



**Help Together Group**



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Help Together Group, established in 2017, is a leading provider of website development and internet marketing services. We are committed to delivering high-quality solutions that encompass custom development, app development, website development, web design, SEO, local SEO, PPC management, Google Ads, Google Business profile management, 360 virtual tours, photography, and videography. With a track record of serving over 4,000 clients and engaging in government projects, we pride ourselves on delivering exceptional results across various sectors. Our mission is to lead the industry by creating goal-oriented, visually appealing, technically excellent, and affordable websites. Choose Help Together Group for innovative Services that drive success.



# IN



# TRODUCTION



**Welcome to the Help Together Group ! We are a leading digital marketing company dedicated to helping businesses thrive online. Our team of experts specializes in tailored digital marketing solutions that drive results and maximize online visibility. Whether you're a local business or a global enterprise, we have the expertise to help you succeed in the digital landscape. Choose Help Together Group as your trusted partner in achieving online success and reaching new heights for your business.**

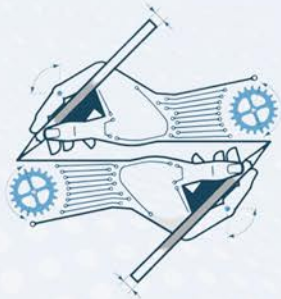






## Google My Business

Google Business Profile Management refers to the process of optimizing and managing the online presence of a business on Google's search engine and maps. It involves creating and maintaining a Google My Business (GMB) profile, which provides essential information about the business, including its name, address, phone number, website, operating hours, reviews, and more. Here are some key details about Google Business Profile Management.



- 📌 Creating and Claiming the Profile
- 📌 Optimizing Business Information
- 📌 Help to Managing Reviews and Ratings
- 📌 Help to Posting Updates and Offers
- 📌 Insights and Analytics





# Local SEO

Local SEO help to attract traffic that is more likely to convert into customers. This is because people who search for local keywords are often looking for businesses in their area that can provide the products or services they need.

- 📌 Local SEO refer to specific search terms or phrases that include geographic modifiers, such as city names, neighborhood names, or other location-based information.
- 📌 These SEO are used to target local or regional audiences in search engine optimization (SEO) efforts.
- 📌 Local SEO help businesses or organizations optimize their online presence to appear in search results for users in a specific location.





# Benefits

## Local SEO

- 📌 Increased Local Visibility
- 📌 Targeted Audience
- 📌 Competition Differentiation
- 📌 Higher Conversion Rates
- 📌 Improved Local Branding
- 📌 Better Search Engine Rankings
- 📌 Better Search Engine Rankings
- 📌 Enhanced Local SEO



# Google Ads

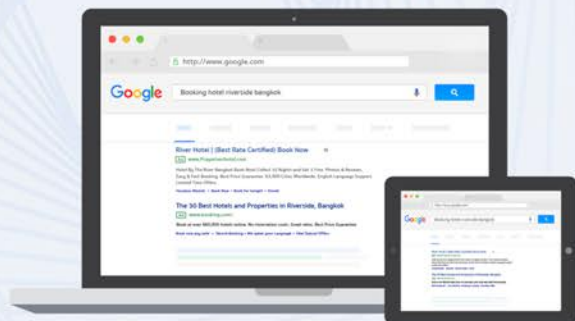


Google ads allows a businesses to reach a large and diverse audience. with billions of searches happening on google every day, businesses can connect with people who are actively looking for their products or services.

- 📌 Google Ads allows advertisers to set up remarketing campaigns, targeting users who have previously interacted with their website or app, increasing the chances of conversion.
- 📌 It provides access to a vast network of websites and platforms, reaching a wide audience and enhancing brand visibility.







# Benefits

## Google Ads

- 📌 Reach
- 📌 Targeting
- 📌 Cost-effective
- 📌 Measurable
- 📌 Flexibility
- 📌 Remarketing
- 📌 Quick results
- 📌 Brand exposure



# Meta Ads



Meta Ads has over 2 billion active users, making it one of the largest social media platforms in the world. This means that you have access to a massive audience that you can target with your ads.

- 📌 Meta Ads is an advertising platform provided by Meta, allowing businesses and individuals to create and run targeted ad campaigns on the social media platform with their website or app, increasing the chances of conversion.
- 📌 It enables advertisers to reach a vast audience of billions of active Meta users across the globe.





## Meta Ads

# BENEFITS

-  MASSIVE REACH
-  TARGETED ADVERTISING
-  COST-EFFECTIVE
-  DIVERSE AD FORMATS
-  REMARKETING OPPORTUNITIES
-  MEASURABLE RESULTS
-  ENHANCED BRAND AWARENESS
-  MOBILE-FRIENDLY ADVERTISING
-  FLEXIBILITY AND CONTROL







# Website

A website allows you to reach a wider audience and make your brand more visible. with a website, you can showcase your products, services, and ideas to people all over the world.

