

Portfolio

Diimaco

# Agency Portfolio



01



# Hello!

## Agency Portfolio

Diimaco Consultants has been involved in several high-level projects and completed them successfully.



02

**90%**

Most of our clients reside overseas making us a group that works well within the international environment



# About The Brand

Core agency POV

We are a digital marketing, content development and research agency that works with empathy and a conscience...



Analytics Portfolio



03

**Diimaco**

**Portfolio**

04



# A Special Collection

**Agency Portfolio**

Here's a glimpse of our portfolio especially created for you...



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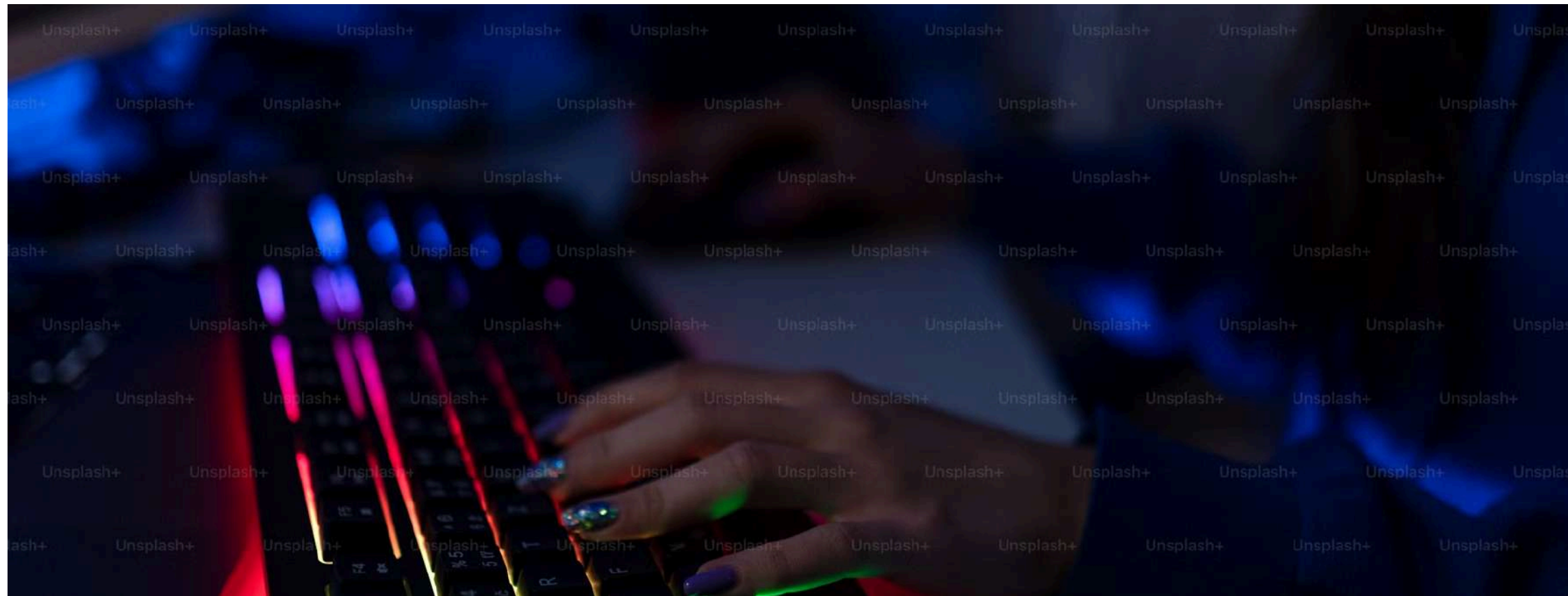
Portfolio



