SAASKODE

Code with Purpose Market with Precision

We offer comprehensive 360° marketing solutions designed to help brands of all sizes and industries thrive and grow in every aspect

To avail our services visit
www.saaskode.com

SAASKODE   hello@saaskode.com   **+91 9330318975**

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Company Profile

Saaskode is a premier digital firm offering comprehensive services to elevate your business. Specializing in website development, mobile app development, software development, SaaS development, and digital marketing. We partner with businesses of all sizes to deliver innovative solutions that drive growth, enhance brand visibility, and boost user engagement.

Our Mission

To empower businesses by providing cutting-edge digital solutions that enhance their online presence, streamline operations, and boost customer engagement.

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About Us

Forget fads and fleeting tactics. Saaskode isn't your average agency. We're a passionate Indian team fuelled by a mission: helping businesses like yours unlock growth through authentic storytelling. We understand your challenges, and our experienced team offers a holistic approach, encompassing all your marketing and development needs.

- **Crafting Experiences, Driving Results:** We combine strategic development with creative storytelling to build engaging experiences that fuel business growth.
- **Data-Driven Decisions, Optimized Strategies:** Our data-centric approach ensures every decision we make is backed by insights, leading to continuously optimized marketing strategies.
- **Custom Solutions, Scalable Success:** We don't believe in one-size-fits-all. We tailor custom development and marketing solutions that adapt and grow alongside your business.
- **Passionate Partners, Dedicated to Your Success:** Our team comprises passionate digital strategists, developers, and designers who are fully invested in helping you achieve your goals.

The digital landscape is our playground, and we're constantly innovating to stay ahead of the curve. From crafting data-driven marketing plans to building pixel-perfect creative assets and websites, we're your one-stop shop for success. We focus on outcome-driven solutions, meaning everything we do ties back to your bottom line.

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Our Vision

The team behind Saaskode is driven by 5 core values. The Customer, Quality Results, Learning, Positivity, and Integrity. These five core values guide every team member, influence every decision, and inspire us every day.

The Customer

- A one-size-fits-all approach doesn't achieve optimal results—'custom' is part of 'customer' for a reason.
- We conduct thorough, in-person meetings to ensure each site is uniquely tailored to our clients' needs.
- Your investment means your approval is paramount—we won't launch any site or project until you are 100% satisfied.

Quality Results

- A quality result isn't just a single positive data point; it's the holistic success of your entire marketing strategy.
- Ranking boosts are crucial, but our job isn't complete until these improvements lead to long-term conversions.
- We conduct quarterly strategy audits to ensure we are consistently enhancing our quality results with quality improvements.

Learning

- The internet is constantly evolving, and we view each day as a chance to stay updated on the latest in digital marketing.
- Our in-depth knowledge of Google has earned us the status of a certified Google Partner company.
- We continuously learn from our successes and challenges during our regular strategy audits.

Positivity

- To achieve great heights, we always start with high aspirations, never from a place of doubt or negativity.
- Our success is defined by your complete satisfaction, so we consistently provide positive customer service.
- Passionate people deliver their best work, and our team at Saaskode is filled with positive and enthusiastic staff.

Integrity

- Integrity in SEO demands a long-term strategy. Quick wins are often fleeting and can result in penalties from search engines, so we prioritize sustainable, long-term growth.
- Unlike some competitors who use black hat SEO tactics to manipulate rankings, we strictly avoid such unethical methods.
- At Saaskode, integrity means transparency; our techniques and methods are always open to you.

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Why Us?

As a premier digital service provider, Saaskode delivers comprehensive online marketing services and digital solutions tailored to the unique needs of diverse industries. Our bespoke solutions empower companies to achieve their business goals successfully.
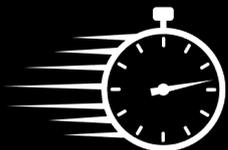
Unique Approach

As a leading digital service provider, Ivan Infotech offers comprehensive 360° online solutions that ensure your brand stands out from the crowd.

Use of Cutting-edge Technology

We utilize the latest tools and technologies, creative strategies, and data-driven insights to achieve the best results for our clients.