- 📌 A collection of interconnected web pages hosted on a domain.
- 📌 A digital platform accessible through the internet.
- 📌 Utilizes a combination of text, images, videos, and other media to convey information or provide services.
- 📌 Created using various technologies such as HTML, CSS, and JavaScript.



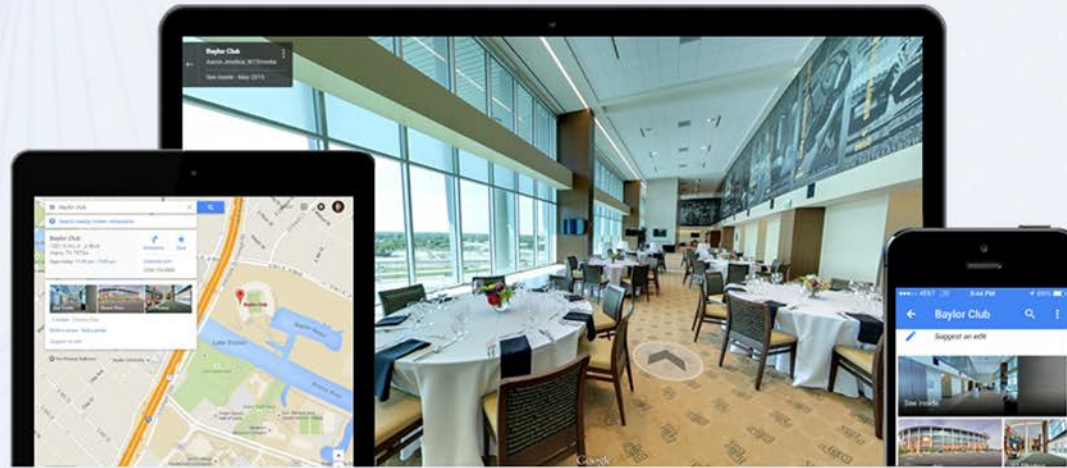


## Website

# BENEFITS

-  GLOBAL PRESENCE
-  24/7 AVAILABILITY
-  COST-EFFECTIVE MARKETING
-  INCREASED CREDIBILITY
-  ENHANCED CUSTOMER SUPPORT
-  E-COMMERCE CAPABILITIES
-  INFORMATION DISSEMINATION
-  INTERACTION AND ENGAGEMENT
-  COLLABORATION AND COMMUNICATION





## 360° Virtual Tour

360 virtual tours provide an interactive and immersive experience for customers, allowing them to explore and interact with a space in a way that traditional photos and videos cannot. This increased engagement can lead to higher customer satisfaction and increased Sales.

