

prodraft.



WE SPEAK ROI: CONTENT MARKETING THAT DRIVES RESULTS

No-frills content
marketing agency from
India, delivering results.



ABOUT US



Welcome to Prodraft, your premier partner in content marketing.

With a proven track record, we specialize in delivering top-notch solutions tailored to your needs.

Our skilled team of writers, SEO experts, and translators are committed to elevating your brand's presence and reach.

From compelling content creation to enhancing SEO performance, seamless translation, efficient content repurposing, and strategic guest publishing, we offer a comprehensive suite of services that drive results.

At Prodraft, we're not just a content agency; we're your growth catalyst. Join us in shaping captivating narratives and dominating the digital landscape.



DIVERSE EXPERTISE, SINGULAR FOCUS



At Prodraft, our multidisciplinary team brings a wealth of expertise to the table.

From adept content creators to savvy SEO strategists and linguistic virtuosos, we collaborate seamlessly to ensure your brand's message resonates across cultures and platforms.

Our holistic approach guarantees that every aspect of your content marketing strategy aligns cohesively, leading to enhanced engagement and conversions.



TAILORED SOLUTIONS, MEASURABLE IMPACT



We understand that one size doesn't fit all.

That's why we craft bespoke content solutions based on your unique goals and target audience.

Our data-driven approach ensures that the impact of our services is quantifiable and tangible.

By analyzing key performance metrics, we fine-tune our strategies to consistently deliver results that matter - whether it's increased website traffic, higher search rankings, or amplified brand awareness.



RELIABILITY AND PARTNERSHIP



When you choose Prodraft, you're choosing a reliable partner dedicated to your success.

We value transparency, open communication, and deadlines. Your vision is our mission, and we're committed to nurturing a collaborative relationship that fosters growth.

With a solid foundation of trust and a shared commitment to excellence, we're not just a service provider - we're an extension of your team, working tirelessly to achieve milestones and exceed expectations.



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OUR SERVICES.



SEO



Unlock your online potential with our SEO Services.

We're your dedicated partner in optimizing your digital presence for maximum visibility and growth.

Our expert team delves into keyword research, on-page and off-page optimization, and technical enhancements to propel your website up the search rankings.

By aligning with industry best practices, we drive organic traffic, enhance user experience, and boost conversion rates.

But it's not just about algorithms - we craft content that resonates, build authoritative backlinks, and fine-tune your website's performance.

With regular tracking and insightful analytics, we adopt strategies to stay ahead in the ever-evolving SEO landscape.

Let's connect the dots of search intent and your offerings, ensuring your brand stands out, connects, and succeeds in the digital realm.



ALL THINGS SEO



Keyword Research and Analysis

- Identify high-impact keywords relevant to your industry and target audience.
- Analyze search volume, competition, and user intent to optimize content.



On-Page Optimization

- Optimize meta tags, headings, and content for target keywords.
- Improve page load speed, mobile responsiveness, and overall user experience.



Off-Page Optimization

- Build high-quality backlinks from authoritative websites to enhance domain authority.
- Implement effective link-building strategies and outreach campaigns.



Local SEO

- Optimize your online presence for local searches.
- Create and manage Google My Business listings, local citations, and reviews.



Technical SEO

- Audit and improve website structure, crawlability, and indexability.
- Fix technical issues that may impact search engine rankings.



Content Optimization

- Develop and optimize high-quality, relevant content for target keywords.
- Implement content strategies to engage users and provide value.





Competitor Analysis

- Identify key competitors and analyze their SEO strategies.
- Gain insights into their strengths and weaknesses to refine your approach.



Schema Markup Implementation

- Enhance search results with structured data markup.
- Improve rich snippets and increase click-through rates.



Site Analytics & Reporting

- Set up analytics tools to track key metrics and performance.
- Provide regular reports on SEO progress, rankings, and traffic.



E-commerce SEO

- Optimize product pages, categories, and descriptions for better visibility.
- Implement strategies to improve conversions and reduce cart abandonment.



