

# CGS Infotech Limited

Your New Success Story !

## CGS Authorized Partnership Plan

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**This guide clearly explains the benefits, procedure & condition to sign-up as CGS Authorized Partner.**

**CGS Authorized Partners can offer CGS Infotech's Search Engine Optimization services in the territory assigned to them.**

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# Online Marketing Proposal

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# 1. Search Engine Optimization – An Introduction

## What is Online Marketing?

Online marketing, also referred to as Internet Marketing or Emarketing, is the marketing of products or services over the Internet. The interactive nature of Internet marketing, both in terms of instant response, and in eliciting response, are unique qualities of the medium.

Google alone has over 3 billion websites and making sure that visitors find your site is a tough challenge. Competition is fierce for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is essential for the success of your website, and for this having an effective online marketing strategy is essential for every business.

If you need answers to the following questions, you need **CGS** ...

- **Why do some websites rank more highly than others?**
- **Why isn't my website ranking on the search engines?**
- **Which search engines should I target?**
- **What key-words/phrases are my potential customers searching for?**
- **How do I avoid banned techniques that could get my site blacklisted?**
- **Should I be using Search Engine Optimization, Pay-per-Click advertising, or both?**

## **What is Search Engine Optimization?**

Search Engine Optimization (SEO) is a strategic combination of techniques designed to raise a website's ranking in the search engines' ***natural listings***. In other words SEO is the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user. These techniques need to be continually revised and refined as the main search engines regularly update their ranking criteria.

To ensure your site ranks as highly as possible, CGS will perform a combination of the following SEO procedures:

### **Website Audit**

The site will go through a thorough SEO review. Here, skilled SEO experts will analyze the website, identify areas which could be improved in order to increase traffic and make recommendations for changes to content, code and any other issues that may affect the site's performance.

### **Competitor Analysis**

This offering includes study of the on page and off page optimization factors of the competitor's website to help in knowing how the competitor is faring on the search engines. (If specified by the client) It also helps in identifying the phrases which the competitor's are targeting. This will help you finalize your preference of key phrases and reach the target set for Search Engine Marketing purposes.

### **Key Phrase Identification**

Key Phrase is combination of keywords. One key phrase may contain up to five key words. Using our powerful research tools CGS analyses your suggested key phrases to identify the levels of traffic and competitiveness. Based on this research you can then decide on a set of key phrases that will bring your site more awareness. CGS will thoroughly research key phrases for relevancy and competitiveness in order to settle on a target set that will bring in *relevant* traffic to the site.

### **Making the site search engine friendly**

Search Engines live and die by their ability to produce relevant results for their users. By employing specific guidelines they crawl through their huge databases of sites to identify the websites that are most relevant to the searcher's key phrases. A combination of the following procedures are undertaken to optimize your website:

#### **1. Content optimization**

Content optimization is the modification and reorganization of site content in a way that makes it more accessible and better represented to the World Wide Web, search engines and users. Skilled SEO content writers at CGS optimize your website's content to enhance the keyword density on the pages that need it.

#### **2. Site-map update / creation**

Site maps act as the roadmap of your website for search engine crawlers. The more of your website a search engine can see the better chance you have of ranking

higher in a search result for a certain topic. A full text based site map is crucial in making the site search engine friendly.

### **3. Tagging**

CGS creates the Title, Keyword and Description tags for individual page of your site based on the package you have opted for. This means we can target different key phrases for different pages and increase the levels of traffic from a greater range of key phrases. (Higher the package you go for better is the ranking.)

### **4. Additional Navigation Bar**

Ideally, we should give the spider as many ways of reaching a page as possible – a couple of navigation bars, links from images, links from content, etc. This increases the chances of a page being reviewed and indexed. The easier and more convenient it is for search engines to get in and scan your website, the more traffic they are going to deliver to your website. The pages that are to be promoted need to offer more entry points to spiders to ensure that these pages get indexed.

The target pages should link to all the pages of your site. This can be achieved simply by implementation of a textual navigation bar (at the bottom of each page).

### **5. HTML Coding Validation & Correction**

Search engine crawlers prefer W3C standards with respect to HTML coding standards. If a website has been made on the basis of the W3C standard, it positively influences the search engine rankings especially in MSN.

### **6. Robots.txt**

Search engines will look in your root domain for a special file named "robots.txt" (<http://www.abc.com/robots.txt>). The file tells the robot (spider) which files it may spider (download). This system is called, The Robots Exclusion Standard.

### **7. Image Optimization**

All websites should comply with W3C standards (<http://www.w3.org>) and regulations for making sites accessible for people with hearing, motor or visual disabilities. In order for websites to be accessible, every image on the page should have an ALT tag that describes the image exactly, and also repeats any text that is in that image.