# Website Project

Industry research and development

07



Back

High Tech

Metal Industry

Utilities and Energy -  
Solar energy /  
Renewable

Medtech / Health Care

Insurtech

Construction

Age Care And Retirement

Fintech / Finance

Agrotech / Agriculture

Manufacturing

Industrial Equipment

Nanotech

Information Technology

Geospatial

Cruise & Tourism

Biotech / Bio chemical /  
Chemical Engineering

Edu Tech

Allied Industries

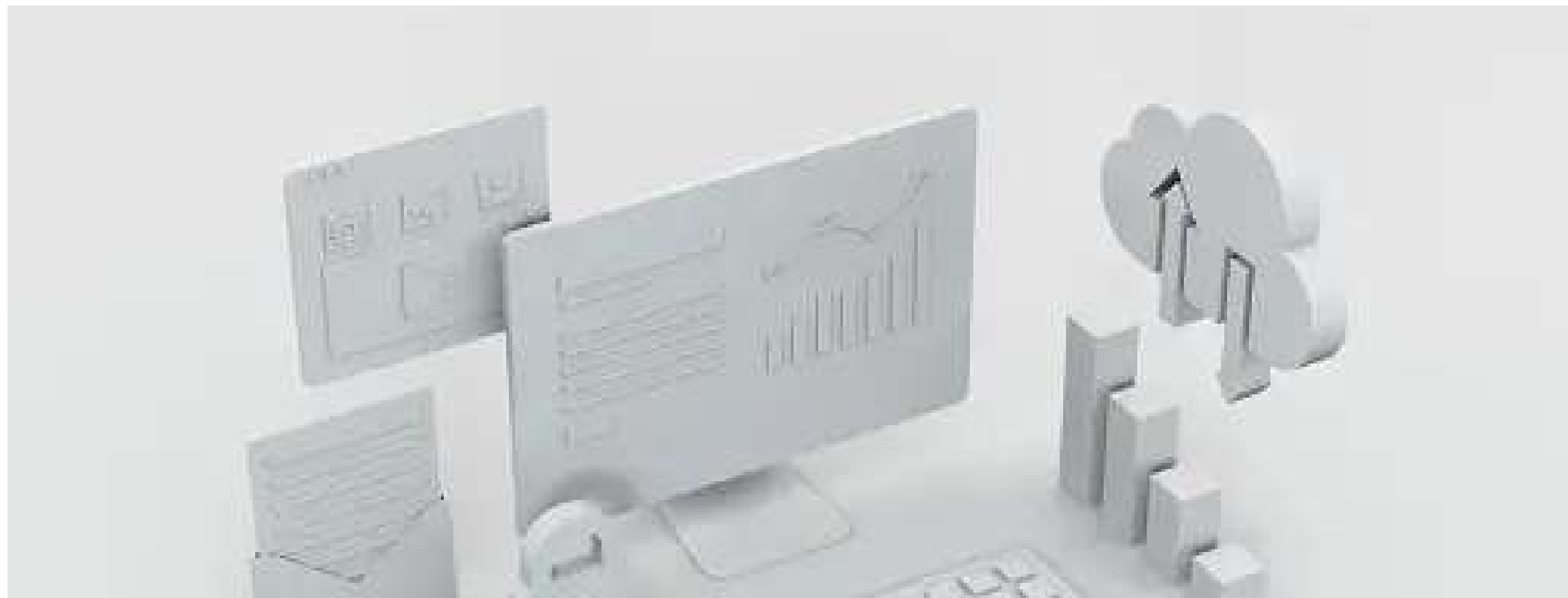
Comprehensive research  
for various industries and  
published research papers  
on the same

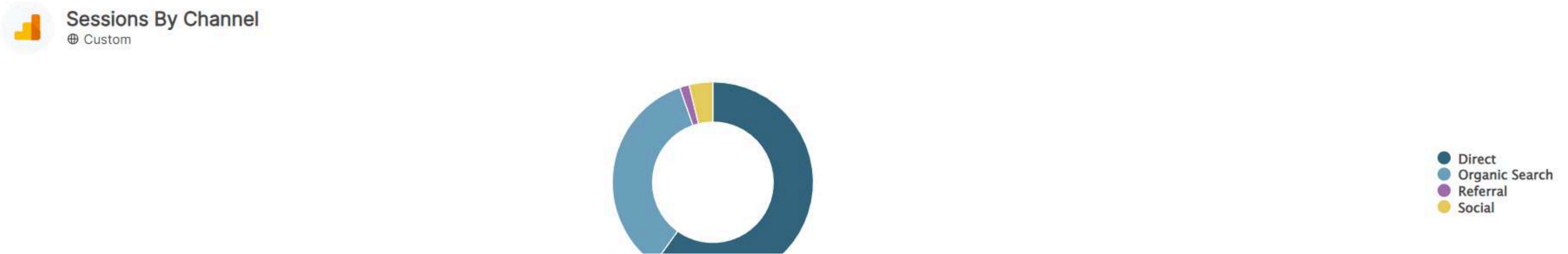
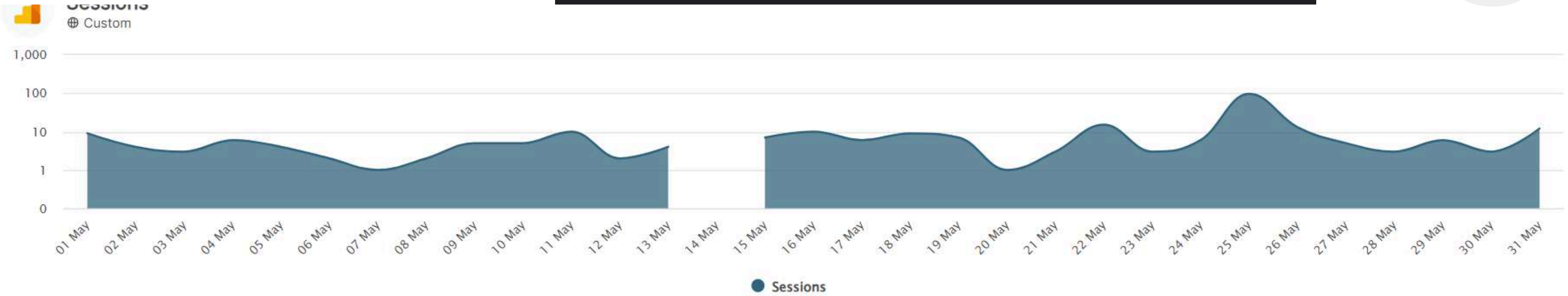


