



Profile of RILO IT & Software Ltd.

Office:

Imperial Plaza, Suit # B-2 (2nd Floor)
Plot -725/A, Port Connecting Road
Haliashahar Housing Estate TSO 4216
Chattogram, Bangladesh

Email: it@rilogroup.com

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About Us:

RILO IT & Software Ltd. excels at custom website design, development & maintenance, web & mobile app development and ongoing support, SEO optimization and online marketing. We love taking on challenging projects. We empower our clients through technology. We utilized technology to bring results to grow our clients businesses. We pride ourselves in great work ethic, integrity, and end-results.

History:

Mamun Al Rashid, 3rd son of Begum Nur Jahan, started freelancing work on freelancer.com for website development in 2013. Since then he worked on different projects for foreign companies. Because of his sound technical skill in coding/programming, he is getting more and more challenging projects. As such, he asked other brothers to join the team, and formed Jahan services CO. in 2018. Since then company is growing in excellent pace. Thus, all 4 brothers thought it is the best time now to incorporate the business in order to represent the business outside world in more professional way. As such, RILO IT & Software Ltd. has been formed on 10th Nov 2022.

Services provided by RILO IT & Software Ltd.:

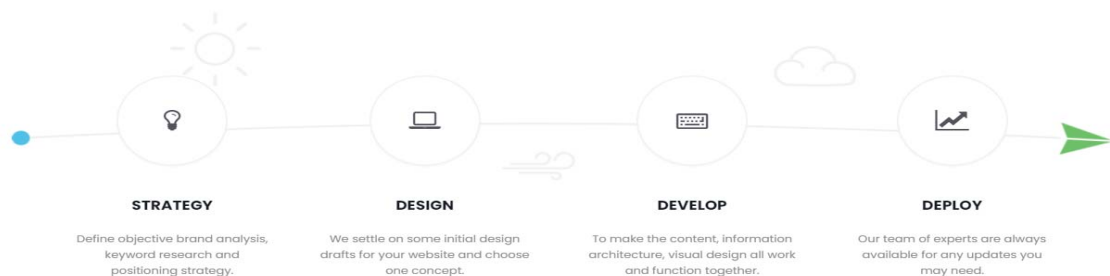
1. Website Design & Maintenance:

Affordable Website Design & Development

Web designing is an art! Your website design shows your business insight. A well known saying is *"First impression is the lasting one"*. In web technologies, your website is the first entity that interacts with the visitor, so your website should speak itself!

The websites we produce are clean and fresh, **each uniquely designed**. Furthermore, we endeavor to ensure all our sites meet the accessibility standards demanded by the [World Wide Web Consortium](#). Our websites are tested in the most commonly used browsers at different screen resolutions.

Service Process



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Service Includes

- Responsive Website Design
- User Experience Design
- CMS and e-Commerce Integration
- Usability and Competition Analysis
- Website Content Strategy
- Cross Browser and Platform Testing
- Information Architecture Design
- Installation & Setup
- Maintenance

2. Web App Development & Maintenance:

WHAT WE OFFER

- WEB ENABLEMENT OF ANY LEGACY APPLICATIONS
- INTERNET AND INTRANET SOLUTIONS
- CUSTOMIZED WEB PORTAL SOLUTIONS
- SPECIFIC CUSTOM APPLICATIONS AS PER CLIENT DEMAND
- COMMUNITY SITE DEVELOPMENT
- CORPORATE WEB BASED SOLUTIONS
- CUSTOM SOCIAL NETWORK DEVELOPMENT
- BUSINESS APPLICATIONS
- E COMMERCE SOLUTIONS
- PAYMENT PROCESSOR INTEGRATIONS

WHY CHOOSE US

- The Websites we make are optimized
- Delivering services and solutions right for your business
- Our Agile Methodology of development is proven and effective
- No worrying as we have an expert web development team
- Strong focus on business requirements and ROI
- Our web developers are experienced and certified
- No compromise on quality of website
- We build responsive websites that auto adapt to device screens
- We're quick to response to the clients need
- Extensive project management experience

3. SEO Optimization:

Search Engine Optimization

Is the process of affecting the visibility of a website or a web page in a search engine's unpaid results—often referred to as “natural,” “organic,” or “earned” 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.



TAKE YOUR BUSINESS **TO THE NEXT LEVEL**



We can increase the search engine rank and site traffic of any company. The expertise offered by its technical and copywriting staff enables RILO IT to successfully meet the needs of companies with complex websites in competitive industries.

Analyze a web site

We first analyze a web site, followed by a step-by-step plan to have the website communicate keywords more effectively to search engines. Our ultimate goal is to get our clients more visitors and higher conversion of sales and leads.



On-Page & Off-Page Optimization

The goal of on page and off page optimization is to generate a theme consistent with your targeted keywords. The search engine is a robot, not a human ... and therefore, you must follow our proven process to educate the robot so that it brings your website up when your potential customers are searching for specific business related keywords.

4. Social Media Marketing:

What is Social Media Marketing?

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising.



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RILO
IT & SOFTWARE LTD.

A powerful tool of communication, social media allows companies to reach their customers where they are, while also characterizing their brands and expanding their customer base. If done correctly, social media marketing can also increase the efficacy of other marketing techniques – including SEO and SEM – by helping build natural links, and drive traffic, awareness, brand recognition and goodwill. If you have been struggling with social media strategy, management, or advertising we can help.