### **8. Inbound Links**

Ideally, we should give the spider as many ways of reaching a page as possible. One of the ways this can be done is by giving links from content.

### **9. Google Site map**

Google Sitemaps is to inform and direct Google search crawlers to the website pages. Webmasters can place a Sitemap-formatted file on their Web server which enables Google crawlers to find out what pages are present and which have recently changed, and to crawl your site accordingly.

### **Website Statistics**

Website Statistics is a unique feature in our services, which entails the use of statistics to identify and highlight the trends in the Internet traffic with reference to your site. This encompasses details of the number of users, the frequency of the web pages visited and sessions, browser details and the likes.

Users can define and track conversions, or goals. Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. There are currently over 80 distinct reports, each customizable to some degree. It also offers three dashboard views of data Executive, Marketer, and Webmaster. It also provides some more advanced features, including visitor segmentation and custom fields.

Primarily, the system lays stress on illustrative graphical representations for all sections to enhance comprehensibility of the statistics.

### **Manual submissions**

The most commonly used search engine is Google, however it is important not to ignore other search engines such as Yahoo, AOL, MSN and Ask Jeeves. By manually submitting your web pages to all the major search engines we make sure that the pages are properly indexed and stand the best possible chance of reaching the top of the rankings.

### **Link popularity**

Most of the top search engines use link popularity in their ranking algorithms. Google uses it as one of its most important factors in ranking sites. Increasing the amount of quality inbound links to your site makes your site appear more important and more relevant to the search engines, resulting in a higher Page Rank and higher positions. CGS helps increase the link popularity of your website. CGS has its own popular portals and trade-directories. Other option is by approaching webmasters of other high ranking popular sites, and trading links with them.

CGS offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good PageRank. ONE WAY LINKING covers the following:

- Directory Submission
- Creation of Blogs and submitting in relevant blog websites

### **Maintenance**

Ongoing improvements to existing key phrases in response to changes in search engine technologies, new techniques and increased competition for listings.

## **How Search Engines Operate**

Search engines have a short list of critical operations that allows them to provide relevant web results when searchers use their system to find information.

### **1. Crawling the Web**

Search engines run automated programs, called "bots" or "spiders" that use the hyperlink structure of the web to "crawl" the pages and documents that make up the World Wide Web. Estimates are that of the approximately 20 billion existing pages, search engines have crawled between 8 and 10 billion.

### **2. Indexing Documents**

Once a page has been crawled, its contents can be "indexed" - stored in a giant database of documents that makes up a search engine's "index". This index needs to be tightly managed, so that requests which must search and sort billions of documents can be completed in fractions of a second.

### **3. Processing Queries**

When a request for information comes into the search engine (hundreds of millions do each day), the engine retrieves from its index all the document that match the query. A match is determined if the terms or phrase is found on the page in the manner specified by the user. For example, a search for car and driver magazine at Google returns 8.25 million results, but a search for the same phrase in quotes ("car and driver magazine") returns only 166 thousand results. In the first system, commonly called "Findall" mode, Google returned all documents which had the terms "car" "driver" and "magazine" (they ignore the term "and" because it's not useful to narrowing the results), while in the second search, only those pages with the exact phrase "car and driver magazine" were returned. Other advanced operators (Google has a list of 11) can change which results a search engine will consider a match for a given query.

### **4. Ranking Results**

Once the search engine has determined which results are a match for the query, the engine's algorithm (a mathematical equation commonly used for sorting) runs calculations on each of the results to determine which is most relevant to the given query. They sort these on the results pages in order from most relevant to least so that users can make a choice about which to select.

## **What is dynamic optimization?**

The obvious goal of any e-commerce or dynamic database driven site is to make sales as well as get properly listed on the search engines also. The technical oxymoron, however, is that as soon as an ecommerce element or a dynamic database driven module, or shopping cart is added, a Website ceases to be search engine friendly, putting an end to all hopes of search engine listings, ranks, traffic and, therefore, sales! CGS offers a never-before solution to this vicious circle. We have engineered a technology so that database-driven Websites become search engine friendly and soar up the ranking ladder!

## **What is Dynamic Content?**

Dynamic content is information that is delivered to the Web browser in a different form from that which exists on the server. It is usually pulled from a database and created on a single template, on the fly at the server level through CGI programming, ASP, PHP, JSP etc or by any customized content management system.

## **Solutions Offered by CGS**

The solution we offer for optimization of Dynamic Content is unique in the sense that it does not require any changes to your site's functioning and yet, ensures you leverage against the SEO advantages of Static websites. Your site will continue to function internally with database-driven content while the URLs begin to look like a search engine friendly URL.

