IT CIT
Google

2016

Connecting
Your Business
with Google

Report on the successful conference on network marketing on 4th of May

Connecting
Your Business With Google

ITciti is an IT website and digital marketing company which has been in existence for 16 years. The rapid growth of the company and excellent performance in the commercial network has led to it receiving the favor of Google. ITciti staff were awarded four Google Partner certificates last year.

The main venue for the event was held in ITciti head office of 650 George Street, Sydney and the sub venue located at Google headquarters

ITciti
Google

The event "Connecting Your Business With Google" attracted many of potential customers as participants and this was welcomed by them. This is the first time Google co-organized a network event with a Chinese company in Australia. 。

Google also provided strong support to the event, including specific promotional materials, gifts and catering foods.

Meanwhile, ITciti continue to expand its digital marketing and SEO services. We are very happy to develop a specific proposal which meets the need of your business.

Free Google Advertisement Plan By ITciti

Questions and Answers Time

The Event was welcomed by the 40 participants and they indicated that they want to know more about digital marketing in the future. Due to the success of the event, ITciti will conduct more similar events and enhance on Chinese and Australian network cooperation.

Mr. David' Speech :

ACNW
Founder and Director
David Ni Wei

4th May, 2016

Welcome to ITciti-Google Partner Connect 2016!

On behalf of ITciti, it is my pleasure to welcome you to our event held jointly by ITciti and Google.

In this day and age, digital media is so pervasive that consumers have access to information at any time in any place. Thus digital marketing becomes a prevalent and fast-growing technology. It has changed the way brands and businesses utilize technology for their marketing.

We understand it is not easy for you or your business to find a right partner who can effectively help you to develop your digital marketing; such a partner needs to have comprehensive knowledge of both information technology and marketing.

ITciti is the one that you are looking for!

ITciti was established by me after 20 years of experience in the media industry. It is officially certified as a Google Partner by Google. Our specialist team can offer you tailored solutions to suit your business needs. ITciti is one of the few companies that can combine both traditional and digital media into your marketing plan.

Thank you for your participation in today's event. We hope through our services, we can become a trusted partner of your successful business.

Best Regards

David Ni Wei
Director

Event Schedule :

Time	Content	Speakers
11:00 - 11:20	Registration	
11:20 - 11:25	Welcome speech	General Manager: Dr. Andrew Theophanous
11:25 - 11:35	Brief introduction of ITciti and online promotion	ITciti Technical Director: Frank Gu
11:35 - 12:00	Topic: How to promote your business online	ITciti Head of Digital: Alex Handrian
12:00 - 12:40	Topic: Connect your business with Google	Google: Katy Berg & Elizabeth Fox
12:40 - 13:00	Case Study	ITciti Business Manager: Simon Chan
13:00 - 13:15	Q & A	ITciti: Frank Gu, Alex Handrian, Simon Chan
13:15 - 14:00	Drinks & Canapes	

Company Profile :

ITciti

ITciti was founded in 2000 as an Australia-Asia Business Group (AATEG) subsidiary. It initially engaged in Internet development and digital marketing; this has now been expanded and we have become a Google partner. Today, ITciti has bloomed into an independent website development and multi-faceted digital marketing company.

With the growing demand for network services, ITciti not only provides technical support for various public media network activities associated with the Australia›s Weekly News Publishing Co., Ltd., but also has other links with the local Chinese community in Australia. ITciti provides a system-based marketing strategy for the Internet, including the implementation of creative and depth tracking of operational services.

By choosing ITciti as a support service for your business, you meet the requirement of modern digital technology! We are happy to tailor for your business development needs by providing various types of personalized online services. Our services include web design, software development, search engine optimization (SEO), Search Engine Marketing (SEM), social media management and integrated marketing strategy.

We firmly believe that, with our help, your business will be able to scale new heights, beginning with the short term. We provide a -24hour personalized service. At any time, you can contact us or visit us in person in Sydney CBD office. We will do everything we can immediately for you to solve any online business problems and show you the way to further promote your business.

Contact us now. Take this important step on your new road to success!

Search Engine Optimization (SEO)

With 100 Billion searches monthly, Google search is not something you will want to miss. Being listed in Google search engine is mandatory for your company's success. Being in the first page topping your competitors is a privilege.

As a Google Partner Agency in Sydney and SEO Agency in Sydney, ITciti has the capability to make your website listed in Google search page 1 for special keywords phrases.

Combining our deep understanding of SEO and the experiences we have had over the years, we have a special formula for our SEO customers, supported by our website design division that follows rules and guidelines from Google itself.

Choose Your Plan	Basic SEO $275/MO	Advanced SEO $550/MO	Super SEO $950/MO
Setup Fees	FREE	FREE	FREE
Local Keywords (Phrases)	3	5	5
General Keywords (Phrases)	–	–	5
360 Complete Analysis	✔	✔	✔
On-page Optimisation	✔	✔	✔
Meta Creation and Optimisation	✔	✔	✔
Monthly Report	✔	✔	✔
Google Webmaster Setup	✘	✔	✔
Link Building	✘	✔	✔
Advanced Tag Manager	✘	✘	✔
Content Optimisation	✘	✘	✔
Guaranteed Page #1	✘	✔	✔
		Recommended	

SEM Service

Create unique paid campaigns. Work with the best agency. ITciti is an official Google Partner Agency with completely certified professionals.

Our Capabilities

Search Marketing

Targeted search results for search phrases set by us are designed to show the website on the top of the Search Engine Result Page.

