



MetaKave HQ
252 Elephant Road, Apt 12B2, Al-Baraka Tower
Dhaka 1205, Bangladesh
(+880) 096 1169 9014, (+880) 01711 056 474
On the Web: <http://metakave.com>

Profile and Portfolio

MetaKave is a Tech Startup offering Technological Innovation for Web 2.0 and beyond. We are a global company serving customers in virtually all continents and we have operations in Australia, UK, USA and India. The company has an integrated approach towards client's requirement where it cross-pollinates aesthetics, functionality, efficiency and high visibility.

It has a robust team consisting of Information Architect, Geek Level Coders, Graphic Designer, Online Marketer, Database Guru and Search Engine Expert. MetaKave is committed to make your project a mission successful.

SERVICES AT A GLANCE

We provide services in the following 3 broad areas:

Custom Development

Our expertise cover a number of areas including PHP, SQL Database, WordPress Development, Joomla Extension Development and other CMS Customization such as Magento, OpenCart or Drupal. From Information architecture to UI and UX planning, graphic design and finally development and deployment with international domain and hosting – Metakave helps every step of the way to provide you solutions.

Digital Marketing

We do Search Engine Marketing and build strategy for Social Media presence. We also have experience in setting up Google Adwords campaign and precision targeted successful Facebook Advertising campaigns for our happy clients. For websites and businesses we do everything that digital marketing needs demand.

E-commerce & Mobile

We provide one stop e-commerce solutions for diverse needs and customers of different scale. Also in this age of everything on mobile we understand that responsive design is the latest trend and more people now looks at your site on mobile or tab. We help convert old site into responsive layout



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either with keeping the previous design or have new modern look for mobile or smart device with touch enabled technology. We also develop Mobile apps.

SERVICES IN DETAIL

Web Design and Development

MetaKave has in-house skilled team to offer different areas of your web design including: web graphic design, interface design, authoring: including industry standard coding and implementation of necessary tools and search engine optimization.

We are not an average Web Design company. That's why we give emphasis on quality of code, factors instrumental for efficient site loading and validation. A cleanly coded site goes a long way in not only giving every visitor a very good web experience but also when the site become complex and large, it ensures that your site does not get sluggish.

We also place importance on UX (user experience) design. UX has become a very important area since a user must understand intuitively how the website works. This require user friendly design, navigation, labeling, presentation etc. so that the interaction with the site is organic.

We work closely with the client to receive as much as useful feedback to come up with the best visual design that works with the target audience. Our sense of aesthetics or overall design is developed such that it do not come in conflict with the content, making it easier for the user to navigate and find relevant information or products etc.

E-Commerce Solution

Ecommerce solutions is about great product display, an impressive shopping cart, easy to add new product environment, secure payment gateway integration, scalable hosting and marketing knowledge. Customized and bespoke Ecommerce solution gives significant advantage over conventional off the shelf ecommerce websites. We know how important it is for your company to present a professional image of your online storefront. At MetakKave we provide web development service along with online store creations, ecommerce shopping cart, payment gateway integration and ecommerce hosting.



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Our custom ecommerce website design and development solutions will enable you to run an ecommerce website on the internet in a user friendly manner. We have a competitive pricing that will enable you to get you a professional ecommerce web site up and running with the minimum amount of fuss, enabling your business to start selling online immediately.

What Client Gets?

- Full Branding and Design to Reflect Your Brand
- Website Domain and Hosting
- Web Architecture Design and Development
- Store Building
- Product Update
- Payment Gateway Integration
- Online Marketing
- SEO
- Any other Custom Requirements

Search Engine Optimization Service

Search marketing is a widely used strategy, of which Search Engine Optimization (SEO) is a frequently implemented technique. Search engine optimization involves developing, customizing or retooling your website to advance it to the top rankings on major search engines. It involves a combination of various application techniques and tools. SEO is an organic approach and opens up the prospects of greater visibility and increased web traffic. It turns your website into an online shop with increased opportunities to convert visitors into leads.

