Excellence in Software Development

Honesty ~ Integrity ~ Loyalty ~ Respect

About Us:-

Idea Techno Solutions is ISO 9001:2008 Certified Company , DIC & MSME registered Software based company providing professional-level customized solution, Web applications development, full-featured online shopping stores, Software development, Client server technology. **Ideatechnosolutions** was established in March 2009 by a group of highly creative and competent Software Professionals. The company is based at **Bhubaneswar**, Capital Of **Orissa** and has an excellent working environment for its employees. The team built with Software Professionals judiciously meets the client's multi-dimensional technological requirements. We are known for our ability to understand the client's business objectives thoroughly and completely, in translating them into successful business websites, applications and targeted designs, and in delivering on time, within the budgeted costs.

We design, manage, build and maintain high quality solutions for a wide range of businesses and individuals. We have built our business by working with clients to ensure the solutions we develop are profitable for them.

Our Mission:-

IDEA TECHNO SOLUTIONS has the responsibility to be the link between their clients and national & international markets. Every day it interacts with clients, simplifying complex issues, and resolving unworkable ones.
"We are committed to develop the high end technology solutions with constant innovation, continuous improvement and value added services".

Effective teams have clear mission and purpose because mission gives direction and purpose to the team to achieve the targets.

Our Vision:-

We have taken it as our primary vision to dedicate ourselves to the cause of creating quality software and provide world class services to our clients. We want to reach out to the organizations worldwide and provide them excellent **offshore software development** services.

We are always in pursuit of improving our skills & processes and keep ourselves abreast of latest cutting edge **software technologies** to help our clients convert their various business processes into profitable business models.

Our Values:-

We hope that working with **IDEA** will stimulate and encourage your business to better utilize marketing and business applications to inspire and lead your business and your industry sector.

We offer all clients a web audit & strategic plan and any database, web and technology training you need.

We have market varied, commercially experienced technical development people who are professional, dynamic and fun. And our technical team will discuss your project in practical, jargon-free language.

- Small, focused teams working in a pro-active and collaborative manner
- Investment in new technology and innovative thinking
- Defined project management process, to drive effective results and excellent service
- Weekly reporting and regular communication, so you know exactly what's happening.
- We care about our clients and take a partnership approach

Honesty & Integrity:-

Our individual and business relationships are governed by the highest standards of honesty and integrity. People at all levels adhere to the code of conduct and the highest standards of business ethics, as we believe in conducting our business with uncompromising integrity.

Respect & Dignity:-

We respect our clients, recognize that they have different needs and continuously strive towards satisfying those needs by improving the quality of our solutions and services. We trust and respect our people and recognize their contributions to the company.

Team Spirit & Camaraderie:-

We believe that focus on Team Work is our competitive advantage. Teams act as catalysts for successful achievement of the organizational goals. Individuals are encouraged to interact with all levels of management, freely share their ideas and suggestions and work together as a cohesive unit.

Openness & Transparency:-

we have an open and transparent culture. Openness facilitates informed decisions, shared understanding and builds an environment of trust in the organization.

Our Corporate Goals:-

To be amongst the most respected and preferred employers in the world

To make quality and innovation the key mantras in our quest for excellence

To ensure complete client satisfaction and drive growth from it.

We are organized ourselves not to ease our work but for our clients and the complex business

Environment that requires professional talent with sufficient experience to provide ultimate solutions

Our People:-

Idea Technosolutions Pvt Ltd is a 70 member team, with a vast pool of human capabilities in diverse technology and business disciplines. Our team brings gets in a continuous fresh perspective through our regular new and interesting recruits. Our people mix ensures project teams to be dedicated towards the right techno-business deliverable.

Our people include Microsoft and Sun certified professionals along with a continuous pool working to satisfy the best of global standards on technology. Our culture to bring in expert consulting from external stakeholders on requirement adds a new dimension to our capabilities.