On-Time Delivery

Time is valuable, and quality should never be compromised. We guarantee our clients receive top-quality products on time.

Transparency

Transparency builds trust. At Ivan Infotech, we believe in open communication between clients and employees to achieve better results.

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Our Services

- **_Website Development:_** Discover the power of tailored web solutions with Saaskode. Our expert team blends creativity with technical expertise to craft websites that captivate audiences and drive business success. Whether you're launching a new site or revamping an existing one, we're here to bring your vision to life.

- **_Mobile App Development:_** We specialise in developing custom mobile apps that overcome business challenges, drive revenue, and achieve millions of downloads.

- **_Cloud:_** Use our comprehensive cloud computing consulting and installation services to harness the power of the cloud for reduced operating costs, maximum scalability, and unmatched performance.

- **_Chatbot Development:_** Saaskode chatbot creation services since communicating with your clients ought to have a significant effect

- **_Digital Marketing:_** Saaskode is a digital agency dedicated to helping companies achieve online success through creative, data-driven, and technology-based solutions. They provide a wide range of services tailored to various needs in the digital realm. We provide a wide range of Digital Marketing services, including: **_Search Engine Optimization (SEO); Social Media Optimization (SMO); Paid Ads; Paid Social; Conversion Rate Optimization (CRO); Content Marketing; Email Marketing; Copywriting._**

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- **MVP Development:** Saaskode's MVP development services enable you to bring a product to market that will delight users swiftly.

- **Back-End Development:** We begin back-end development projects by carefully examining your IT infrastructure and requirements. We then design a software architecture, formulate a technical roadmap, choose appropriate tools, determine the engagement model, and produce an estimate that aligns with your goals and budget.

- **UI/UX Design:** Saaskode provides a comprehensive range of UI/UX design services to transform ordinary mobile apps, websites, dashboards, and cyber-physical systems into tech solutions that delight users and deliver tangible business results.

- **Quality Assurance:** We assist you in establishing guidelines and procedures for establishing a strong culture of quality where aiming for excellence is ingrained in the process of development. Put your worries aside about costly errors; we'll handle them to save your team time and money on the project.

- **Support & Maintenance:** With comprehensive IT support and maintenance services, you can improve user experience, update your apps while on the road, and increase the lifespan of your IT infrastructure.

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Our Industry Verticals

As a top-tier enterprise software development company, we provide tailored software solutions to meet the unique needs of diverse industries. Our customized offerings help businesses achieve their goals and scale successfully.

Construction

Finance

Legal

Real Estate

Sports

E-Learning & Education

Hospitality & Travel

Human Capital Management (HCM)

Non Profit

Supply Chain

Food & Beverage

Healthcare

Meetings & Events

Retail

Transportation

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NATIONAL INSTITUTE OF SKILL DEVELOPMENT

Transforming Digital Presence for the National Institute of Skill Development (NISD)

The National Institute of Skill Development (NISD) bridges the gap between ambition and achievement. Their dedicated team offers comprehensive courses and skill development programs to help individuals reach their full potential. Whether you're a student, professional, or aspiring entrepreneur, NISD provides the resources and expertise to support your journey in today's evolving world.

Website Design   Education

Objectives and Goals:

- **Improve UserExperience:** Create an intuitive and engaging user interface.
- **Enhance Brand Visibility:** Strengthen online presence and brand identity.
- **Increase Engagement:** Drive higher user interaction and course enrollments.
- **Optimize Performance:** Ensure the website is fast, secure, and reliable.

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Challenges:

- **Poor Navigation:** Users struggled to find relevant information and resources.
- **Limited Functionality:** Insufficient features to support user engagement and course management.

Solutions and Strategies:

- **Modern Design:** Developed a fresh, visually appealing design that aligns with NISD's brand identity.
- **Improved Navigation:** Implemented a clear and intuitive navigation structure to help users find information easily.
- **Mobile Optimization:** Ensured the website is fully responsive and provides a seamless experience across all devices.
- **Enhanced Functionality:** Integrated features like online course registration, event management, and a resource library to boost user engagement.