## **What is link popularity?**

Link Popularity is basically a measure of the number and quality of inbound links to your website. It refers to the total number of links or "votes" that a search engine has found for your website. It is one of the best ways to measure a website's online awareness and overall visibility.

Coming on top of search engine is like a winning a democratic election in USA or UK. There are many parties, candidates trying to be on top. But, the party or candidate that gets the maximum votes wins the election. Similarly the web page that gets maximum VOTES or Links wins the Internet Game and gets listed at top.

That's the straightforward explanation - it's actually a little more complicated than that. Search engines will also look at the quality and ranking of the sites that link to yours... in addition to other factors. (In some instances, they'll even look at the words being used to provide the link.) Some Search engines use this assessment when determining rank and positioning. One very important search engine that has placed a great deal of emphasis upon link popularity is Google.

This excellent search engine uses what it calls PageRank as an indicator of a page's value. PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Without a good Google PageRank, you are unlikely to appear high in Google search results. And, since Google is such an important search engine, it's essential that you strive for a site with good link popularity if you're looking to attract visitors. Some of the other leading search engines which use link popularity criteria are AltaVista, Excite and HotBot.

CGS offers ONE WAY LINKING for the website. Under ONE WAY LINKING, the website is submitted in relevant category and directory having good PageRank. ONE WAY LINKING covers the following:

- Directory Submission
- Creation of Blogs and submitting in relevant blog websites

## **Why should you consider internet marketing?**

**Marketing online is more effective than traditional marketing and costs less!**

### **Consider these facts:**

- 1. Over 60% of all first time visits to a Web site occur as the result of a search!** Search engine marketing, getting your Web site at or close to the top of search engine returns, is therefore the single most effective marketing that a company can do.
- 2. These visitors are pre-qualified leads to your business!** Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.
- 3. Contextual Internet advertising costs pennies and returns dollars.** That's why "pay-per click" advertising, advertising that presents itself as a search result, is now bigger than banner ads!

### **Search Engine Marketing has a higher ROI than Traditional Marketing**

A report indicates that the most popular websites deliver audiences that are larger than the audiences delivered by the average episode of the most popular prime time TV shows and are often comparable in size to the most popular consumer magazines audiences.

SEM is something even better than traditional advertising because most advertising is interruption advertising. While the interruption model is widely used and does work offline, online users want the info without the ads. Search engine marketing is very effective as a non-interruption information source. Research shows that Internet users expect the Web to be the provider of answers to simple queries, and they do not want to sift through advertising to get what they want.

SEM is more commonly viewed akin to traditional public relations because the "advertising" is the content that the audience came for. A search engine listing is more like a referral because the end user is asking a trusted source for an answer. The answer is the search result.

Another clear advantage is that SEM evens out the playing field for savvy marketers to compete with established brands and household names. This is because SE position is not based on the size of your company or annual revenues. It's based on the depth of your content. You don't have to match your bigger competitors advertising \$ for \$ because SEM is proven to have the lowest cost of acquisition of any advertising vehicle. It provides a very high return on investment (ROI) because of its high conversion ratio of visitors to buyers and its relatively low cost per lead. This chart proves that you can get just as much advertising mileage out of SE for a fraction of the price of direct mail or even banners.

## **How do search engines work?**

A search engine is a giant database of internet sites and pages. A search for the keyword '*Monopoly*' on Google will search their entire database and return a list of websites that mention '*Monopoly*' in order of relevance.

A search engine such as Google will judge a site's relevance according to a wide combination of criteria. CGS uses extensive and detailed knowledge of these criteria to optimize your website to become as relevant as possible.

The majority of internet search engines (Google included) use automated software 'spiders' to collect sites for their listings. Search engine 'spiders' crawl the internet looking for websites that meet their criteria for inclusion in their databases. The Yahoo! Directory differs from the majority of search engines in that a member of the Yahoo submissions team checks all websites that are submitted before they can be included.

## 2. CGS Infotech Limited – Executive Summary

### **Company Background:**

CGS Infotech Ltd. is a global information technology & media company serving customers in 40 countries since 1995. CGS Infotech is an ISO 9001:2000 company with precisely documented processes to deliver consistent quality of service. CGS Infotech's mission is to "Create a New Level of Success" for its clients and partners worldwide. CGS Infotech is a debt-free, profit-making public limited company with a goal to achieve revenue of US \$ 10 million in next 5 years.

### **Infrastructure:**

CGS Infotech operates out of spacious software development center & call center with capacity of 100 people in Mumbai, India. CGS Infotech has multiple redundant Internet connectivity and dedicated leased line. CGS call center are buzzing with activities 24 hours a day, 365 days a year. All centers of CGS Infotech are equipped with high-speed computers, routers, switches, high-performance software and productivity tools. CGS Infotech owns and manages high-end Windows and Linux servers in most reliable data-centers in Tampa, Florida and Mumbai, India.