We believe our employees are our greatest asset in the knowledge economy and continuously try to nurture and employ the best brains in all possibilities to cater most effective solutions to our client

Quality Policy:-

Idea techno solutions manage its ever-evolving quality commitment through its best practices in Knowledge Management, continuous quality research and employing the best human resources. Our quality initiatives are based on the best global frameworks from requirements

engineering to delivery and support promise. Our PQA (Process Quality Assurance) employ testing benchmarks, performance scales and schedule management for each phase in the development and support lifecycle. Specifically our continuous efforts ensure:

- State of art Infrastructure support
- Efficient Project/Product Life cycle management based on SEIs CMM guidelines
- Enhanced Testing practices
- Statistical Process Control
- Internal Knowledge Management

Our research programs continuously evolve to address:-

- Program and project management
- Business change, including business reengineering, business process redesign and improvement, and organizational change
- Enterprise architecture, including business and IT architectures
- Large-scale and complex systems design, development, and integration.
- IT solution design, development, and integration, including Custom and package-based approaches Web-based, object-oriented, and component-based approaches
- Value chain integration
- e-business integration
- Enterprise application integration
- Business system modernization
- Legacy systems transformation
- Operational services, including IT outsourcing and business process outsourcing

TECHNOLOGY:-

Idea TechnoSolutions - An Offshore Software & Web Development, ASP.Net/AJAX/RoR Programming, Ecommerce Solutions and Rich Web 2.0 Application Development Company from India.

Idea Technology Solutions is an **Offshore Software development**, Outsourced Product Development and ASP.Net, **Web Application Development** Outsourcing Company in India, offering IT software services. We have expertise in **PHP (hypertext pre-processors)** and **Microsoft .Net Framework** and with the time we have extended our services to **XML, AJAX**, Open Source, , LAMP Linux,Apache,Mysql **Ruby on Rails (RoR)**,

Leaders in : **Web 2.0 design**, **social network** and **community web portal development**, **e-commerce solutions**, **hire asp.net developers**.

Custom **Wordpress CMS theme design** and integration services. Wordpress customization, log and templates design.

Our strength lies in our team of experienced and qualified professionals, who are dedicated to providing and fulfilling customer requirements. We aim in providing the highest quality of IDEA services in every aspect of development from initial contact to post development support. We lay emphasis on not only delivering high quality open source solutions like PHP application development, Joomla development services, Drupal solutions, B2B open source solutions, B2C web development, PHP development India, ecommerce website development, PHP MySQL programming, CRM solutions; but also establishing and maintaining long term relationships with clients. Our Website Development Team (dedicated php mysql programmer, php programmer, sugarcrm consultant, drupal developer, joomla developer, ROR programmer, Ruby on Rails developer) can produce high Quality secure and Dynamic website applications using LAMP technology (PHP/MySQL), Ruby on Rails and Rich Internet Application.

At IDEA we follow a Total Quality Management approach in all open source design development activities. All processes, procedures and standards are properly documented. We have a qualified QA team that ensures compliance to the set standards and procedures. IDEA specializes in developing custom web development, custom web design solutions, custom web design India, custom software development, web application development, open source web design development solutions and offshore IDEA web solutions, open source customization across domains and verticals. We also possess the necessary expertise in developing offshore IDEA solutions across a broad range of technologies ranging from LAMP (PHP & MySQL), ROR (Ruby on Rails) and PERL.

We believes that you must not settle for a canned approach for your Custom Web Development needs because like you, your business is also unique with its own objectives and needs and hence there cannot be any off-the-shelf solution that fits all. Yet, we are sensible enough to understand that re-inventing the wheel will only result in increased development costs and time and hence existing products and solutions must also be used taking into account your needs, budget and timeframe.

We are committed to providing industry-leading solutions for your company, to make sure you have the advantage in the current stiff business environment. We offer simple, easy to use and maintain, economical solutions for people who want to make use of their new online business, not learn how their systems work

.

Customized software development - **IdeaTechnosolutions** develops customized software solutions for its clients and also for internal use. The library of on-the-shelf Soft wares includes Payroll Software, Financial Management Software, Accounting Management Software ,HR Management software , Hospital Management Software , Hotel Management Software , Petrol Pump Management Software, CRM Software , Inventory Management Software, Material Management Software Software , sales & Purchase management Software , Call Support System, Service Station Management Software, Educational Institute Management Software, Library Management Software, Barcode Printing Software, Invoicing Software etc.

