



**APP NEXUS**

**SOFTWARE & IT COMPANY**

<http://app-nexus.in/>



## ABOUT US



We have extensive Web Design and Search Engine Optimization skills, establish your Internet presence or take it to the next level. This involves web design, functionality and navigation of the basic site, graphics and finally formatting and loading the content to the actual site.

**App Nexus India** offers a diverse, best web design services, flexible options that enable you to utilize your own strengths and in-house capabilities to build custom sites. We aim to transform the current status of your company into a digital forum for the development of your business.

## OUR PROFILE

**App Nexus India** is committed to achieving satisfaction of its clients by meeting or exceeding their requirements through consistent usage and continual improvement of its quality management systems. The company shall strive to earn its clients' trust by consistently providing dependable products and services, on-time delivery, and reliable support for all their mission-critical applications.

The company prides itself in providing creative and flexible out of the box solutions. All the deliverables are high-end systems built using latest technologies and are available at very reasonable prices compared to other competitors in the market. Right from the pre-sale's questions to deployment and maintenance, the company's young and spirited professionals collaborate well with the client to offer an overall amazing experience.



# OUR SERVICES

## Helping your Business with our wide range of Services



Mobile App  
Development



Web  
Design



Digital  
Marketing



Website  
Development



Graphic  
Design



# Services

## WEBSITE DESIGN & DEVELOPMENT

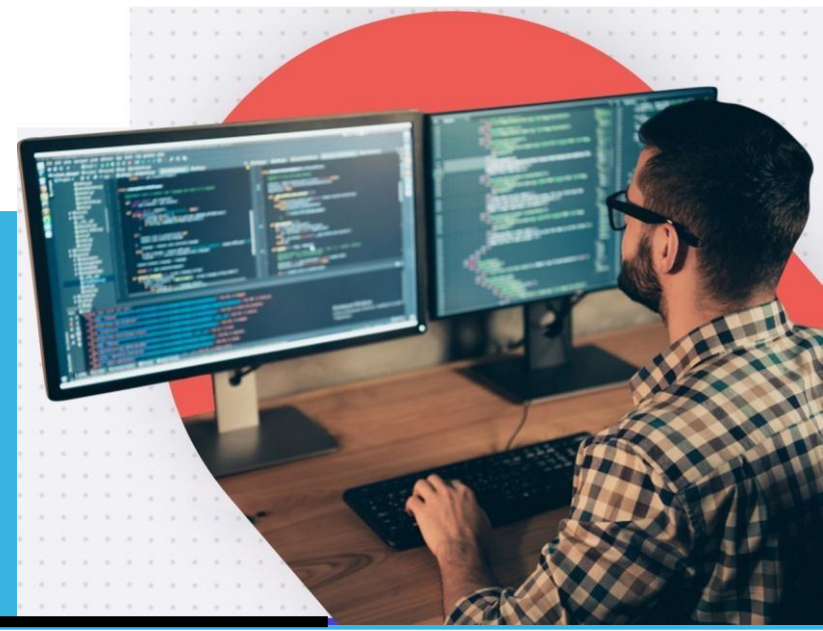
App Nexus is one of the foremost Web Development agencies in Prayagraj. A website effectively reflects your brand's image and adds an interesting flare to your company's personality. It strives to boost your brand's image in a fast paced growing digital environment. We believe that Web Development Services is an imperative means for portraying consistently one's brand identity and enticing new prospective and potential clients.

At App Nexus, we think strategically for your business goals so that your website conveys the right message to its potential audiences. We're committed to provide a fresh innovative design to your website that generates an interactive user - entrepreneur interface. Our experienced professionals in effective web development services and implement work plans has helped achieve the business objectives.

We offer affordable web design & development solutions ranging from a basic personal portfolio website to complex web portals, e-commerce websites, and content management systems. Using highest quality standards and frameworks, our application development team delivers flexible, robust and secure solutions.