What can you expect from MetaKave's SEO Services?

- Increase in search rankings
- Increase in site traffic
- Increase in visitor-to-lead conversion ratio
- Increase in your marketing budget's ROI

What areas does Metakave focus on for your SEO?

- Comprehensive Website Review
- Keyword Analysis



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- Competitor SEO Analysis
- On-site Page Edit and Meta Tags Optimization
- URL Optimization
- HTML and XML Sitemap
- Search Engine Submission and Ping
- Blogs and Forums Creation
- Writing and Posting of Articles and Press Releases
- RSS Feeds
- Link Building and Exchange
- Social Media Integration
- Integration of Google Analytics Code

Responsive Design

At MetaKave we help you get responsive design. The new frontier of internet user trend is browsing the new via mobile or tab. People are using iphone, ipad, blackberry, samsung galaxy series and all kind of other affordable smart devices to access the internet. Now a days about 30% to 40% internet traffic are from smart devices such as mobile. This trend has got the business owners who primarily use website to sell their product and services thinking. People wants everything on the move. They do shopping on the go, they want to book a restaurant for the weekend while sitting at the train station on busy weekdays. For all of them, the website offering these services need to be responsive and smart device ready. MetaKave offers Responsive Web Design and make your site ready for Smart Devices.

What is Responsive Web Design? What is Smart Device Readiness?

Responsive design is a Web design approach aimed at crafting sites to provide an optimal viewing experience, easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors). This has the characteristics of having fluid grid content, flexible image resizing, media queries for different styling for different screen sizes etc.

Smart device readiness basically mean the same thing. Whether your site is viewable with optimum user experience so that users can navigate it with ease, with all the important elements you want to show on your website on various smart device and variable screen sizes.

Is your website smart device ready?



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If the answer is No, then chances are you are losing visitors and you are losing potential customer, therefore revenue. Whatever service and product you wish to market to your visitors on the internet has to be now ready for every display, be it desktop, laptop, widescreen, tiny mobile screen, ipad view, iphone screen etc. We have done a number of projects where we have converted a static, unresponsive design into fluid and responsive designs.

If you have a project, no matter its a static HTML site, or custom coded PHP or made with Joomla, Wordpress, Magento, Drupal CMS, we are ready to transform it and make it responsive and smart device ready with affordable budget.

Social Media Marketing

At MetaKave our products and services are primarily fueled by the power of Social Media. We develop tools that help integrated social media right within your website.

Our experience of developing plugin, module and components for leading and industry standard content management system makes us the right team to contact for any of your Social Media needs.

These days Social Media is necessary both for small, medium businesses as well as for huge enterprises. Social Media can bring new traffic to your site, help your product and service get more attention by Search Engine, help market your product and service to the right audience via various Social Networks.

At MetaKave we offer Social Media Consultancy including: Strategy for Social Media adoption, content strategy, integration solution to site, creation and maintenance of social media channels.

Do you need custom solution for your website so that all of your Social Media channel activities be displayed on your site, in a way you want with custom filter and full control? Do you want to develop certain tool on your CMS based site that will fetch and display updates from important Social Media feeds? We @ MetaKave develop exactly such tools.

Facebook Marketing and Advertising

Facebook advertising provides marketers with a wealth of demographic information for advertising purposes. From age and gender to location, interests and “likes,” Facebook allows for very niche targeting. Combining demographics or likes, marketers can target very specific groups in Facebook. For example, an local retailer that sells cycle parts can target ads to Facebook members who live in that area and like subjects such as cycling, outdoor sports and other related topics.