Web Design:-

Your web site speaks volumes to your clients, your employees, and your competition. We understand the challenges you face. We make you achieve this by implementing a memorable site that communicates your image and professionalism, and strengthens your position with your target audience. Our designers and programmers consistently provide superior design and solutions, in every perspective

Multimedia Solution:-

Experienced graphic artists & programmers create multimedia solutions using latest software's and techniques.

Web based Applications

B2B E-commerce solutions

If your website makes business easier for your business partners and clients, they will more likely conduct more business with you and will use your website more often. And if your website is reducing your costs of doing business, you will increase profitability. We can get you there. Let us develop a website solution for you that will meet both your goals and your budget.

B2C E-commerce

Your business is already successful on its own. Now the web is here as a new marketing and sales channel. Doesn't it make sense to take advantage of the opportunity? An online business-to-consumer system is a powerful tool that enhances and facilitates sales of your company's products and services. That is where **IdeatechnoSolutions** e-commerce practice can guide you in the right direction

E-commerce Application Development Solutions

Our E-Commerce solution comes with a riches of features and capabilities designed to help you launch a powerful online store in a very short time. To reduce the cost of opening your online store, we utilize the latest technologies like PHP, Os-Ecommerce, Magento, Joomla, Open Cart and customize them to fit your business requirements. Additionally, we tailor E-Commerce solutions from the ground up to support your specific business processes and requirements. Our E-Commerce solutions are robust, flexible, and scalable, and can be customized to integrate with order entry and fulfillment systems.

We have incorporated number of payment gateways with including Paypal ,2checkout Our expert developers have integrated major shopping carts & payment gateways for ecommerce applications raining from small to medium E-Commerce stores to large tycoons of the ecommerce industry. Smart Data's professionally developed and designed ecommerce sites are data-driven & are optimized for Search Engines , Internet marketing

Social Networking Application:-

Social network service is an online platform for building as well as managing social networks among likeminded people sharing common interests and/or activities. Social network services are web based and provide means for users to interact over the internet, such as e-mail and instant messaging. Social networking sites allow users to share ideas, activities, events, and interests within their individual networks.

Web based social networking portals make it possible to connect people who share interests and activities beyond political, economic and most importantly geographic borders. Social networking portals tend to share some conventional features. Most often, individual users are encouraged to create profiles containing various information about them. Lately, Social Community Applications are used as a medium for several organizations to create profiles to advertise and promote products as well as services.

The reason is to build online social networks for users to interact by chat, messaging, email, video chat, voice chat, photo sharing, file sharing, blogs, discussion groups, common interests, affiliations, hold discussions in forums etc. And revenue starts floating with every new user coming to the network. Social Networking works as a chain reaction which rapidly increases the network in seconds. We have implemented social networking functionalities of major social networking sites including LinkedIn, Facebook, Tweeter, StumbleUpon.

Classified Web Application

Classified is a web application where people are searching & finding their required things like Home, jobs, vehicle , business Leads, all electronics item . It can be in two way both the buyer& seller of the product can be get benefited. This is completely customized , user friendly & easy way to generate revenue. Classified sites have Photo Gallery , Vedio gallery, Blog , forum & many more.

Online examination Software application

Exam Software is a Test Management Software to create and conduct computer based online examination. It is a most powerful user friendly test generator, exam generator educational software available in the academic market at affordable price. You can even administer the examination in conventional method by printing the question papers. Be your kid's tutor yourself by taking tuitions using Exam Software. You can create your own eLearning study material, quiz for academic development of kids. Assume the responsibility of supervising your children and make their career brighter. Multiple language support enables you to create test/exam/quiz in any language. For schools, colleges, universities managing the examination has never been easy. Now school teachers and college/university professors can manage question papers very easily. Users can create quiz, question bank, certification examination questions. Useful for school, college, university, teachers and professors for managing question papers and examinations. Recruiting agencies, companies can use it for candidate's skills evaluation by conducting online test. It is very useful for private institutes in the academic development of candidates to improve their educational skills.