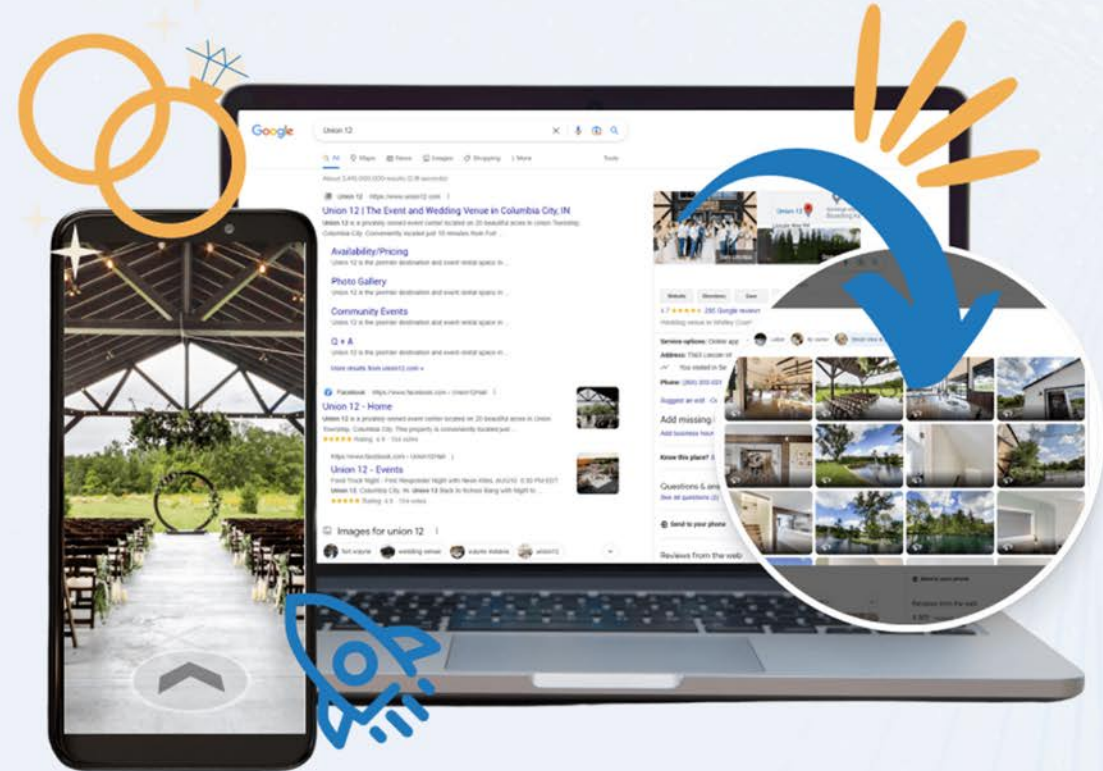




# Benefits

## 360° Virtual Tour

- Enhanced product visualization
- Increased customer engagement
- Improved customer confidence
- Realistic Visualization
- Reduced Return Rates
- Cost and Time Efficiency
- Improved Decision
- Increased Conversion Rates
- Differentiation and Competitive Edge



# Photography

- 📌 Photography is the art, process, or practice of capturing images using a camera or other light-sensitive devices.
- 📌 It involves capturing and preserving moments, scenes, or subjects through the use of composition, lighting, and various technical aspects.

# Videography

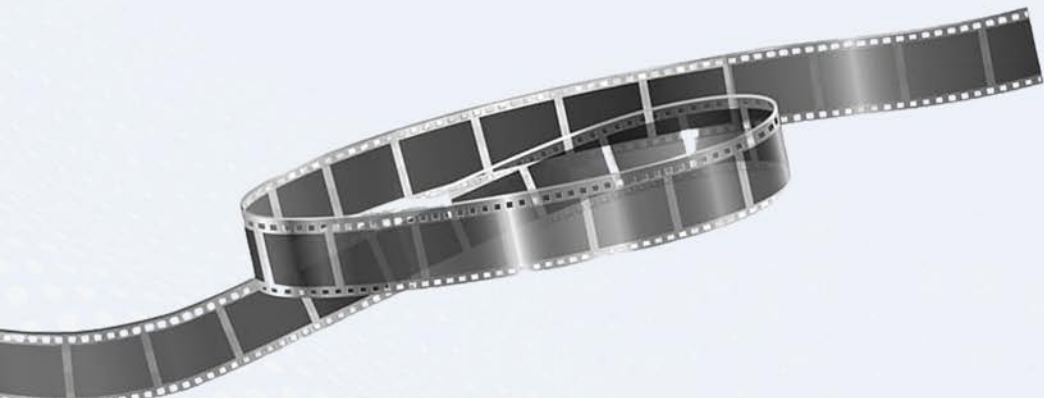
- 📌 Videography refers to the process of capturing moving images or videos using a video camera or digital recording device.
- 📌 It involves recording live-action events, scenes, or subjects with motion and sound.
- 📌 Videography is often used in filmmaking, documentary production, events coverage, advertising, educational videos, and more.



# Benefits

## Photography & Videography

- 📌 Enhanced Conversion Rates
- 📌 Improved SEO Performance
- 📌 Stronger Emotional Connections
- 📌 Versatile and Shareable Content
- 📌 Greater Audience Reach
- 📌 Increased Website Traffic
- 📌 Brand Differentiation
- 📌 Long-Term Value





# Web



Web SEO content plays a crucial role in improving a website's visibility and attracting organic traffic from search engines. By optimizing the content of a website, it becomes more relevant and appealing to both search engines and users.

- 📌 Web SEO stands for Search Engine Optimization, which refers to the process of improving a website's visibility and ranking on search engine results pages.
- 📌 It involves optimizing various elements of a website to make it more attractive to search engines and users.
- 📌 Web SEO aims to increase organic (non-paid) traffic to a website by improving its search engine rankings.





## WEB SEO

# BENEFITS

-  IMPROVE WEBSITE VISIBILITY AND RANKING
-  INCREASE ORGANIC TRAFFIC
-  ON-PAGE AND OFF-PAGE OPTIMIZATION
-  KEYWORD RESEARCH AND ANALYSIS
-  MONITORING WEBSITE METRICS
-  IMPROVE USER EXPERIENCE
-  INCREASE CONVERSIONS
-  META TAGS, CONTENT, HEADINGS, URLS
-  LINK BUILDING



# App Development



Custom app development refers to the process of creating mobile applications tailored specifically to meet the unique requirements of a business or individual. It involves designing, developing, and deploying apps with customized features, functionalities, and user interfaces that align with specific goals and needs.

- 📌 Developing applications that align with the brand identity and user experience needs.
- 📌 Designing user interfaces and interactions based on specific business needs.
- 📌 Implementing backend systems and integrating with existing databases or APIs.







# Custom Development

- Custom development refers to the process of creating software, applications, or solutions tailored specifically to meet the unique requirements of a particular organization or individual.
- It involves designing, developing, and implementing software from scratch, rather than using off-the-shelf or pre-built solutions.

## Benefits:

- Enhanced security measures and adherence to industry best practices.
- Long-term cost savings by eliminating licensing fees and improving efficiency.
- Dedicated support and maintenance services from the development team.





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