## Key Features

- Standards-compliant Websites
- Responsive Layouts
- Consistent Layout Websites
- Search Engine Friendly Websites
- Social Media Integrated
- Fast Loading Pages



# SEO

## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) is the process of affecting the visibility of a website in a web search engine's unpaid results - often referred to as "natural" or "organic" results. In general, the earlier and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into customers. We offer tailor-made SEO packages that are perfect for your business requirements to help make your website an effective business generating tool to increase revenue. We have a dedicated Search Engine Optimization (SEO) and Pay-Per-Click (PPC) team with skills to present your website among higher ranks in search engine query results for specific keywords and search strings.

We have extensive experience with all parts of the SEO workflow including keyword research, competitor analysis, content optimization, social bookmarking, business listing, directory submission, social media marketing and everything else that comes along with successfully optimizing a website for search engines. We use several premium tools for our work and have happy clients across the globe.

We provide weekly reports to all our clients to help them track the SEO progress and make sure that the SEO efforts are heading in the right direction. Each of our SEO reports gives everyone who'll read it a clear picture of the SEO results. Our flexible and customizable reports give our clients a competitive edge.





# CUSTOMIZED SOFTWARE DEVELOPMENT

Our expertise in a wide range of technologies enables us to develop compelling applications for our customers when they are unable to satisfy their ever increasing requirements through off-the-shelf software. Our business analysts work closely with the clients to understand their objectives and define their requirements, after which a team of software developers builds, tests, and deploys the software. Throughout the process of software development, our focus is on maintaining highest quality standards so that the end product does not only meet the client's requirements, but also enhances the efficiency of the overall system into which the software is integrated.

## Our Methodology

Developing and delivering a software within time, cost and quality constraints requires the use of sound engineering principles. Over time, our software engineers have adopted the following road map that helps us produce a timely, high-quality result. This framework provides stability, control, and organization to the activities involved in engineering software.

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-  1 Preliminary Analysis
  -  2 Software Design
  -  3 Development
  -  4 Testing
  -  5 Deployment



# MOBILE APPLICATION DEVELOPMENT

We offer iPhone, iPad & Android application development services and specialize in building powerful, feature-rich mobile applications with stunningly beautiful interfaces. In today's challenging environment, a business not going mobile is going nowhere. Having an innovative, out-of-the-box mobile application helps drive customer engagement, improve retention and increase revenue. We have access to the latest tools, frameworks and software development kits (SDKs) to develop user-friendly and secure mobile applications.

Our mobile application development team's technical expertise, customer focused and flexible approach help us consistently meet and exceed our clients' expectations. From user-friendly consumer applications to game changing B2B applications, we have delivered a broad range of applications to client's worldwide.

## Key Features

- ❖ Fast Loading Capability
- ❖ High Quality
- ❖ Improves Efficiency
- ❖ Android & iOS
- ❖ Modern Tech
- ❖ HYBRID



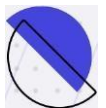
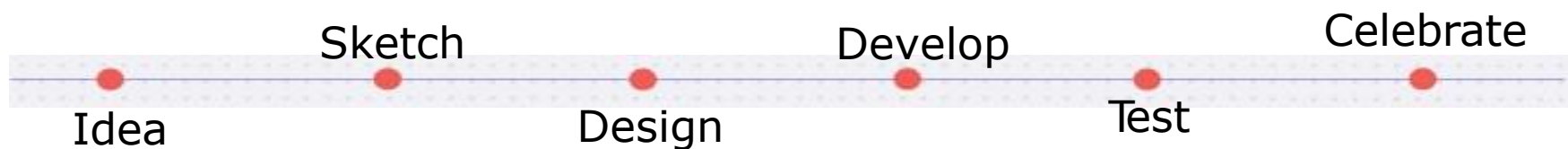
# Graphic Design

We offer a plethora of cutting-edge graphic design services to individuals as well as businesses. Our creative professionals apply the most basic principles of graphic design to create effective compositions that are visually appealing. Right from the process of creating a wireframe, to selecting colors and fonts for different elements of the design, we collaborate well with the client so that the deliverable meets the requirements of the client exactly.

Our designers are always ready to deliver a solution to all your graphic designing needs.

- Business Card/Envelops
- Letterheads & Brochures
- Posters
- Logos & Icons
- Flyers & Catalogues
- Print Advertisements

## Design Process







# We'd love to hear from you 😊

Whether you have a question about features, trail, pricing ,need a demo or anything else, our team is ready to answer all your questions.



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