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Advantages of Facebook Advertising

- Precise targeting of your potential client/ customer and reaching your target demographic in their comfort zone
- Boost traffic to your website- more traffic equals to more sales
- Low-cost and smart marketing strategy
- Business information stream with text, images, videos, and even with animations
- Regular conversation with the existing and potential customers
- Help develop a strong brand
- Ensure a strong social media presence
- Good return on investment (ROI)

How We Can Help

While other social media advertising agencies might focus solely on engagement (such as how many likes an ad or page receives), our marketing strategy is driven by results that impact your company's bottom line and campaign goal. We work with each of our clients individually to determine each organization's unique goals. From here, we help you leverage Facebook's advanced targeting capabilities to reach and convert your customers and prospects. We offer beginning-to-end Facebook advertising management services, from defining your demographic target audience, to developing ad creative, to testing and optimizing, to in-depth measurement and conversion tracking.

Google AdWords

AdWords is search engine giant Google's main advertising product and the most popular method of displaying advertising on the web. If you are an internet user, you must have come across Google Ads, whether you've consciously noticed or not.

If you have a business website or even personal site, when you want to target exactly the right kind of audience via search engine results and elsewhere, Google Adwords is your best bet.

Many companies now a days already have a Google Adwords campaign up and running. But if you're not keeping an eye on it regularly and neither managing to optimize it over the time, chances are very high that you will end up losing your money without attracting target clients. Even it's very possible that your advertise will slowly go out of the radar because of other competitors have already taken up the space. With ever growing cost-per-click (CPC) prices throughout the various pay per click



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(PPC) search engines it is essential that you avoid certain mistakes that will undoubtedly result in poorly performing PPC campaigns.

On today's highly competitive AdWords environment it is now more important than ever to ensure that your campaigns are optimized to their utmost potential. You should be achieving maximum return on investment (ROI) for the keywords or phrases that are most relevant to your business and are most likely to provide you with targeted traffic to your website.

At MetaKave we provide Google Adwords campaign management service. We aim to achieve exceptional results through our targeted campaigns that drive qualified traffic to your company immediately. MetaKave partners with you to analyze your company and the types of products or services you sell, define your pay per click management objectives, and research your competitors and your particular industry trends. Once our project scope is established, we then build a comprehensive PPC advertising campaign that addresses your company's specific goals and budget, whether it's targeting local customers or launching a global brand.

We can help you in the following areas:

- 1) Setup and create your Google Ad campaign
- 2) Research for market competition and relevant keywords
- 3) Optimizing your campaign
- 4) Ongoing maintenance and updates



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SERVICE PACKAGES

M01	Package Name: MK-WEB	At a Glance
	<p>The core strength of MetaKave is building web experience. MK-Web offers web design & development solutions. Every single stage of the user journey is considered, to ensure that your website is intuitive and engaging. We are also CMS expert and we use CMS for easy maintaining & managing of your site. Through our network of trusted partners, we can also add additional values, such as payment integration, ecommerce facility.</p> <p>This service package can be taken with a basic SEO package from our MK-Search package, so your shiny new website is at the top of search results.</p>	<ul style="list-style-type: none"> * Website Strategy * Web Design * Visuals * Development * CMS * Bespoke Web Solutions * SEO * Responsive Mobile Friendly design
M02	Package Name: MK-ECOM	At a Glance
	<p>Digital economy is now riding on the web of E-Commerce. Our MK-ECOM is perfect if you are looking to create your virtual store online. We have an integrated approach so that your electronic store can be viewed both on desktop, tabs and mobile.</p> <p>We have experience in integrating both local and international payment gateways so that you can receive payment from customers anywhere in the world.</p>	<ul style="list-style-type: none"> * E-Commerce Consultation * CMS based / standalone E-Commerce Development * Payment Gateway integration * SEO
M03	Package Name: MK-SOCL	At a Glance
	<p>We are already living in a social media age. Our MK-SOCL package is designed specially for those who wish to harness the power of the social media.</p> <p>Social media marketing is an effective medium for smaller businesses to avoid the advertising clutter and reach the right target audience with maximum return on investment. If you own a retail business such as a shop, cafe or a restaurant, M-SOCL will serve your social media marketing needs at very affordable rates.</p> <p>While you sit back and concentrate on running your business, our competent social media team will be in charge of managing your</p>	<ul style="list-style-type: none"> * Social Media Strategy * Social Media Branding * Regular Social Media Activities * Promo on Social Media * Paid Advert on Social Media