### **People:**

CGS Infotech staff members are energetic technocrats with vast experience in software, internet and web technologies. Each of the CGS staff members go through rigorous training on customer service, communication, leadership and producing effective results along with the latest technical training on range of technologies. CGS Infotech has 53 senior full-time staff members, project leaders and customer service representative.

CGS Infotech staff members are committed to create a new level of success for its clients.

### **Services:**

CGS Infotech offers outstanding Software Development, Business Process Outsourcing, Website Design and Internet Marketing services. The company's vast array of services are designed the enable clients to reduce cost, increase profits, protect their business and build the brands.

B2b Directories and Portals:

CGS Infotech owns popular high-traffic Internet Yellow-pages, B2b directories and portals such as Mumbaipage, TradeIsha and Indiafashion.

### **Clients:**

CGS Infotech serves thousands of clients in industries as diverse as healthcare, telecom, travel, industrial, manufacturing, trading, legal services and technical services. CGS InfoTech's current customers include - TATA, HP, Singapore Airlines, Super8, Reliance, VSNL, Satyam (Sify), Videocon, Bajaj, Bank Of Baroda, HDFC Group, World Bank, Laxmi Vilas Bank, Star Internet (UK ISP), Cyquator, B4U TV Channel, Penta-Media, SKumars, L & T Cement, Mid-day, ISkcon, Poonam Dhillon, M.P.Birla, KRaheja, ITC, JustDial services, Mobilink, Tata Tele, KT Resorts, Madura Coats, Taufiqureshi, Beats16, Aftab Pictures, Rajshree Films, National Films



your new success story !

Division, Hindustan Lever, Henkel India, The Resort Mumbai, The Leela, Hotel Gautam Aditya Birla, Maharashtra Tourism, Kerala Tourism, Rajasthan Govt., Indira Gandhi National Open University, Sahara Group and many other small and medium sized enterprises.




**Global Partnership:**

CGS Infotech is having partnership with Network Solutions, Inc and NTT Verio. Susan Baron (Manager - VeriSign - Now Network Solutions) has expressed following sentiments to describe their relationship with CGS:

"Cyberweb Global Services (CGS) is our Premier Partner since 1996. We are certain that you will be as pleased with the performance of CGS Infotech as we are."

### 3. Testimonials & Client Success Examples

#### Testimonials

CLIENT FEEDBACK	
	<p>"Our websites are at top positions in Yahoo! and Google. Well Done CGS".</p> <p>- Mr. Amit <b>Exchangenext (Reliance Group Of Companies) Mumbai, India</b></p>
CLIENT FEEDBACK	
	<p>"We are pleased to record our appreciation for the services provided by your company".</p> <p>- Balachandran <b>President Bank Of Baroda, USA Branch</b></p>
CLIENT FEEDBACK	
	<p>"We are impressed with the work done by CGS in promoting our sites"</p> <p>- Mr. Ankur <b>Godrej Properties Mumbai, India</b></p>
CLIENT FEEDBACK	
	<p>"This is to let you know that we, at HDFC Realty, are satisfied with the services rendered by you."</p> <p>Amit Joshi <b>Sr. Manager - Marketing</b></p>
CLIENT FEEDBACK	
	<p>"We know this is rewarding relationship we have with Cyberweb is is forevev and we are sure that everyone who has had a trust with this company would find it an immensely satisfying experience."</p> <p><b>Jasubhai Digital Media Pvt. Ltd.</b></p>
CLIENT FEEDBACK	
	<p>"Working with Cyberweb Global has been nothing less than a pleasure and excellent customer service and follow up."</p> <p>- Srinivas GS <b>Sify</b></p>

<b>CLIENT FEEDBACK</b>	
	<p>"We would like to thank Cyberweb Team for the value they created with their hard work to promote our website.</p> <p>- Sanjay Kokate <b>Asst. Manager – E-Media Design Group.</b></p>
<b>CLIENT FEEDBACK</b>	
	<p>"Cyberweb Global Services has done wonders to our website and has also contributed directly to increase our company's turnover manifold. Team of CGS has not only redefined the meaning <b>of commitment but also excellence through sheer hard work, dedication and zeal to perform.</b> We say <b>"apparent"</b> for we have not met their team members, but have communicated only through the Internet and telephones. Yet, they have made us feel as if they are in front of us! The net result is that it is not only a pleasure to work with them but we feel they are as much a part of us as our website is."</p> <p>- Colonel A Sridharan. <b>Covai Property Centre (India) Private Limited</b></p>
<b>CLIENT FEEDBACK</b>	
	<p>"We simply want to thank CGS Infotech that for us to be where we are is in great part because of your extremely talented, devoted and focused at what you do.."</p> <p>- Sudhakar Shetty <b>General Manager - Aarti Industries Ltd.</b></p>
<b>CLIENT FEEDBACK</b>	
	<p>"I have dealt with other SEO company's but no one can match with Cyberweb. Thanks and regards to all the team members."</p> <p>- Brijesh Kumar <b>The Resort Motel</b></p>
<b>CLIENT FEEDBACK</b>	
	<p>"We recommend the services of M/s. Cyberweb Global Services to anyone who desires to have their website promoted, for a successful search engine ranking !"</p> <p>- Rajas R. Doshi <b>Chairman &amp; Managing Director – The Indian Hume Pipe Co. Ltd.</b></p>