FORMS OF CONTENT WE WRITE ●●●



BLOGS

Relevant, high-quality, and well-written pieces about topics that your audience finds interesting.



LISTICLES

Easy to read, scannable, visually appealing, and—when done right—interesting and highly shareable.



MARKETING COPIES

We offer marketing copies that not only resonate with your audiences but also bring in leads and conversions.



CASE STUDIES

A good way of making issues relatable because they use examples to illustrate common pain points & challenges the audience may face.



SOCIAL MEDIA COPIES

If you need content for social media, look no further. At Prodraft, we create content that voices your brand and creates a long-lasting impact on your target market.



HOW-TO GUIDES

How-to & instructional content are similar to long-form blog posts that go into great depth about how to do anything from achieving a task to building something and more.



VERNACULAR CONTENT ●●●

Elevate outreach with our Vernacular Writing Services. We craft culturally resonant content in local languages, enhancing engagement and expanding your brand's impact across diverse audiences.

INDIAN LANGUAGES

(Hindi, Gujarati, Marathi, Tamil, Bengali, etc.)

ASIAN LANGUAGES

(Mandarin, Thai, Korean, Japanese, etc.)

SLAVIC LANGUAGES

(Russian, Polish, Slovak, Czech, etc.)

EUROPEAN LANGUAGES

(French, Spanish, German, Italian, etc.)

OTHER LANGUAGES

(Arabic, Swahili, Afrikaans, Zulu, Urdu, etc.)



WHY GO VERNACULAR?



It unlocks access to vast, untapped markets by connecting authentically with diverse audiences.

Vernacular content fosters a deeper emotional bond, as it speaks to people in their native language, resonating culturally and engendering trust.

This approach drives higher engagement, amplifies brand recall, and facilitates meaningful communication.

By embracing vernacular languages, brands demonstrate inclusivity and respect for local identities, ultimately paving the way for substantial growth and market penetration.

In a globalized world, harnessing the power of vernacular content is no longer an option - it's a decisive advantage.



CONTENT REFRESHAL



Revitalize your digital presence with our Content Refreshal service.

We analyze, update, and optimize your existing content, aligning it with current trends and audience interests.

Elevate your brand's relevance, credibility, and engagement, breathing new life into your online identity.

Stay current, stay compelling.

In the dynamic digital landscape, content can become outdated or lose its impact over time.

Content refreshal is essential to maintain relevance, accuracy, and audience engagement.

By updating information, incorporating recent trends, and enhancing readability, you ensure your content remains valuable, credible, and aligned with evolving user expectations.

This strategy sustains SEO rankings, extends content longevity, and reinforces your brand as a reliable source of information in a constantly changing online environment.



GUEST PUBLISHING



Step into the spotlight with our Guest Publishing Services.

Gain exposure to new audiences and authoritative platforms in your niche.

Our experts craft impeccable guest articles that showcase your expertise while seamlessly integrating with the host site's tone and style.

Elevate your brand's credibility, expand your network, and boost your online presence.

From ideation and creation to pitching and publication, we handle the entire process, ensuring your content shines on reputable platforms.

With strategic placement and engaging content, you'll harness the power of guest publishing to drive traffic, enhance SEO, and establish yourself as an industry thought leader. Partner with us to unlock opportunities, connections, and lasting impact in the digital realm.



OUR AREAS OF EXPERTISE



- Lifestyle & Fashion
- Beauty & Cosmetics
- Travel, Tourism & Hospitality
- Banking, Financial Services & Insurance
- Education & Career
- E-commerce & Retail
- Finance & Economics
- Logistics & Supply Chain
- Technology & SaaS
- Marketing & Advertising
- Business & Corporate
- Legal, Accounting & Taxation
- Healthcare & Wellness
- History, Religion & Culture
- Entertainment & Cinema
- Deep Tech (AI, ML, Data Science, etc)



CLIENTS WHO TRUST US



OUR TEAM



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