Idea Technosolutions Pvt.Ltd offers complete solution for online test, computer based test(CBT), quiz, eLearning online education through our powerful test engine. It is the most popular educational software in teachers and professors community

Our goal is to make the educational software available to everyone at affordable price

Mobile Application:-

Mobility is increasingly becoming primary tool of choice for consumers and businesses. Keeping up with the trend of technology has proven to keep businesses in the competitive edge. Our three decades of experience in the IT industry has provided us with vast knowledge of successful application development for businesses in various industries and technology platforms. This has helped us to be on the competitive edge of application and web development targeting mobile devices. Application through google android, I Pad & I phone, Mobile web

Offshore Development :-

An experienced programmer provides offshore solutions using latest softwares and techniques, resulting in significant saving in your development cost.

Idea Technosolutions Pvt.ltd offshore software development company with professionalism in software development, desktop application development, E-commerce Software Solutions, Software Development Outsourcing, software maintenance, and it outsourcing for software development. As an custom software outsourcing consultant we offer software development including SEO friendly web development. We also offer support to educational institutions, research labs and marketing services companies through our Offshore E-learning Development & Knowledge Management Outsourcing.

Web Promotion

From among 200 million websites, to ensure that your website is found and recognized you need to promote your website. If no one knows about the existence of your site, you won't have any visitors. Unless visitors know of your existence and use your services your site cannot reach the popularity that it deserves! We have the ultimate web-promotion package that will give your site the maximum exposure and your business a new direction. The Promotion (Website Traffic Enhancement) Plan includes features like : Search Engine optimization

Promotion of website through Global and Local search engine submissions
Promotion of website through submission to industry/ organization related sites
Nominating websites for awards on design, aesthetics and functionality.
Promotion of website by posting ads in classified ad sites
Promotion of website through submission to Announcement sites
Promotion of website by increasing Link popularity
.

Internet Marketing:-

Idea Technology Solutions has been helping clients increase their Internet visibility through proven search engine marketing campaigns and SEO. Whether you are looking for guaranteed ranking or large volumes of search engine traffic.

Portal & Vortal Development:-

Sites like Yahoo, CNN and MSN are considered portals and are gateways into the Internet. A Portal attracts a broad (horizontal) range of users, whereas Vortal appeal to a more narrowed (vertical) audience.

Vortal focus on a group of people with a specific passion or interest. They are sometimes called 'online communities' or ' vertical portals.' If you are interested in horses, for example, go to horsenet.com. Here, you can chat with others interested in horses. You can also buy horse-related products and books and find miscellaneous information about horses.

We can build your Portal, Vortal or Community. This Portal development may include adding several features or components that are not normally found on a typical site. For example, you may need a discussion forum where your visitors can share ideas or experiences. To get this forum working on your site requires installing a third party software (component).

ITES

Data Management or Systems Group

- Internal system and domain security management.
- External communication monitoring.
- Monitoring live job data download, upload and turn around time.
- Data backup and management of mail, proxy and internal application severs.
- Administrating the access level of any individual to the domain 7 to any workstation.
- Our Competent technical team provides one stop communication end point for 7 x 24 facility through web chat/mailers/phone or premise visit for citation.

Operations

- A key performance objective for each role is well defined and covers each aspect of project execution.
- They implement effectively the process defined by process and business management.
- A dedicated shift leader along with quality leaders of guarantees the quality.
- Shift leaders are accountable for particular shift activities in this group like job distribution, quality and process milestone hand shakers with associated job leaders.
- Our Manager operations review with the team on meeting challenges, performance and quality.

The Services includes

- Paper document conversions to computer
- Word-processing
- Transcription of audio files
- Medical billing
- Mailing lists
- Online data entry of URL links for books with their categorization
- Telecom billing
- Examination results

- Legal documents
- Indexing of vouchers and documents
- Data entry based on image files
- Conversion of TIF files into paper documents
- Yellow Page listings
- Database Management for banks, airlines, government agencies, direct marketing services and other service providers
- Online completion of surveys and responses of clients for various companies and call centers
- E-Book and E-magazine publications on the Internet
- Hospital records, patient notes and accident reports
- Business card indexing

Our Quality

Ideatechnosolutions have concerns about the quality and accuracy of data entry work How ever, these concerns can be put to rest once the client understands the stringent quality process that data entry work goes through. We enter data manually (from image or paper) or through computer assisted data capture, using

- OCR (optical character recognition),
- ICR (intelligent character recognition),
- Mark sense,
- MICR and
- Bar code.