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	Facebook page, acquiring quality fans and keeping them continuously engaged with the latest updates and offers.	
M-04	Package Name: MK-DIGI	At a Glance
	<p>You may have created the coolest digital content, but the creative efforts are nullified unless you reach your target audience. A savvy digital media plan is essential for any digital campaign to be successful. That's where M-DIGI comes in! Its focus is on reaching the right audience across multiple digital platforms.</p> <p>M-DIGI promotes your content, buying media across multiple social media channels, mobile ads within mobile apps & m-sites and most importantly display ads across local and international publishers using sophisticated targeting strategies such as remarketing & contextual targeting. If you are looking to optimize your content and acquire fans specifically through Facebook, M-DIGI is the perfect product for you. Optimizing Facebook campaigns is definitely one of our many USPs!</p>	<ul style="list-style-type: none"> * Social Ads, Content Promotion & Optimization * Display Ads Campaigns Across local & International Publishers * Mobile ads * Lead generation campaigns * Sponsored blogs * Email marketing
M-05	Package Name: MK-SEARCH	At a Glance
	<p>How do you ensure that your company, service and products are found by those who are searching for it?</p> <p>How do you know what is it that consumers are searching for? Why and when are they searching for them? What are the keywords they are using and for what related products are they searching? These are some of the many questions we analyse before devising any search campaign. As search engine experts we understand the importance of having a solid search marketing strategy to defend your brand's territory. Whether you want your sponsored links to appear during relevant keyword searches, or you want your online presence to be at the top organically during relevant searches, we provide end-to-end solutions in search marketing. By incorporating sophisticated targeting strategies, we can create a bespoke search campaign strategy for your brand.</p> <p>MK-SEARCH is the ideal service to get you going in search engine landscape.</p>	<ul style="list-style-type: none"> * SEO Consultancy * Search Trend Analysis * Search Campaign Strategy * Keyword research and marketing * Search Engine Optimization (SEO) * SEO Reporting
M-06	Package Name: MK-DESIGN	At a Glance
	Aesthetically appealing and modern design is what we do at	* Design



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	<p>MetaKave. We have a team of experience designer who are aware of the state of the art trends and our designs are easily comparable to international standard.</p> <p>We do design for various media including web, branding related materials and publications.</p>	<p>Consultancy</p> <ul style="list-style-type: none">* Concept Mockup* Designing* Press Output <p>Ready Delivery</p>
M-07	<p>Package Name: MK-BRAND</p>	<p>At a Glance</p>
	<p>Our MK-BRAND service offers one stop solution for all your branding needs. We have in house designer who are competent to provide you all your branding needs including digital outputs, publications and much more.</p>	<ul style="list-style-type: none">* Branding <p>Consultancy</p> <ul style="list-style-type: none">* One Stop Branding Solution

ABOUT THE FOUNDER

MetaKave is a founded and headed by Sadiq M. Alam. He graduated with Bachelor in Engineering from Bangladesh University of Engineering and Technology, country's premier Engineering and Tech University. Later he pursued for his Masters from National University of Singapore (NUS) as a Research Scholar. He received a Fellowship from UCLA (University of California Los Angeles) and was invited to do his PhD but later dropped out from the PhD program to continue on his own path of innovation, creativity and independent learning.

Sadiq M. Alam is a Tech Entrepreneur and MetaKave is his 4th entrepreneurial venture and his three other being Mystic Alchemy Design (Berkley, California), Sweet Information Architecture (London, UK) and Codeboxr (Dhaka, Bangladesh).

Personally he is married and father of a son. After living and travelling to close to ten countries, he considers himself a global citizen and currently lives in Dhaka, Bangladesh.

Best Regards,

Sadiq M. Alam

*Founder & Head of Ideas
MetaKave*

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