Implementation:

- **Research and Planning:** Conducted thorough research to understand NISD's goals and target audience.
- **Design Phase:** Created wireframes and mockups to visualize the new design.
- **Development:** Built the website using the latest technologies, ensuring it is secure, fast, and scalable.
- **Testing:** Conducted extensive testing to ensure functionality, performance, and compatibility across all devices.
- **Launch and Training:** Successfully launched the website and provided training to NISD staff on managing content and features.

Results and Metrics:

- **IncreasedTraffic:**Website traffic increased by 40% within the first three months.
- **Higher Engagement:** User interaction and course registrations saw a 35% rise.
- **Improved Mobile Access:** Mobile traffic increased by 50%, with a significant drop in bounce rates.
- **Enhanced User Experience:** User feedback indicated a 70% satisfaction rate with the new design and navigation.

EDAN AMAR

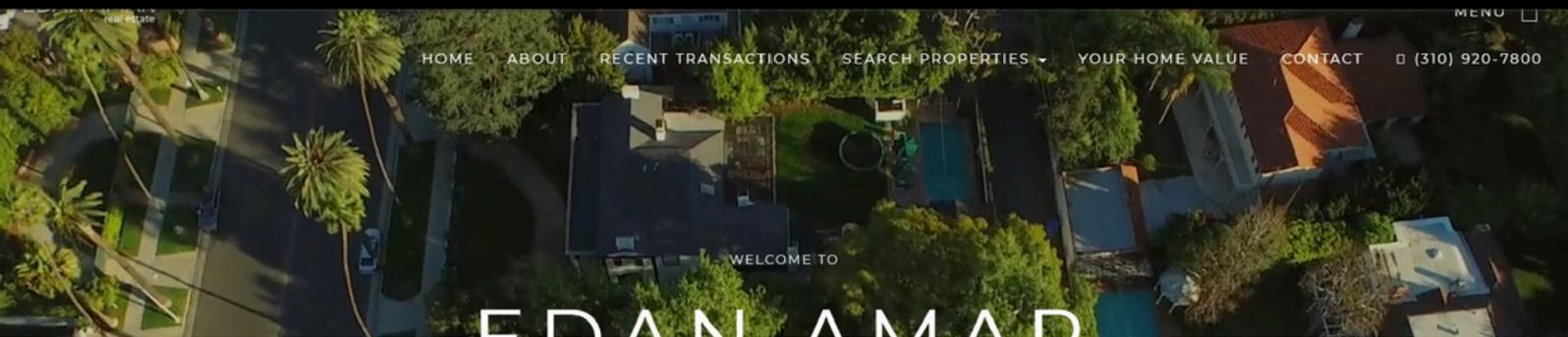## Revamping Edan Amar's Digital Presence for Enhanced User Experience and Engagement

Edan Amar,originally from Beverly Hills, Calif., is a Licensed Real Estate Broker and Agent with credentials as a Certified Public Accountant and an M.B.A. from Duke University's Fuqua School of Business. As an active member of the National Association of REALTORS, Edan is known for exceeding client expectations, resulting in a loyal, referral-based clientele. His clients value his strong work ethic, quantitative intelligence, market expertise, and extensive knowledge of sub-markets.

**Website Re-design**   **Luxury Real Estate**

Objectives and Goals:

- **EnhanceUserExperience:**Improve navigation, accessibility, and overall user engagement.
- **Boost Performance:** Optimize website speed and performance across devices.
- **Brand Alignment:** Update the website design to reflect the company's current branding and market positioning.
- **Increase Conversions:** Implement strategies to boost lead generation and sales.

MENU

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WELCOME TO

EDAN AMAR

TOP REAL ESTATE AGENT: EXCEEDING EXPECTATIONS ONE CLIENT AT A TIME.

Edan Amar has a reputation as an accomplished executive that constantly exceeds his client's expectations. As a result, he enjoys a loyal clientele with a strong referral-based business comprised of valuable contacts. Edan's clients appreciate his immediate strong work ethic, quantitative intelligence, and market expertise.

