



INFORMATION BULLETIN

www.maipa.eu

On the following pages of the bulleting we will describe You the services offered by Maipa.pl



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ABOUT THE COMPANY

Facing the expectations of our existing as well as future Clients we decided to publish our plans and their realization in the commercial offer which You are reading now. The policy of our company is transparent and plans are understandable. Maipa.pl is a dynamically developing interactive agency, run by two brothers since 2005. We offer services in the range of Internet outsourcing. Many companies from all Poland has been satisfied with the cooperation with us. We have over 2 – year experience, proved with many successes. To be more exact, www.maipa.eu are services from the range of :

- Creating web sites / Internet shops,
- Taking care of Internet websites,
- Websites positioning,
- Advertisement campaigns service with the use of sponsored links / ad boxes.

Currently, the company is focusing their effort on implementing optimal, advanced technology that helps small, middle and big companies in effective Internet marketing. Our task is to support other companies with our activities aiming at creating their image in the Internet, enabling the others to complex thinking so that we could realize their thoughts.

Why is it worth choosing us ?

The answer to this question is simple because each order is treated individually. All projects performed by us reached the planned effect and have been performed according to the contract signed earlier. Thanks to that, in relatively short time we have managed to build a solid position in the market which is proved by many references from satisfied Clients. We can praise with our Portfolio which includes, among others, Investment Company of Janusz Palikow (www.tijp.pl), Energy Investors sp Ltd.. (www.energyinvestors.pl), „FIDES” Lawyers’ Company (www.akademiaprawa.pl). (Complete portfolio can be found on our website www.maipa.eu). MaiPa.pl counts on long – term cooperation with everyone that is why the satisfaction of a client has become a mission and purpose of the existence of our company. What is more, we make the reports of the work accessible for free.

CREATING WEB SITES / INTERNET SHOPS

Initially, the Internet was only informative medium. The rise in popularity of Internet trade has resulted in the fact that today the Internet has one more, immensely important function – perfect, cheap and omnipresent marketing tool. Therefore, creation of Internet website requires professionalism, necessary knowledge not only in the range of the creation itself, but also in the range of Internet marketing.

Today it is not enough to have a well done Internet website. It has to be optimized so that it is chosen by search engines without problems. As a result, as one of the few, we create websites with special emphasis onto marketing, that is why our projects are perfect for business. The innovativeness and originality are the most important features of our services. With us You will make Your company chance of popularity on market higher. You will strengthen Your company position and rise the sales of goods and services. The business that You represent will become popular and available in the fastest developing medium – the Internet.

TAKING CARE OF INTERNET WEBSITES

We offer the full range of services connected with taking care of websites and Internet shops. This service is directed to companies who already possess their own website, regardless of who the website was created by. The service can include the following elements :

- Registering and refurbishment of the domains
- Setting up and taking care of the hosting accounts (including email accounts).
- Current modifications and updating websites

In many companies, employing an IT specialist in full time is pointless and is not adequate to the needs of the company for such services. That is why we notice, that the best solution is to take advantage of the services of external company.

With such a solution, all the mechanism of employing a specialist is reduced to one invoice, whose amount is a reflection of or needs in certain month. We can offer You complex as well as professional service in the range of issues concerning the Internet. If some companies are interested in having a personal advisor who will professionally carry out the tasks.

WEBSITES POSITIONING

The positioning is the best and most effective form of advertisement in the Internet. If we want that our website had any sense, it has to be well advertised. If the procedure of positioning is not implemented after its creation, nobody will be able to find the website and its functioning will be pointless.

Everyday , only in Google the users make over 350 billions of queries, searching for Information among 20 billions of indexed documents. Search engines enable the Consumer to directly communicate their needs. The user needs an individualized transfer. Traditional advertisement consists in sending the content to potential Client (receiver). The search engines act in the other direction. The receiver become the senders, informing what they are searching for. The difference is huge – the initiative and first step start from the receiver. The above mentioned way of searching is becoming something normal in the Internet. Many people associate the Internet with an open browser with search engine.

The positioning is a technique which allows almost for any change of position for any key words / phrases in the search results (google.pl, msn.com, wp.pl). To make it simpler – the positioning is making such modifications to the website so that it is visible in search results after inserting some words or phrases into the search engine. For instance, on a website which deals with selling DVD movies the most important key word is DVD movies.

ADVERTISEMENT CAMPAIGNS SERVICE WITH THE USE OF SPONSORED LINKS / AD BOXES

This form of advertisement is commonly used by small – one person companies with small budget devoted for advertisement in the Internet as well as huge companies spending big amounts on Internet marketing. Advertisement banners, called also sponsored links play the most important role in the Internet advertisement, when we talk about search engines.

The model called also pay per Click consists in charging a fee from ad giver for each click. Initially the position in the rank was dependent on the declared cost. Google, therefore, made the position dependent on the percent of people who clicked the sponsored link in relation to the number of the ad being displayed. Such a change promotes ad which are more often clicked. They are placed higher than the ads with the same declared cost, but which are less popular among Internet users. As a result more important is to create an ad which is enjoyed by an Internet user and helps them to find the needed information. The changes described above are more beneficial for the search engine user and promotes the creativeness of the ad giver.

We offer You creating and running an advertisement campaign. By buying the boxes You will get :

- Possibility of reaching many Clients with Your offer
- Associating the campaign with key words or catalogue categories of the search engine, which describe the character of Your offer.
- You have full control over Your campaigns budget. You define the maximum rate that You are ready to pay and You also define the daily amount devoted on this form of advertisement.

You pay only for the effect In the form of redirecting the user to Your website

➤ You can monitor the results gained by all the boxes and decide on any modifications of the content or financial parameters.

It is IMPORTANT to remember that advertisement boxes cannot replace the positioning , but they can be its perfect support

PRICES

1. Creating websites / Internet shops

The price of a website is dependent on many factors , that is why the pricing is made individually after learning the Client's needs. Then we can give the exact price.

2. Taking care of websites.

We offer a full range of services connected with taking care of a website (current modification and updates).

The price is about 30 euro.

3. Websites positioning

	Price*
Activation fee	0
Cataloguing	0
Position monitoring	0
Monthly fee for a key Word / phrase	From 20 euro

* Price, estimated (counted individually – it depends on the level of difficulty and the number of phrases).

The salary for positioning the key word or phrase is made after the positioning. It takes between 2 and 4 months.

4. Advertisement campaigns service with the use of sponsored links / ad boxes.

Advertisement campaigns running with the use of sponsored links / ad boxes

	<i>Standard</i>	<i>Medium</i>	<i>large</i>
Activation fee	0	0	0
Fee for running the campaign	29	39	59
Budget for clicks	59	109	169
Total cost	79	149	219

CONTACT

If You are interested or if You have any questions we are willing to give You profound answers.

Please contact us at :

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