## Client Success Examples

Key phrases	Search Engine	Rank	Website Address
Property Developers India	Google	3	<a href="http://www.hdfcrealty.com">www.hdfcrealty.com</a>
Housing Loans	Google	1	<a href="http://www.hdfc.com">www.hdfc.com</a>
SME Banks	Google	3	<a href="http://www.sme.icicibank.com">www.sme.icicibank.com</a>
US L-1 Visa	Yahoo	1	<a href="http://www.visaworks.com">www.visaworks.com</a>
Chemicals Manufacturer India	Google	1	<a href="http://www.godrejinds.com">www.godrejinds.com</a>
IT Parks in Calcutta	Yahoo	4	<a href="http://www.godrejproperties.com">www.godrejproperties.com</a>
Indian National Bank	Google	3	<a href="http://www.bankofbaroda-usa.com">www.bankofbaroda-usa.com</a>
Save Indian Children	MSN	1	<a href="http://www.childlineindia.org.in">www.childlineindia.org.in</a>
Banquet Facilities Dubai	MSN	1	<a href="http://www.coral-international.com">www.coral-international.com</a>
Custom Led Displays	Yahoo	4	<a href="http://www.signsoutlet.com">www.signsoutlet.com</a>
Realtors In Mumbai	Yahoo	3	<a href="http://www.rustomjee.com">www.rustomjee.com</a>
Frederick Real Estate	Yahoo	2	<a href="http://www.ReallyNiceHomes.com">www.ReallyNiceHomes.com</a>
Valentine Perfume	Google	1	<a href="http://www.valentineperfume.com">www.valentineperfume.com</a>
Agrochemicals Intermediates	Google	1	<a href="http://www.aartigroup.com">www.aartigroup.com</a>
Herbal Ayur Retreats	Yahoo	1	<a href="http://www.herbalayur-retreats.co.uk">www.herbalayur-retreats.co.uk</a>
Surfactants Manufacturer India	MSN	3	<a href="http://www.indofilcc.com">www.indofilcc.com</a>

## 4. CGS SEO Packages

<b>SEO Solution Basic Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 10 free one way links From Google High-PR Pages</li> <li>- 7 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 2 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 36,000/- p.a. / US \$ 900 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 36,000/- p.a. / US \$ 900 p.a.</b>

<b>SEO Solution Plus Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 12 free one way links From Google High-PR Page.</li> <li>- 12 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 5 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 59,000/- p.a. / US \$ 1,475 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 29500/- / US \$ 737.50</b>

<b>SEO Solution PRO Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 15 free one way links From Google High-PR Page.</li> <li>- 16 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 7 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 89,750/- p.a. / US \$ 2249 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 44,875/- / US \$ 1125</b>

<b>SEO Solution Premium Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 25 free one way links From Google High-PR Page.</li> <li>- 20 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 9 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 1,75,500/- p.a. / US \$ 4550 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 87,750/- / US \$ 2275</b>

<b>SEO Solution Gold Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 50 free one way links From Google High-PR Page.</li> <li>- 30 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 14 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 3,49,500/- p.a. / US \$ 8,950 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 174750/- / US \$ 4475</b>

<b>SEO Solution Platinum Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 150 free one way links From Google High-PR Page.</li> <li>- 50 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 24 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 12,77,250/- p.a. / US \$ 32,750 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 6,38,625/- / US \$ 16,375</b>

<b>SEO Sapphire Package</b>	
<b>Description</b>	<ul style="list-style-type: none"> <li>- Link Popularity Development</li> <li>- 800 free one way links From Google High-PR Page.</li> <li>- 400 Key phrases optimization</li> <li>- Home Page Optimization + Optimization of 199 other pages.</li> <li>- Anchor Text Optimization. Google SiteMap</li> </ul>
<b>Prices</b>	<b>Rs. 58,71,500/- p.a. / US \$ 149,444.82 p.a.</b>
<b>Initial Payment</b>	<b>Rs. 29,35,750/- / US \$ 74722.41</b>

<b>Extra Per Link / Per Keyword</b>	<b>Rs. 1295/- per link</b>	<b>-</b>	<b>US \$ 34.99</b>
	<b>Rs. 3500/- per keyword</b>	<b>-</b>	<b>US \$ 89.75</b>

## 5. CGS Authorized Partner – Benefits

CGS Authorized Partnership offers wide array of short term and long term benefits. You can leverage CGS Infotech's global expertise and brand to accelerate your success.