Edan holds extensive credentials including license as a Real Estate

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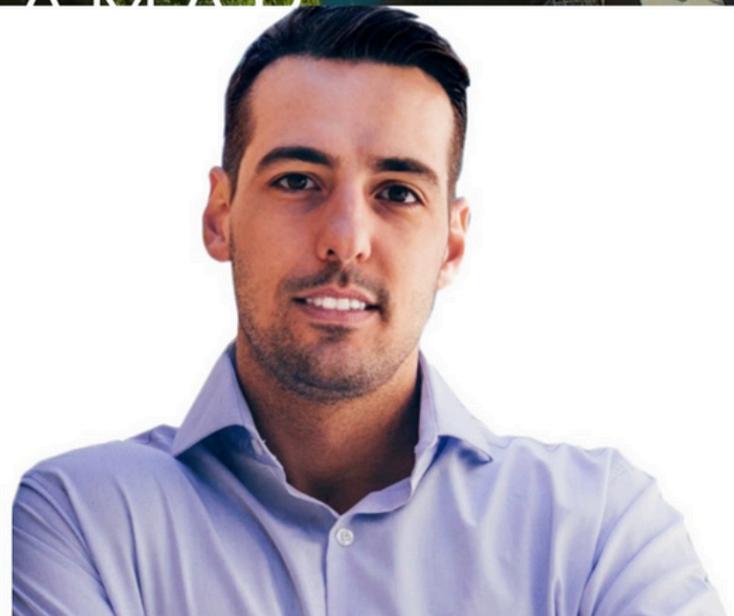
Challenges:

- **OutdatedDesign:** The previous website was not visually appealing or user-friendly.
- **Poor Navigation:** Users struggled to find relevant information and resources.
- **Lack of Mobile Optimization:** The website was not optimized for mobile devices.
- **Limited Functionality:** Insufficient features to support user engagement and course management.

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Solutions and Strategies:

- **Redesign:** Created a modern, responsive design that aligns with Edan Amar's brand identity.
- **Performance Optimization:** Implemented best practices for speed optimization, including image compression, code minification, and leveraging browser caching.
- **Improved Navigation:** Simplified the site structure and added intuitive navigation menus.
- **Conversion Optimization:** Integrated clear call-to-actions (CTAs), optimized landing pages, and implemented A/B testing to improve conversion rates.

Implementation:

- **Design Phase:** Conducted user research and created wireframes and prototypes.
- **Development Phase:** Developed the website using [technologies, e.g., HTML5, CSS3, JavaScript, etc.], ensuring cross-browser compatibility and responsiveness.
- **Testing Phase:** Performed extensive testing, including usability testing, performance testing, and cross-device testing.
- **Launch Phase:** Successfully launched the new website and monitored its performance post-launch.

Results and Metrics:

- **Increased Traffic:** Achieved a 40% increase in website traffic.
- **Improved Performance:** Reduced page load times by 30%.
- **Higher Engagement:** Increased average session duration and reduced bounce rates.
- **Boosted Conversions:** Achieved a 50% increase in conversion rates.

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HALSBROOK INC.

Elevating Halsbrook Inc.'s Digital Presence

HalsbrookInc.isa premier online retailer specializing in sophisticated women's fashion. The company targets women aged 35+ who seek timeless, high-quality apparel. Halsbrook is known for its curated collections and exceptional customer service.

Website Re-design

Luxury Apparel Retail

Objectives and Goals:

- **Modernize design and user experience (UX):** Create a visually appealing and user-friendly website that reflects Halsbrook's brand identity.
- **Improve lead generation:** Enhance website conversion rates by capturing leads through strategic forms and calls to action.
- **Increase website traffic:** Implement SEO best practices to drive organic traffic and brand awareness.
- **Streamline content management:** Equip Halsbrook with a user-friendly content management system (CMS) for easy updates.

Challenges:

- **Outdated design:** The website felt dated, lacking a modern and engaging visual aesthetic.
- **Limited functionality:** The website lacked features to capture leads, showcase services effectively, or integrate with marketing automation tools.
- **Poor responsiveness:** The website wasn't optimized for mobile devices, hindering user experience on a rapidly growing mobile audience.