Information is checked by validation routines including table look-ups, data/range checks, and relationship validation. Processed documents are then sent to verification stations where experienced operators verify the accuracy of processed information. This product is then turned into Data and properly formatted Data (record layout) is quickly transmitted to the client's computer

The need for data conversion is at a peak now as there are several processes and challenges present in any enterprise: mergers, acquisitions and new technology developments. The accessibility, quality, and diversity of information that a firm has at its disposal is becoming increasingly important to clients. Converting data to a readily available and easily accessible format is a must.

Data conversion services

Data Capture, which involves defining forms to the system, scanning the forms, and executing Forms Processing (FP), which recognizes forms and text on forms. Data Validation, which provides for verification and correction of the data recognized by Forms Processing or for data entry when a form cannot be recognized. Data Output, which produces files based on the input from the forms and writes these files in a format suitable for processing by other applications or legacy systems. System Services, such as monitoring, indexing, printing, and security; and other service functions, such as document querying batch, sort and code records.

Other Services

- Scanning
- Electronic Recognition: OCR (Optical Character Recognition) & ICR (Intelligent Character Recognition)
- Bar Code
- Marc Sense
- BioMatric Devices

Data Processing is a category of IT Enabled Services pertaining to capture, digitization and processing of data emanating from various sources. Traditional data processing services comprise of punching data from manually filled forms, images or publications; preparing databases and integrating them. However, with the advent of multimedia and Internet, the scope and range of data processing has grown. Sources have widened to include manually printed documents, images, sounds and video. Equally diverse are the new output media, which include databases on servers, hard copy publications, CD-ROM authoring and managing records emanating from internet based queries.

Organizations with extensive data turnover and client interface can use high-speed data com links for their back office and data processing operations. This enables them to save costs and valuable resources.

Data Processing services cater to companies / organizations, which receive or generate large quantities of information that is handwritten/ typed and time sensitive. These forms can be sent either physically or can be scanned and transmitted to the vendor's facility. The data processing may be done using high speed, automated systems reading handprint, check boxes, mark sense, reader response, bar codes, and most data slots that are on a form. Information can be processed from hard copy, fax or scanned version.

Many companies enter data manually (from image or paper) or through computer assisted data capture, using

- OCR (optical character recognition),
- ICR (intelligent character recognition), mark sense,

- MICR and
- Barcode.

Information is checked by validation routines including table look-ups, data/range checks, and relationship validation. Processed documents are then sent to verification stations where experienced operators verify the accuracy of processed information. This product is then turned into Data, and properly formatted Data.

Data Digitization:-

Digitization is the process by which physical or manual records such as text, images, video, and audio are converted into digital forms. This is of paramount importance when projects need directions based on already established facilities and the implementing agency needs to find the scope for expansion.

Digitized data offers the following benefits: Long term preservation of documents, orderly archiving of documents, easy & customized access to information, easy information dissemination through images & text, CD-ROMs, internets, & extranets

The digitization process includes:

- Identification of client needs and intended use of the digitized records.
- Translating client needs to digitizing objectives by means of requirement specifications, system analysis, and designing the system for the planned product.
- A pilot application of technology for approval and testing is then developed. On its approval by the client, a data source chart for the source material is developed. The source material may include printed forms, images, sounds, and video. The printed format requires maximum processing, as other formats can be easily converted into digital form.
- The documents are now printed so that their accuracy can be checked manually. These are scanned using special Optical Character Recognition (OCR) software and the historical documents are keyed in. Proofreaders check the output manually before being converted to the desired format (ASCII, HTML, PDF, MS-Word).
- The images are scanned; old and faded images are recovered using advanced digital correction software. The sound and video data are captured through a data capturing software and hardware and converted into digital form; filtering through editing software may enhance the quality of the digital version.
- The digitized data are integrated into an easily accessible form by incorporating indexes and tables of contents. These are now authored on CD-ROMs or other suitable media depending on the intended use of the data.