Following are the key benefits of being CGS Infotech authorized partner:

- ◆ Receive Qualified leads and serious business enquiries from potential clients from your territory. You can convert the leads into paying clients. You have the extraordinary opportunity to sell your products and services to the leads we forward you.
- ◆ Access result-oriented effective SEO services to your clients
- ◆ SEO services can be a stepping stone to acquire client for your other services
- ◆ Create additional revenue stream
- ◆ Start a profitable business activity without any additional cost
- ◆ Build your brand with your clients
- ◆ Use CGS Infotech's credibility, client's examples and brand name to easily acquire new clients in your territory.
- ◆ Get priority live technical support from CGS Internet Marketing experts
- ◆ Enjoy unparalleled access to CGS Infotech's search engine optimization research department
- ◆ Be the first to launch new Internet Marketing services

## **6. CGS Authorized Partner – Procedure for Application**

CGS Infotech has designed a very simple procedure for partnership for reputed global companies.

To be CGS Infotech Authorized Partner, just follow the procedure given below:

- ◆ Fill-up the online application form
- ◆ Send your corporate brochure or website link to your company's information.
- ◆ Give your projections for next 4 quarter
- ◆ Send confirmation and payment for 3 SEO Contracts from your territory
- ◆ Sign the agreement & send it to CGS Infotech center nearest to you.

## 7. CGS Authorized Partner - Agreement

### CGS Infotech SEO Reseller Agreement

This CGS Infotech SEO Reseller Agreement (“**Agreement**”) is entered into as of \_\_\_\_\_ (the “**Effective Date**”) by and between CGS Infotech, Inc (“**CGS Infotech**”), and the entity identified on the signature block below (“**Reseller**”).

#### **1. Definitions. The following capitalized terms shall have the meanings set forth below.**

**1.1 “Clients”** means a business with its principal place of business located within the Territory (as defined herein), where principal place of business is determined by the place of an entity’s registration.

**1.2 “SEO Package”** means Search Engine Optimization services generally and commercially available to Clients by CGS Infotech through the SEO Package Program.

**1.3 “Brand Features”** means the trade names, trademarks, service marks, logos, domain names, and other distinctive brand features of each party, respectively, as secured by such party from time to time.

**1.4 “Designated Contact”** means those contacts designated by each party as the point of contact or contacts for a particular function area related to this Agreement.

**1.5 “Effective Launch Date”** means either (x) the first day of the month in which the Effective Date occurs provided that the Effective Date occurs on or before the fifteenth (15<sup>th</sup>) day of such month, or (y) the first day of the month immediately following that in which the Effective Date occurs provided that the Effective Date occurs after the fifteenth (15<sup>th</sup>) day of such month.

**1.6 “CGS Infotech Brand Features”** means the CGS Infotech trade names, trademarks, service marks, logos, domain names, and other distinctive brand features.

**1.7 “Intellectual Property Rights”** shall mean any and all rights existing from time to time under patent law, copyright law, semiconductor chip protection law, moral rights law, trade secret law, trademark law, unfair competition law, publicity rights law, privacy rights law, and any and all other proprietary rights, as well as, any and all applications, renewals, extensions, restorations and reinstatements thereof, now or hereafter in force and effect worldwide.

**1.8 “Keywords”** means words chosen by an Clients through the SEO Package Program for a given set of one or more websites.

**1.9 “Performance Requirements”** has the meaning set forth in [Exhibit A](#).

**1.10 “Qualified Clients”** means an Clients that (i) is referred to the SEO Package Program by Reseller, (ii) is registered for the SEO Package Program by Reseller, (iii) is accepted into the SEO Package Program by CGS Infotech, (iv) whether directly or indirectly has not previously done business with CGS Infotech or has not previously applied for the SEO Package.

**1.12 “Reseller Brand Features”** means the trade names, trademarks, service marks, logos, domain names, and other distinctive brand features of Reseller, as such may be identified and provided to CGS Infotech in writing (including in electronic format) from time to time.

**1.13 “SME’s”** shall mean small and medium enterprises and those entities that are outside the Excluded Clients list as defined under Clause 12 of [Exhibit A](#).

**1.14 “Term”** has the meaning set forth in Section 9.1.

**1.15 “Territory”** means the geographic area specified in [Exhibit A](#).

**1.16 “User Data”** means all data and information provided by users via the SEO Package Program, including all registration data, names, email addresses, other addresses, contact information, and other identifying information.