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- Sign in
- 0

Close

- SEARCH   Search
- Shop
  Shop All

CLOTHING

- All Clothing
- Dresses
- Jackets
- Jeans

Solutions and Strategies:

- **Modern Website Design:** We created a visually appealing and user-friendly website design that reflects Halsbrook's brand identity.
- **Enhanced User Experience (UX):** We focused on website navigation, readability, and mobile responsiveness to ensure seamless user experience across all devices.
- **Lead Generation Optimization:** We strategically placed contact forms, calls to action, and landing pages to capture leads and nurture them toward conversion.
- **SEO Optimization:** We implemented SEO best practices throughout the website content and structure to improve organic search ranking.
- **Content Management System (CMS):** We built the website on a user-friendly CMS platform to empower Halsbrook to easily manage and update their website content.

Implementation:

- **Collaborativedesign workshops**
- **Content creation and optimization**
- **Website development and testing**
- **Launch and ongoing support**

Results and Metrics:

- **Increased lead generation:** Lead capture forms saw a 40% increase in submissions.
- **Improved website traffic:** Organic website traffic has grown by 50% within 3 months.
- **Enhanced user engagement:** Average visitor session duration has increased by 70%.
- **Positive brand perception:** User feedback regarding the website's design and functionality has been overwhelmingly positive.

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BlankClothing.ca

Boosting Online Visibility and Sales for BlankClothing.ca Through Strategic SEO and Google Ads Management

BlankClothing.ca is a leading online retailer in Canada, offering a wide range of blank apparel for various needs, including personal use, events, and businesses. The company is known for its high-quality products and competitive pricing, catering to a diverse clientele across the country.

`Digital Marketing`　　　`Apparel & clothing Retail`

Objectives and Goals:

Objective: Enhance online visibility and drive targeted traffic to the website.

Goals:
- Improve organic search rankings for key products and categories.
- Increase website traffic and user engagement.
- Optimize Google Ads campaigns to maximize ROI and reduce ad spend wastage.
- Boost overall sales and conversion rates.

Challenges:

- **Highly Competitive Market:** Operating in a highly competitive e-commerce space with numerous competitors targeting similar keywords.
- **Underperforming Keywords:** Existing SEO efforts were not driving significant traffic, and many high-potential keywords were underutilized.
- **Inefficient Google Ads Campaigns:** Previous campaigns lacked proper targeting, leading to high costs and low conversion rates.

Solutions and Strategies:

- **Comprehensive SEO Audit:** Conducted a detailed audit to identify technical issues, keyword gaps, and on-page optimization opportunities. **Keyword**
- **Optimization:** Focused on long-tail keywords with lower competition but high intent, optimizing product pages and category pages for these terms.
- **Content Strategy:** Developed a content plan to create valuable, keyword-rich blog posts and guides that would attract organic traffic and position BlankClothing.ca as an industry authority. **Google Ads Revamp:** Restructured the Google Ads account, implementing better keyword targeting, ad group segmentation, and bid adjustments to improve performance. **Conversion Rate Optimization (CRO):** Enhanced landing pages for better user
- experience, leading to higher conversion rates.

Implementation:

- **SEO Enhancements:** Optimized meta tags, headings, and content for target keywords. Improved site structure and internal linking to boost crawlability and user navigation.
- **Content Creation:** Published regular blog posts and product guides, focusing on topics relevant to the target audience and optimized for SEO.
- **Google Ads Overhaul:** Created new ad campaigns with targeted ad copy, improved Quality Scores, and better bid strategies. Implemented A/B testing to refine ad performance continuously.
- **Technical SEO Fixes:** Addressed issues such as slow page load times, mobile responsiveness, and duplicate content to improve overall site health.

Results and Metrics:

- **OrganicTrafficGrowth:**Achieved a 55% increase in organic traffic within six months.
- **Improved Search Rankings:** Key product pages ranked on the first page of Google for targeted long-tail keywords, resulting in a significant increase in visibility.
- **Google Ads Performance:** Reduced Cost Per Click (CPC) by 30% while increasing conversions by 45%, leading to a higher ROI.
- **Sales Uplift**: Overall sales saw a 35% increase, with a notable boost in conversions from both organic and paid channels.

