos, RSS feeds, and mobile sites, too.

Choose a whole site or just the specific pages where you want your ad to appear.

➢ Select a List of Websites where you want your ad to appear.

➢ You can increase bid for just that one site to be more competitive.

➢ Designing Banners in Different Sizes.

➢ Country & Location Setup.

➢ Ad Scheduling.

➢ We can exclude certain list of keywords, topics and categories.

➢ Excluding List of Websites where you don't want to show your ads.

➢ Bidding on Cost Per Click or Cost Per Thousand Impressions.

➢ We can target Particular Age Groups and Gender.

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Some of Our Clients
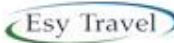
OPAL INFOTECH

Google Certified Employees

It's our privilege to introduce Opal Infotech as a Google Certified Partner and our team has acquired thorough expertise in Google promotions by achieving Google Certifications as below that make you assure the best services following the Google standards to promote your website.

We know the importance of our client business and their concerns for worth value investment, while doing paid promotions. Google certifications along with extensive hands on experience have enhanced the core expertise of our team in the field of Google Ads, Display Marketing and Google Product listing, and be assured to get the best ROI of your single penny only at Opal Infotech.

Google **Partner** PREMIER

Jigney Bhachech

Bhavik Raikundaliya

Goral Patel

Ajit Joshi
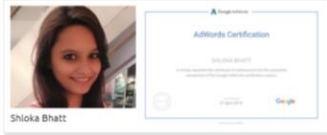
Shioka Bhatt
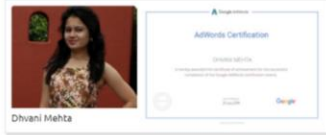
Dhvani Mehta

Raju Koradiya

Google Analytics Certified Employees
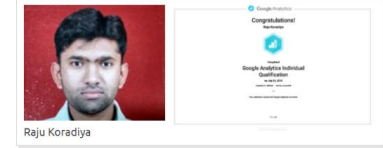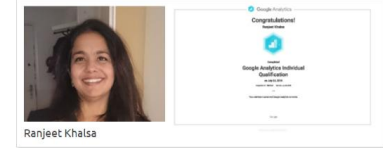
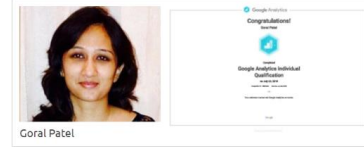Google **Partner** PREMIER

Jigney Bhachech

Chitrang Vyas
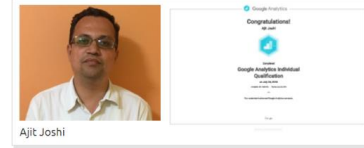
Ajit Joshi

Raju Koradiya

Bhavik Raikundaliya
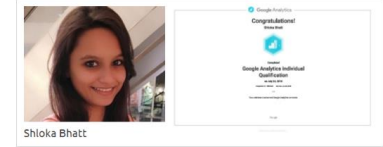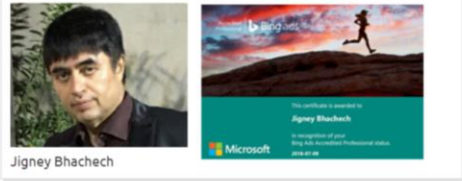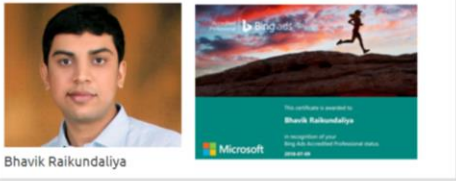
Ranjeet Khalsa

Goral Patel

Shioka Bhatt

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Bing Ads Accredited Professional

Jigney Bhachech

Bhavik Raikundaliya
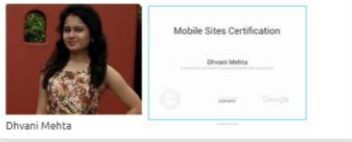

Raju Koradiya

Google Mobile Site Certified Developers
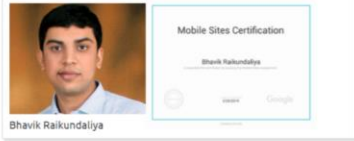

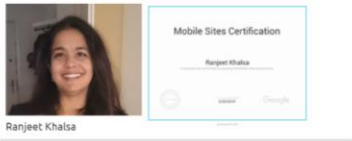Chitrang Vyas
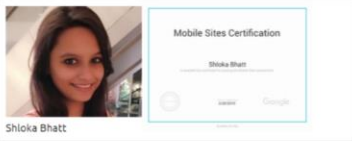

Prakash Mewada

Dhvani Mehta

Jigney Bhachech

Ajit Joshi

Bhavik Raikundaliya

Ranjeet Khalsa

Goral Patel

Shloka Bhatt

www.webmasterindia.com

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Useful links

- https://www.webmasterindia.com/page/about-us

- https://www.webmasterindia.com/certified-experts/google-certified-experts

- https://www.webmasterindia.com/certified-experts/google-analytics-certified-experts

- https://www.webmasterindia.com/certified-experts/bing-ads-accredited-professional

- https://www.webmasterindia.com/certified-experts/google-mobile-site-certified-developers

- https://www.webmasterindia.com/portfolio

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