OUR SERVICES



SOCIAL MEDIA STRATEGY DEVELOPMENT

We provide a range of high-value social media consultancy services through which we help you to achieve tangible results from their social media activities.



SOCIAL MEDIA ADVERTISING MANAGEMENT

Our social media advertising services are proven to accelerate growth. By advertising through social media, 100% of our clients have seen results.



SOCIAL MEDIA CONTENT CREATION

We provide a range of social media writing and posting services to help you directly or indirectly market your offerings through online social media.

OUR PROCESS



5. Pay Per Click:

What is Pay Per Click?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

PPC Management

Platforms such as Google AdWords and Bing Ads are important to your business. With our pay-per-click marketing (PPC) expertise, we can help take your accounts to the next level. We customize strategy and reporting tailored to your needs. We provide the support and guidance you require to accomplish your goal, be it maximizing return on investment, increasing leads, or driving brand awareness.

OUR PAY PER CLICK SERVICES



PPC Audits

Our PPC Audit process starts from understanding audit objective, coverage and leading to data analysis.



Social Advertising

We can help you with paid social campaigns that can drive your target audience toward much targeted desired actions.



Google AdWords

Hiring us gives you the benefit of a full-time AdWords expert without the extra cost of hiring another full-time employee.



Bing Advertising

Our in-house Bing ads agency team has the training and expertise you need to make the most of Bing's popular PPC platform.



Display Advertising

Your display ads will be targeting an audience that has already indicated an interest in your service or product.



Remarketing & Retargeting

Improve ROI and increase conversions by marketing to people who have already visited your website.



Brief process of our pay per click campaign:

Our pay-per-click (PPC) management service includes the following components:

- ✓ PPC search campaign strategy
- ✓ Keyword research and selection
- ✓ Ad creative development
- ✓ Campaign set-up
- ✓ Bid management and ROI tracking
- ✓ Landing page optimization and development
- ✓ Campaign management and analysis

Deliverables

We report monthly on your campaign's success regarding keyword choice and text choice, and we create a rank report so you know where you rank organically for the keywords you pay for. Additionally, after you review the report, we'll book a one hour call with the members of your team to explain your campaign's progress, direction, and answer any questions you may have.

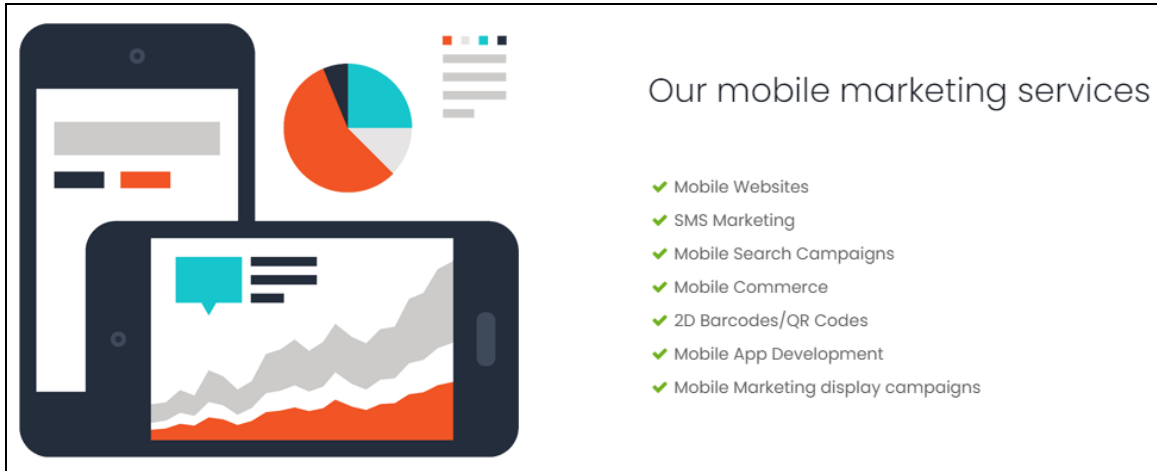
6. Mobile App Development, Maintenance & Marketing:

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7. Server & Database Maintenance:

- Create, configure and maintenance of Windows or Linux based server & database
- Regular backup of database
- Optimize the data structure in order to use less resource in query



Technologies We Use:

We go to great lengths to assure your content is delivered using the right technologies in such a way that visitors can easily and intuitively find the information they seek, resulting in a pleasant and productive user experience.

PHP

MAGENTO

REACT.JS

L.A.M.P

PYTHON

NODE.JS

DJANGO

SWIFT

LARAVEL

.NET

C /C# / C++

KOTLIN

WORDPRESS

ANGULAR.JS

CODEIGNITER

UNITY

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Manpower of RILO IT & Software Ltd.:

Sl. No.	Employee Name	Designation	Qualification
1	Mahabubul Alam Chowdhury	Director of Engineering	B.Sc in Mechanical Engineering (RUET, Bangladesh) M.Sc. in Mechanical Engineering (Canada)
2	Mamun Al Rashid	Software Engineer	B.Sc. in Electronics and Communication Engineering (KUET, Bangladesh)
3	Nurul Alam Chowdhury	Senior Software Engineer	B. Sc. In Civil Engineering. (CHUET, Bangladesh) B.Sc. in Computer Engineering (Canada)
4	Harun Al Rashid Chowdhury	Sales & Marketing Officer	B.Sc. in Statistics
5	Anika Jahan	Human Resource Officer	BBA
6	Mahmuda Akther	Secretary	H.S.C

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