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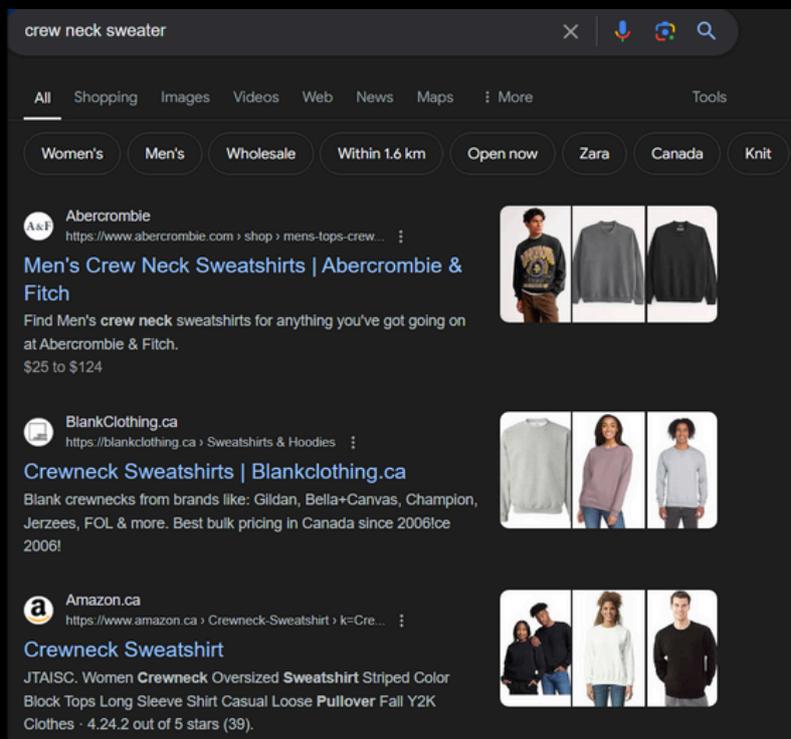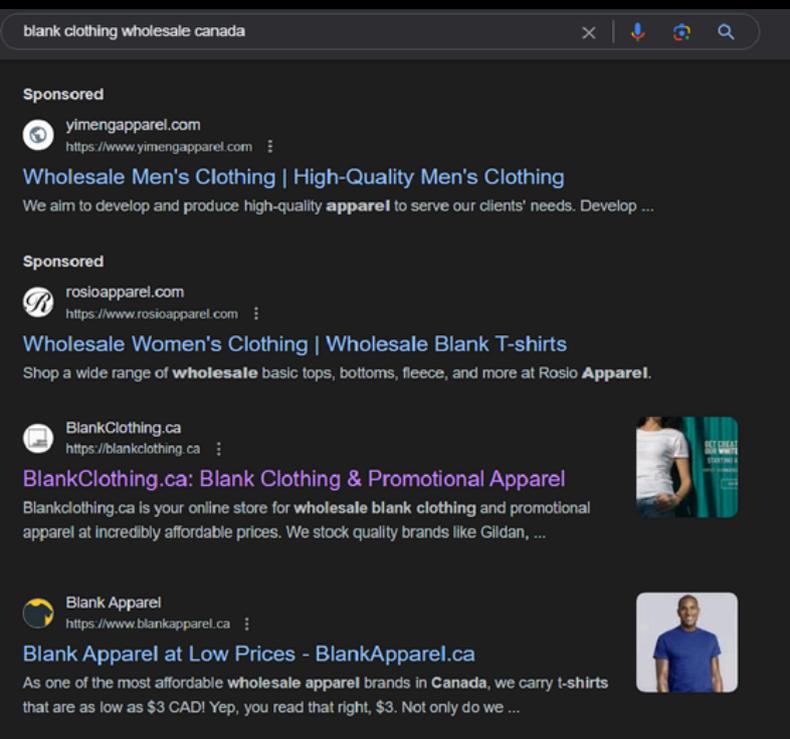
Steady State

Supercharging Steady State's Lead Generation with Google Ads & Funnels

Steady State founded in 2020, is a brand dedicated to helping people improve their recovery and enhance their overall well-being. Steady State identified a gap in the market for products that prioritize effective recovery. Their mission is to provide tools that help individuals recover properly from workouts, injuries, and daily stresses.