# Google Analytics Project

Analyzing and implementing improvements through GA

07





Google Analytics embedded with Lead Generation Programs



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# Software Project

The Virtual Mall

09



## Virtual Mall – A research

There are currently **over 2.14 billion** global online shoppers. There are over 2.1 million online retail stores in the US in 2021.

<https://indianexpress.com/article/technology/tech-news-technology/virtual-mall-metaverse-real-estate-nfts-7776725/>

A mall in the metaverse? It's already happening

Metamall is a metaverse platform that allows users to buy, own, build, develop real estate, and stake virtual real estate as non-fungible tokens (NFTs).

Shopping malls have now become a central meeting place and hub of important social interactions between people of different backgrounds and age groups. Now imagine your weekly trip to a mall is replaced with a virtual mall in the metaverse where you can spend hours, meet your friends, and interact with them at a cafe in real-time without bothering about booking a cab or getting out of home. A virtual mall is coming soon, and it's becoming a reality, courtesy of metaverse real estate seller Metamall.

eCommerce: <https://wpforms.com/ecommerce-statistics/#generalecommercestatistics>

General eCommerce Statistics

Simply put, eCommerce is commercial transactions that take place electronically online. And by the year 2022, [eCommerce is expected to generate \\$5.42 trillion](#) in sales per year. If you're thinking the future looks bright for those selling products online, these stats definitely back that up.

1. 61% of online consumers in the United States have made a purchase based on recommendations from a blog. ([Content Marketing Institute](#))
2. 59% of Millennials will go to Amazon first when online shopping, making the giant online retailer one of your biggest competitors. ([Inviga](#))
3. By the year 2040, it's estimated that 95% of all purchases will be through eCommerce. ([Nasdaq](#))

13. Mobile shopping hit \$2 billion for the first time on Cyber Monday in 2017. ([Practical eCommerce](#))
14. 69% of B2B businesses say they expect to stop printing catalogs within 5 years. ([B2XPartners](#))
15. Amazon is making an AI-based, real-time product recommendation engine available to sellers who use the [AWS console](#). ([Absolunet](#))
16. 32% of online shoppers own at least one connected home device. ([UPS](#))
17. Only 2.86% of eCommerce website visits convert into a purchase. ([Invesp](#))
18. In the US, 2 in 5 consumers (41%) receive 1-2 packages from Amazon per week and that number jumps to 50% for consumers ages 18-25, and 57% for consumers ages 26-35. ([Walker Sands](#))
19. The #1 reason people shop online is that they're able to shop at all hours of the day. ([KPMG](#))
20. In the last year, businesses have lost \$756 billion because of poor [eCommerce personalization](#). ([OptinMonster](#))
21. 6 out of 10 American shoppers use self-service tools for their concerns including websites (24%), mobile apps (14%), [voice response systems and VoIP](#) (13%) or [online live chat](#) (12%). ([Amex](#))
22. Globally, 57% of online shoppers buy from retailers who are overseas. (Nielsen)



Email eCommerce Statistics

A detailed research to check the viability of having a virtual mall for a software company



# Keywords Project

The competitors...

