

ECOMMERCE

Electronic commerce, commonly known as **e-commerce** or **eCommerce**, is a type of industry where the buying and selling of products or services is conducted over electronic systems such as the Internet and other computer networks. E-commerce can be divided into:

1. E-tailing or "virtual storefronts" on websites with online catalogs, sometimes gathered into a "virtual mall"
2. Buying or Selling on various websites and/or online marketplaces
3. The gathering and use of demographic data through Web contacts and social media
4. Electronic Data Interchange (EDI), the business-to-business exchange of data

- Ecommerce Websites (doing business online)
- Merchant Processing Integration
- Shipping Integration UPS, USPS, & FED EX
- Portal Integrations such as EBAY, Amazon and Google Shop
- Control Panel Administration
- Product Management
- Order Management
- Secured Socket Layer (SSL) transaction checkout pages
- Responsive Design
- Mobile Design
- We deliver up on time
- Customer Account Management
- Hosted WEB SERVERS/CLOUD SERVER
- Has easy to implement marketing strategies
- Streamlines operations and reduces costs
- Has automated business operations and processes



Additional **ecommerce software services** are available upon request and can be added ala-cart to any ecommerce package. The additional ecommerce services we offer are meant to compliment your package or fill any specific needs that weren't originally included within your package's core service offerings.

For additional initial consultation with your ecommerce project please contact us at 954-229-4637 or email us at info@atpci.com

SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

Our team of SEO experts and social media professionals is committed to providing effective strategies, building client relationships, and demonstrating accountability.

There are many facets to SEO, since there are many components to building a stronger on-line presence that allows potential visitors to more easily find your website. The primary focus of SEO is to improve page ranking so your website appears early in search results when users type in certain words, terms, or phrases into a search engine (like Google). Achieving this goal requires several separate, but related activities that we call the SEO Program

What You Get with Monthly SEO Management

With Monthly SEO Management, you'll get everything you need to keep your campaign performing at its maximum level. We are always transparent with our services and customize our tactics to fit your business needs and goals.

- Advanced link building tactics
- Ongoing Keyword research
- Competition research & analysis
- Lead tracking: email leads and telephone calls.
- Monthly traffic & keyword reports
- Monthly Google Analytics and Reports



Here's what ATP Consulting work we perform on SEO projects

SEO On-Page and Off-page Strategy

1.1 Technical Website Analysis: Analyze the complete On-Page and Off-Page factors, Competitor's Market, Page Content Optimization.

1.2 Keyword Research: **Keyword research** is a vital part of SEO we research the best keywords with good searches:

- Professional Research
- Keyword Effectiveness Index Analysis.
- Detailed Report that would have the findings of the research according to website pages.

1.3 Meta Tags Optimization: In order to attract numerous visitors from search engine results, we offer effective Meta Title Tag, Meta description Tags and Meta keyword Tag service.

1.4 Image Optimization: As Image optimization adds benefit to any existing SEO campaign and will strengthen your on-site SEO so we also believe in good optimization of images to boost website value.

1.5 XML Site Map: XML Sitemap provides a roadmap for search engine crawlers to ensure they can easily find all of your site's pages so we generate and upload it for required websites.

1.6 Robots.txt: Perform the required action by creating and uploading the robots.txt file if website owner want to ignore specified files or directories when crawling a site.

1.7 Website Content: know the content is king of the website so to make the website more SEO-friendly, we promote and create attractive, valuable, interesting, content for both the purposes:

- Improving your Website Rankings With SEO friendly Content
- And Convince Your Visitors to Come Back to Your Website with Customer Engage Content

Off-page Activities

To improve the website's rankings and increasing the traffic flow we perform the quality Off-page work which will include the following tasks:

1.1 Article Posting: Fresh and unique content is posted every week that will bring a lot of visitors to the website.

1.2 Blog Posting: Fresh blogs will be published on the Web that will help in keeping the visitors updated with the latest information.

1.3 Image Sharing: Website's images will be shared on most popular image sharing sites like Pinterest to bring variation in the link building tasks.

1.4 Press Release: Latest news and updates will be circulated on the Web using press releases.

1.5 Social Bookmarking: The website will be promoted on a high page rank and Trust rank websites that are visited by a large number of people on a daily basis. They are really helpful in bringing lots of traffic to the website.

1.6 Business Listing: The website will be listed on most popular business listing sites that are very beneficial in bringing the local traffic.

1.7 Classified Ads: Products will be promoted with quality content via relevant classified ads websites.

1.8 Brand Promotion: Increase the brand reputation over the internet by using the SEO friendly techniques.

Digital Signage



What is it?

Digital signage is a form of electronic display that shows television programming, menus, information, advertising and other messages. Digital signs (frequently utilizing technologies such as [LCD](#), [LED](#), plasma displays, or projected images to display content) can be found in both public and private environments, including retail stores, hotels, restaurants, and corporate buildings, amongst other locations.

Our Marketplace includes the following:

- **Hospitality**
- **Higher Education**
- **Conference Centers**
- **Convention Centers**
- **Corporations**
- **Healthcare**
- **Restaurants**

- **Gaming**
- **Government**
- **Manufacturing**
- **Museums/Zoos**
- **Stadiums**
- **Churches**
- **Banking**



Digital signage is an eye-catching, hip and economically-superior way of getting dynamic messages out to customers – in a way they are used to seeing information. Examples of digital signs include digital menu systems in restaurants, information displays in corporate lobbies, LCD-based advertising in malls, way finding, and announcement boards in community areas or schools. Affordable, content-rich and easy-to-use, Digital Signage allows dynamic messaging updates while reducing print and administrative costs. It increases the power of visually-diverse messages as it connects with customers and informs employees.

ATP Consulting is partnered with Ingram Micro A/V Services, MVIX Digital Services, RiseVision and Scala Software.

For additional information on Digital Signage Products and Services contact us at 954-229-4637 or email us at info@atpci.com