Digital Marketing **Product, Retail**

Objectives and Goals:

- **Attract high-intent users:** Reach individuals actively searching for products to release stress and recovery tools.
- **Optimize lead capture:** Capture qualified leads through targeted landing pages and compelling calls to action.
- **Nurture leads through the funnel:** Convert website visitors into paying clients through a strategic email marketing sequence.

Challenges:

The competitive landscape for recovery products is vast. Steady State, a relatively new brand, faced the challenge of reaching their target audience and establishing themselves within the market. It became evident from speaking with Isaac, the founder, that he was eager to expand the company quickly. In addition to using a few other companies, he had been managing certain campaigns himself. He had seen some but not enough success. Additionally, ensuring website traffic translated into actual sales required a well-defined conversion strategy.

Solutions and Strategies:

Our first course of action was to examine the earlier campaigns. According to the campaign's initial data, only two of the ads were actually converting. With over 175 unique advertisements, Insta Stories ads, several persona funnels, and daily bid/budget monitoring, we now have a fully functional funnel established.

- **Targeted Google Ads Campaigns:** We developed data-driven Google Ads campaigns across various search and display networks. Keyword research focused on recovery-related terms, competitor analysis, and user intent.

- **Strategic Funnel Design:** Landing pages and conversion funnels were created to nurture website visitors through the sales journey. Each funnel is catered to specific products and user needs.
- **Compelling Ad Copy and Creatives:** Engaging ad copy highlighted Steady State's unique selling points and benefits. Eye-catching visuals showcased their product range and its effectiveness.
- **Conversion Rate Optimization (CRO):** A/B testing and data analysis were employed to optimize landing pages and conversion points for maximum impact.
- **Implementing Retargeting Funnels:** Re-engaged potential customers through targeted Google Ads campaigns, turning missed opportunities into conversions. This strategy boosted sales and drove steady growth by delivering tailored ads that kept the brand top-of-mind.

Implementation:

- **Campaign Development and Management:** Our team meticulously crafted Google Ads campaigns, continually monitored performance, and implemented adjustments for optimal results.
- **Landing Page Design and Optimization:** Landing pages were designed to be clear, concise, and persuasive, with CTAs strategically placed to guide users through the funnel.
- **Ongoing Performance Tracking and Reporting:** We provided comprehensive reports detailing campaign performance, website traffic, and conversion rates, allowing Steady State to track their progress and ROI.

Results and Metrics:

- **Increased Brand Awareness:** Website traffic surged by 55% within 2 months.
- **Targeted Audience Reach:** Google Ads successfully reached a highly relevant audience actively searching for recovery solutions.
- **Conversion Rate Boost:** Conversion rates from website visitors to paying customers increased by 60%.
- **Measurable ROI:** The campaign generated a positive return on investment for Steady State, exceeding their initial goals.
- **Click-Through Rate (CTR):** The campaign experienced an average click-through rate of 30%, demonstrating the effectiveness of ad copy and relevance to search queries.
- **Return on Ad Spend (ROAS):** The campaign delivered a strong ROAS of 10.33, indicating a significant return on investment for Steady State.

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Testimonials

"Working withSaaskode Innovations LLP was a game-changer for us. They transformed our outdated website into a modern, user-friendly platform that has significantly improved our online presence and user engagement. We are thrilled with the results and highly recommend their services." - **Sayan Dey, Director, NISD**

"The new website has truly transformed our online presence. It's not only beautiful but also incredibly functional. Our customers love the new look and feel, and we've seen a noticeable increase in engagement and sales. Saaskode delivered beyond our expectations." - **Edan Amar, CEO**

"We are thrilled with the results of our website redesign! Saaskode Innovations LLP has not only created a modern and engaging website, but also equipped us with the tools to manage our online presence effectively. We've seen a significant increase in leads and website traffic, and we're confident this new website will play a crucial role in our continued growth." - **Halsey Schroeder, Halsbrook Inc.**

"We are incredibly impressed with the results achieved through the Google Ads and funnel strategy. Saaskode Innovations LLP not only helped us reach a wider audience but also significantly increased our sales. We're now seeing a clear path to achieving our business goals thanks to your expertise and dedication." - **Issac, Steady State**

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THANK YOU

LET'S **CONNECT**

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