Accuracy is achieved through a double keying system where every coding entry is made twice and automatically compared with proprietary software. Any discrepancy is rejected and the coding is done afresh for the rejected Set-of files.

E-Cataloging

E-Cataloging is a technology of processing paper catalogs to digitized data for the web. As virtual shopping is gaining ground throughout the world paper catalogs are no more a good approach to selling your products. E-Cataloging is a new technology that manufacturers an distributors throughout the globe are adopting to sell their products The process involves Paper Catalog from the manufacturer/distributor is collected.

- Duplicating (Documenting) the catalog for Analysis.
- Database Analysis to prepare the catalog database structure.
- Approval for the database structure from the client.
- Production of the catalog.
- Quality assurance

QUOTATION SYSTEMS:-

Thinking of bringing your products online, but you are not sure that you are ready yet for a full live e-commerce system? An online quotation system that allows you to streamline your internal sales quotation process and also prepares the path for future e-commerce growth may be the best first step to launching your business successfully online.

INTRANETS/EXTRANETS:-

Looking to make communication easier across divisions and companies? Need a centralized place to locate important internal documentation and files? A properly developed intranet/extranet can deliver that centralized location where everyone knows to look to find the latest company news, share ideas and knowledge, obtain branding guidelines and materials, seek out last month's tradeshow presentation, download the most recent client files, and more.

Electronics Gazettes :-

We are also diversified into various electronics gazettes as software & Hard ware product are inter linked with each other .

- Closed Circuit Camera
- DVR Machines

- Metal detector
- Fire alaram
- Biometric Devices(Attendance Register)
- Electronics Lock system
- Vehicle Tracking system
- Video door phone
- Access control system
- Touch Screen

We Idea Technosolutions Pvt ltd Provides The security services at every sectors like Many government & Non government sector. Now a days everybody are concern about thesecurity purpose to watch & to protect their belonging , so that they can be re laxed &can run their organization smoothly.

Close Circuit Camera
Close circuit camera is very useful to protect your home , your business & surrounding , which is very cost effective & reliable. Close Circuit camera have different varites Like IR camera dome Camera, IP Camera , Night vision Camera, PTZ industrial camera , Number recognition Camera & Many more. We suggest our valued client the right solutions to feet their requirement , as client satisfaction is the key mantra of Our success.

DVR Machine
A digital video recorder (DVR) is a consumer electronics device or application software that records video in a digital format to a disk drive, USB flash drive, SD memory card or other local or networked mass storage device.

Biometric Devices:

Through Bio-metric device & Access control system can manage employee Information, Employee Payroll Management, leave management , employee attendance system , visitor Management .Also can check the daily/ weekly / monthly / quarterly/ shift wise report . Idea Technosolutions Pvt.ltd provide complete solution for the services .In Biometric services it can be centrally used by GPRS or Push card data solution. Which can be managed & maintained by Centrally.

Electronics Lock system:

Idea Technosolutions Pvt.Ltd provides wide range of effective and reliable electro-magnetic locking solutions to fit into any application. electromagnetic lock is capable of holding doors weighing up to 600 lbs. Operates at low voltage at low current consumption rate. Carefully tested and approved by the engineering team to ensure the best security protection for the users.

Fire Alarm:

Fire Alarm System detects and notifies early signs of fire even before it starts. It can help you reduce the risk of injury or death to employees and visitors as well as minimise damage to your property and disruption to your operations. Our 24 hour monitoring ensures your business is watched over at all times, even during non-business hours.

Our Advanced Conventional Fire Alarm System is designed as per The Fire Protection Authority (NFPA) and is ideal for small to medium sized offices, residential complexes and buildings. Idea Technosolutions Pvt.Ltd maintains the international quality of installation and after sales services.

Componets of Fire alarm system are Main Control Panel, Conventional Smoke Detector, Conventional Heat Detector, Manual Call Point, Response Indicator, Hooter.