**1.17 “Web”** means the World Wide Web.

#### **2. Appointment; Territory; Reseller Obligations.**

**2.1 Appointment; Territory.** CGS Infotech appoints Reseller as a non-exclusive authorized Reseller of SEO Package to Qualified Clients under and in accordance with the terms and conditions set forth in this Agreement. Reseller shall conduct its business for its own account, in its own name, and not as an agent, employee, partner, or franchisee of CGS Infotech. In performing its obligations hereunder, Reseller shall only refer to itself as an “Authorized CGS Infotech SEO Reseller.” Reseller may not solicit business from, and shall not sell CGS SEO Services to (even if unsolicited), any entity that does not have a principal place of business within the Territory. For the avoidance of doubt, an entity’s principal place of business will be determined by the place of such entity’s registration. **All inquiries by any such entity that does not have a principal place of business in the Territory**

regarding the sale of any SEO Package shall be referred to the designated CGS Infotech contact within three (3) business days of receipt by Reseller of such inquiry.

**2.2 Reseller Sales of SEO Package: Reseller shall purchase from CGS Infotech SEO Package at discounted rates for resale solely to Qualified Clients under and in accordance with this Agreement.** CGS Infotech will provide 20 % discount over its standard published rates for Reseller.

**2.3 SEO Package Program Sign Up Process.** Reseller shall be responsible for providing to CGS Infotech all Qualified Clients SEO Execution information that is required by CGS Infotech to execute the SEO project. Reseller agrees to cause each Qualified Client to agree to comply with all policies, terms and conditions applicable to the SEO Package Program as such policies, terms and conditions may be modified from time. As of the Effective Date, the terms and conditions for the SEO Package Program are set forth standard CGS SEO agreement. Reseller shall indemnify CGS Infotech for any claims relating to a breach of the first two sentences of this Section 2.3.

**2.4 Licenses; Approvals.** Reseller shall be responsible for obtaining all licenses and permits and for satisfying all formalities as may be required to enter into this Agreement and to perform its obligations in accordance with then-prevailing laws, regulations and codes of conduct, including without limitation those necessary to enable Reseller to **make payments to CGS Infotech in US dollars.**

**2.5 Compliance with United States and Other Applicable Law; Conduct of Business.** Reseller will comply with all United States, Reseller Territorial and other local laws and regulations applicable to the sale of the goods and services.

**2.6 Compliance with Anti-Corruption Laws and CGS Infotech Policies:** Reseller will not make improper payment to Govt officials to get business.

**2.7 After-Sales Support.** Reseller will provide after-sales services to Qualified Clients in accordance with the instructions, training and standards of CGS Infotech.

### **3. CGS Infotech Obligations.**

**3.1 SEO Package:** Subject to the terms and conditions of this Agreement CGS Infotech agrees to provide SEO Package for resale by Reseller to Qualified Clients as set forth herein.

**3.2 Marketing Material & Telephonic Training: CGS Infotech agrees to provide Reseller with Marketing Material, Email Format, Client Success Examples, Copies Of Media Report ad Clients Testimonial for marketing purpose. CGS Infotech also agrees to provide Telephonic Training on key SEO concepts.**

**3.4 Exclusivity.** Subject to applicable law, during the Term, Reseller shall not tie-up with any other company for SEO or start offering its own SEO package along with CGS SEO Packages.

### **4. Reseller Obligation:**

**4.1 Billing and Payment and Taxes.** Reseller shall pay CGS Infotech for all SEO Package purchased under this Agreement.

**4.2 Reporting Requirements.**

**4.3 Information Provided by CGS Infotech.** CGS Infotech will make available to Reseller online information about Qualified Clients. The information shall contain include (i) Steps taken by CGS for SEO work (ii) Position of clients website on various keywords on major search engines.

**4.4 Monthly Reports Provided by Reseller.** The reseller will inform CGS Infotech on the number of clients signed-up during the month and also the steps taken by Reseller to sign-up more clients.

**4.5 Account Management.** CGS Infotech agrees that it shall make one (1) Designated Contact available to assist Reseller in business issues related to the relationship established by this Agreement. Reseller agrees that it shall make one (1) Designated Contact available to assist CGS Infotech in issues related to this Agreement.

**4.6 Brand Features** Each party shall own all right, title and interest, including without limitation all Intellectual Property Rights, relating to its Brand Features. CGS Infotech grants to Reseller a nonexclusive, non-royalty bearing and nonsublicensable license during the Term to display CGS Infotech Brand Features solely for the purpose of Reseller's marketing and distribution of SEO Package under the terms and subject to the conditions set forth in this Agreement. Reseller grants to CGS Infotech a nonexclusive and nonsublicensable license during the Term to include Reseller Brand Features in presentations and marketing materials.

