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Our Mission

To reach out to Business's and educate and equip them with web technologies.

About US

*In this digital age run by the internet every industry from entertainment to finance, trade to socializing and many more are heavily relied on the World Wide Web. It gives a perfect platform for all the new or existing business to grow at a blistering rate. Even the slightest of casualness can leave you at the tail of the pack. This is where the help of some intelligent and dedicated group of arena can make all the difference. Like our name we always believe in “**Shine**” of any business and hence we are able to deliver best of the services to our customers .It is this ideology of ours which has made us one of the fastest growing companies. Right from our establishment in 2010 we are known for providing incomparable service, first class products and impeccable solutions to our clients. With our efforts and dedication, our skilled staff has been able to provide premium Responsive **Website Development to Digital Marketing services like SEO, PPC, Video Promotion and Online Reputation Management services. Shine Software** have always valued relations more than any other thing. We handle all the technological aspects of our clientele while the focus is on widening their business prospects. Shine Software makes sure that we are always there for our client when they need us at any point of time. Shine Software also deals with all the types of business houses, be it small scale, medium scale or large scale. We handle all type of clients with equal ease*

Responsive Website Development



Responsive design is a web design and development technique that creates a site or system that reacts to the size of a user's screen.

Responsive design will optimise a user's browsing experience by creating a flexible and responsive web page, optimised for the device that is accessing it.

Benefits

- *Reach more audience*
- *Your customers are already mobile, stay in touch with them*
- *You have one website to maintain and one set of code*
- *SEO benefits from responsive design*
- *Increase conversions and earnings from ads*
- *Stay in front of the competition*
- *Save time and cost on site management*
- *Consolidate your analytics and reporting*
- *Offer a consistent design across all devices*
- *You are preparing now for the future*

Digital Marketing - SEO/PPC/ORM/SMO



Search engine optimization (SEO) is a technique in which the websites are ranked higher in organic search results, thus increasing the visibility of your websites when the people look out for your products or services over the traditional search engines. The foremost objective of the SEO is to provide the most relevant result for your search query



PPC marketing provides a quick and cheap alternative to the SEO because SEO needs a complete process from modifying the web contents to keeping track of the changing keyword rankings. PPC helps you in understanding and analyzing your business before investing in quality SEO services.



Online reputation management consists of scrutinizing all the contents which you have used to promote your business or services. This includes banners, videos, social media contents etc. Every coin has two sides and focusing only on one side may spell doom for the business. That is why an online reputation management is going hand in hands with the marketing and promotion tactics.



This can be done in two ways: attract people towards your service (SEO) or advertise where there is traffic. Social Media Optimization (SMO) is a perfect example of the latter. Traditionally search engines were the only option of pulling huge traffic towards your service but with the foray of social networking sites like Twitter and Facebook, the definition of marketing strategies has completely changed. SMO can guarantee viewing of ads by large amount of people, strong community buildup, buzz among masses, etc just to name a few