Vehicle Tracking system:

Idea Technosolutions Pvt.Ltd provide GPS based Vehicle Tracking and Security System. Idea Technosolutions Pvt.Ltd gives you a web based, centralize tracking tool to keep track of your personal vehicle/fleets. Ignition alerts and anti-theft SMS alerts are amongst the most popular features .Idea Technosolutions Pvt.Ltd provides comprehensive mapping and reporting capabilities allowing fleet owners to compare their business expectations against actual business events for more effective operational management, saving time and money.

Idea Tech provides you the exact location of your personal vehicle or fleets on the map along with information's like ignition status, distance, speed, fuel levels, ac status, etc. Customers can check status using our Mobile Application, through our website or via SMS.

Vehicle Tracking system includes CMS software of Fuel report, tracking report Location report & other SMS alertment.

Bulk SMS: -

We are also a wing of Electronics promotional division where we deals with

- Bulk SMS
- Bulk Mailing
- Voice Call
- Short Code Services
- Long Code services

Advantage Of E- promotion:-

- Cost Effective and Enduring Marketing Strategies
- Market Penetration
- Low Cost, Instant Communication
- Content is Timeless
- Real Time Statistics For Measuring Success of Promotion Campaign
- Time saving

Search Engine Optimization (SEO):-

Search Engine Optimization is a process to make your web pages search engine friendly, implementing the meta tags and keywords, content optimization and finally working on link building to gain quality links.

A website can prove a most reliable and highly profitable venture if promoted and marketed in a professional way. Website is your organization's face to your online customers, hence We help your business get better recognition by bringing your website on first page of search engines like Google, Yahoo, MSN or Rediff for popular keyword searches. It attracts people's attention at a very key juncture – when they are searching for information on search engines. The process of getting traffic from search engines is called Search Engine Marketing. Getting ranked in natural results of search engines is called Search Engine Optimization whereas buying sponsored advertising on search engines is called pay per click advertising. We can help you increase sales/ leads for your business by leveraging successful internet marketing strategies on your website.

On Page Optimization: The website may be very well designed having attractive flash or pics, it might be very impressive to the users but there are chances that it might not be seo friendly

website. Implementing Meta tags, keywords within the content, Image optimization is the first and foremost step to be taken towards search engine optimization .

Link Popularity/Building Services: To get high rank position with the search engines and more traffic to your website, it is essential to work out a focused link building strategy to establish link popularity on the web. Higher the quality of incoming links better your search engine rankings and internet visibility. We offer the following manual link building programs to assist you with your website promotion program:

1. Directory Submission
2. Article Submission
3. Reciprocal Link Building

Manual Directory Submission

Directory Submission is one of the best method to get quality one way links to your website.

➢ Major Benefits of Directory Submission :

➢ It increases your website's link popularity.

➢ Links are permanent and one way.

➢ We submit your website to seo friendly web directories only.

➢ We manually submit your website to web directories. We do not use any automated software or script for directory submission.

➢ We submit using various anchor text.

➢ Your site will be submitted to the most appropriate category in the web directory.

Article Submission Service:-

Article Submission is one of the best methods of gaining quality one-way incoming links to your website and has become a part and parcel of search engine optimization (SEO) process. You write the quality articles and we take care of its distribution. We can submit your article to around 750 best article directories which would give good quality back links to your website with the anchor text of your choice. Your articles will be published in all of the best publishing

resources which allows the distribution of your article along with the embedded links to your website.

Reciprocal Link Development:-

With thousands of sites out there, it takes time and efforts to choose websites to exchange links that are relevant to the subject of your website to maintain the interest level of your visitors. They all require a lot of effort and time! The process of scouring the web looking for suitable websites, contacting the webmasters and agreeing reciprocal links, updating the links pages and monitoring the link exchange is time consuming and laborious.
We find relevant theme based websites to get reciprocal links and get your links placed on them. You also need to give them a link back for those websites on your website.
We build relevant text links using anchor text containing your top keywords.

Advantages of doing Business with us:-

Idea Technosolutions has the prerequisites to cater to your varying needs in the field of web design, web application and software development.

Being based in India, we can provide extremely cost-effective development without compromising on quality. Graphics, design aesthetics, design technique and programming are our strong points and we are always willing to understand, appreciate and anticipate the end user experience.