**4.7 Confidentiality:** The reseller will maintain the confidentiality of proprietary CGS Infotech's SEO processes, systems and strategy.

**4.8 User Data.** CGS Infotech owns all right, title, and interest in and to all information and data, including the User Data, collected by Reseller relating to Qualified Clients.

## **5 Term; Termination.**

**5.1 Term.** This Agreement shall commence on the Effective Date and (subject to Sections 9.2 and 9.3) shall continue for the period of the Initial Term set forth in Exhibit A (the "**Initial Term**"). Thereafter, this Agreement may be renewed only upon a definitive written agreement signed by the parties. For purposes of this Agreement, the term of any renewal hereunder is referred to as the "**Renewal Term**", and the Initial Term, together with the Renewal Term, if any, shall be referred to herein as the "**Term**").

**5.2 Termination for Cause.** Either party may suspend performance and/or terminate this Agreement immediately, in whole or in part by giving 30 days advance notice.

**5.3 CGS Infotech Termination Rights.** CGS Infotech may terminate this Agreement immediately upon written notice if: (i) Reseller fails to provide superior customer service or Reseller, in CGS Infotech's sole opinion, breaches Compliance with United States and Other Applicable Law; Conduct of Business, CGS Infotech shall further have the right to terminate this Agreement upon 3 days prior written notice to the other party for any reason or no reason.

**5.4 Effect of Termination.** Upon any termination or expiration of this Agreement, (i) all rights and licenses granted by one party to the other, including but not limited to rights to use the other party's Brand Features shall cease immediately, (ii) each party shall promptly return to the other party, or destroy and certify the destruction of, all Confidential Information.

## **6. Representations, Warranties and Covenants; CGS Infotech Disclaimer.**

**6.1 Representations, Warranties and Covenants.** Each party represents and warrants that (x) it has full power and authority to enter into this Agreement and (y) this Agreement has been duly executed and delivered and is the valid and binding obligation of such party, enforceable in accordance with its terms

**6.2 CGS Infotech Disclaimer.** CGS Infotech makes no guarantee regarding the ranking, traffic, leads or business to Reseller or its clients. CGS INFOTECH MAKES NO WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION WITH RESPECT TO THE SEO PACKAGE AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, SATISFACTORY QUALITY, MERCHANTABILITY AND FITNESS FOR ANY PARTICULAR PURPOSE. RESELLER HEREBY WAIVES ANY RIGHTS THAT IT MIGHT OTHERWISE HAVE IN CONNECTION WITH THIS SECTION.

**6.3 Dispute Resolution.** Any controversy or claim arising out of or relating to this Agreement or the existence, validity, breach or termination thereof (except to seek injunctive or equitable relief or to otherwise protect its intellectual property rights) must first be referred to an applicable senior member of each party (with a copy to their respective legal departments), who shall make good faith and reasonable efforts to resolve the matter within four (4) weeks of the date of referral. In the event that the parties are unable to resolve such controversy or claim arising out of or relating to this Agreement as set forth in the preceding sentence, the controversy or claim will be referred to and finally resolved by arbitration, to which the parties hereto expressly agree to and submit. The arbitration will be conducted in accordance with the International Arbitration Rules (the "**Rules**") of the International Centre for Dispute Resolution of the American Arbitration Association, before an arbitral tribunal consisting of three (3) arbitrators appointed in accordance with the Rules. The arbitration will be conducted in the English language. The place of arbitration will be in Delaware, U.S.A. Any decision rendered by the arbitration tribunal will be final and binding on the parties, and judgment thereon may be entered by any court of competent



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jurisdiction. The parties expressly agree that the arbitration tribunal will be empowered to award and order equitable or injunctive relief with respect to matters brought before it, provided however, that such remedy or relief is consistent with the remedies and limitations set forth in this Agreement.

**6.4. Miscellaneous.** This Agreement has been prepared and signed in the English language. In the event of any conflict or inconsistency between the English language version and any translation hereof made for any purpose, the English language version shall govern the interpretation and construction of this Agreement and every matter related thereto.

IN WITNESS WHEREOF, the parties have executed this Agreement by persons duly authorized as of the Effective Date.

**CGS Infotech India Private Limited**

**Reseller:**

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**EXHIBIT A**

**TERMS AND CONDITIONS**

**Initial Term:** The Initial Term shall commence on the Effective Launch Date and shall expire on September 30, 2007.

- 1. Performance Requirements.**
  - **3 clients for SEO package at the start of the agreement**
  - **Minimum 3 clients per month**
- 2. Discounted SEO Package Rates for Reseller

### Reseller Program