Display Advertising

Attract more potential customers with wide variety of display advertising across the Google Display Network

Retargeting

Invite repeated, old and lost customers to re-visit and purchase their needs from your website – using the Google Retargeting Campaign.

Adwords Management Prices

Choose Your Plan	Basic Adwords $445/MO	Advanced Adwords $750/MO	Super Adwords $950/MO
Campaigns	1	2	3
Ad Groups	5	10	25
Ads Per Group	3	3	3
Keywords Per Group	20	20	30
Monthly General Report	✔	✔	✔
Conversion Tracking	✖	✔	✔
Competitor Analysis	✖	✔	✔
Remarketing	✖	✖	✔
Customized Report	✖	✖	✔
Adwords Extension	✖	✖	✔
Landing Page Design	1	2	4
		Recommanded	

Google Shopping Management Service

Google Shopping is the perfect tool to showcase your products for the reasons below:

Direct Competition

Google Shopping will compare your price with your competitors. This is a big advantage to really compete with others.

Top Google Page Search

Google Shopping search results are displayed on the top of the page. Achieving topping Adwords and organic results.

Immediate Action

Google shoppers are more likely to make an immediate purchase. The conversion rate is always higher than other campaigns by more than 15%.

Easy to Manage

Combined with your current e-commerce CMS, it

Trusted Store

Earn your Google Trusted Store badge for your e-

Measurable Result

Google makes it easy for us to manage and set the

Social Media Management

Our comprehensive Social Media Management service will guarantee your business visibility and lead to more traffic and conversion to your website.

Facebook

Be visible and generate more traffic to your website using our facebook management service

To grab more potential customers, Facebook is just a perfect place to do the job. With ITCITI you will not have to worry anymore. Our Social Media team will take care of all works until your campaigns are running and attracting new customers. Our facebook management services including :

⊘ Setup your Facebook page

⊘ Design your page to match with your website

⊘ Gain initial Facebook likes

⊘ Complete tutorial and marketing strategies

⊘ Promotional templates and design

We offer two of our Facebook Services :

⊘ Complete Setup

⊘ Update and Maintenance (Daily, Weekly or Monthly)

Baidu Marketing

Baidu.com is the largest search engine in China. Expand your Business into Chinese Market using Baidu.

Baidu Stats

Amazing Baidu statistics and facts

Why you should do **Baidu marketing** :

- Active monthly Baidu mobile users : **643 million**
- Baidu online marketing customers : **623,000**
- Baidu share of China market : **79.81%**
- Daily mobile searches : **70 million**
- Baidu Global search market share : **7.5%**
- Baidu share of China search by revenue : **79.48%**
- Baidu desktop search share in China : **59.6%**
- Baidu share of China online advertising : **32.2%**

Standard Website Development

ITciti is one of the best website developers in Sydney providing the effective solutions for your company website needs.
This special product is designed both for small businesses. We also amend company profile websites including those that require only minor edits or updates in some specific period of time. Having such a beautiful and affordable website for your company is one of the major reasons why we are trusted by so many companies in Sydney.

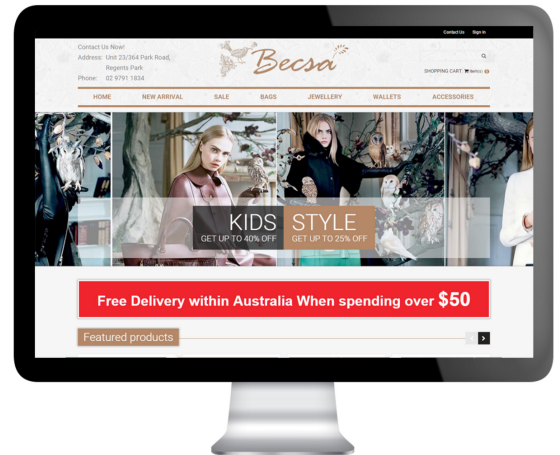| Fundamental Plan From : $999	Premiun Plan From : $1799
Responsive designs	Responsive designs
Custom website design	Custom website design
Content management system	Custom web development
Flexible functionality options	Content management system
Google Maps guidance	Google Maps guidance
Maximum 10 pages webpage amount	Flexible functionality options
Free website user guide	Unlimited webpage amount
Free maintenance for 12 months	Free website user guide
	Maximum 2 hours website backend tutorial
	Free maintenance for 12 months

E-Commerce Website Development

Advanced shopping cart system. Online payment and dedicated website security system. Perfect for any size of online shop.

E-commerce website development is one of our most exciting projects. Nurturing your brand and watching your business grow is always delightful to us.

Standard E-Commerce Plan	Premium E-Commerce Plan
From : $2499	From : $3999
Responsive designs	Responsive designs
Custom website design	Premium website design
Custom web development	Homepage banner design
Content management system	Custom web development
Multi-functional admin panel	Content management system
Function of inquiry form	Multi-functional admin panel
Function of member management	Function of inquiry form
Function of product management	Function of website chart
Function of shipping fee	Function of member management
Function of online payment	Function of product management
Google Maps guidance	Function of shipping fee
Unlimited webpage amount	Function of online payment
Free website user guide	Customization of more functions
2 hours website backend tutorial	Google Maps guidance
Free maintenance for 12 months	Unlimited webpage amount
	Free website user guide
	2 hours website backend tutorial
	Free maintenance for 12 months

Google Partner - ITciti

(02) 9262 7900 | www.itciti.com.au

Email : info@itciti.com.au

Suite 58, Level 6, 650 George St, Sydney 2000