1 1





S.No	Competitors	Keyword	Avg. monthly searches
1	<a href="https://www.syntheticgems.org/">https://www.syntheticgems.org/</a>	synthetic gems	500
2	<a href="https://www.gemsngems.com/">https://www.gemsngems.com/</a>	synthetic sapphire	5000
3	<a href="https://www.gemstone.org/">https://www.gemstone.org/</a>	synthetic emerald	500
4	<a href="https://thenaturalgem.com/en/">https://thenaturalgem.com/en/</a>	synthetic gemstones	500
5	<a href="https://www.gemselect.com/">https://www.gemselect.com/</a>	synthetic alexandrite	500
6	<a href="https://empiregemsintl.com/">https://empiregemsintl.com/</a>	gilson opal	500
7	<a href="https://gemfields.com/">https://gemfields.com/</a>	synthetic sapphire price	500
8	<a href="https://www.intergem.com/">https://www.intergem.com/</a>	man made gemstones	500
9	<a href="https://indiagems.com/">https://indiagems.com/</a>	synthetic blue sapphire	500
		artificial gems	500
		man made emeralds	500
		fake alexandrite	500
		synthetic tanzanite	500
		synthetic star sapphire	500
		synthetic gemstones list	500
		synthetic alexandrite price	50
		simulated gemstones	500
		synthetic yellow sapphire	50
		synthetic blue sapphire	50

Competitor keywords research and analysis to measure performance



# Performance Project

Analyzing website performance...

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Website Name:



Redirects

- Fixed www and non-www versions - Yes
- Issues with HTTP/HTTPS site versions - No
- Pages with 302 redirect - 0
- Pages with 301 redirect - 83
- Pages with long redirect chains - 1
- Pages with meta refresh - 0
- Pages with rel="canonical" - 451

URLs

- Dynamic URLs - 94
- Too long URLs - 3

**Indexing and crawlability**

- Empty alt text - 11,645

Links

- Broken links - 16
- Pages with excessive number of links - 72
- Dofollow external links - 3,251

Google Tag Manager - Multiple Tags Using:

```
!-- Google Tag Manager -->  
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':  
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],  
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=  
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);  
})(window,document,'script','dataLayer','GTM-W4WWK22');</script>  
<!-- End Google Tag Manager Hook -->
```

Detailed website analytics to assess its performance and rectify shortcomings...

# Survey Project

Developing surveys

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Agriculture Sector - Global Survey

High Tech Sector - Global Survey

conduct an international study in the agriculture industry. This is a research project being conducted by [redacted] because you work within the sector and possess knowledge of the strategic issues, important issues in the industry.

participation is voluntary and will not be compensated. You may choose not to participate. If you decide to participate in this study, you may withdraw at any time. If you decide not to participate in this study or if you withdraw from participating at any time, you will not be penalized.

The survey will take approximately 15 to 20 minutes. Your responses will be confidential and we do not collect your name, email address or IP address, in compliance with Australian Privacy Laws and strict Codes of Conduct as members of the industry.

The survey will not contain information that will personally identify you. The results of this study will be used to publish a report and comparisons across international markets.

This research is being sponsored by Bringing Data to Life - a leading software solution provider.

The survey will focus on the production of crops and animals, often involving chemical fertilizers on crops or the routine use of antibiotics in livestock, and also the global future of food production.

Introduction

The purpose of this research project is to conduct an international study in the high technology industry. This is a research project where you are invited to participate in this research project because you work within the sector and possess knowledge of the strategic and other important issues in the industry.

Your participation in this research study is voluntary and will not be compensated. You may choose not to participate. If you do participate, you may withdraw at any time. If you decide not to participate in this study or if you withdraw from participating at any time, you will not be penalized.

The procedure involves filling an online survey that will take approximately 15 to 20 minutes. Your responses will be confidential and we do not collect your name, email address or IP address, in compliance with Australian Privacy Laws and strict Codes of Conduct as members of the industry.

To help protect your confidentiality the surveys will not contain information that will personally identify you. The results of this study will be used to publish a report and comparisons across international markets.

This research is being sponsored by Bringing Data to Life - a leading software solution provider.

The high technology industry is not only changing the way customers buy and perceive technology, but it is also changing the way we work and live. Digital capabilities are now increased to leverage cloud, mobile, and social, making way for reinvention and innovation.

Designing surveys sector-wise to collect and analyze data...



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**Presented  
by**

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