



AnyLinuxWork.com

Participation at



21-22 Sep 2010, ADNEC Abu Dhabi, UAE

Open Source Software Development
Viral Content Management
Search Engine Optimization
Social networking Web analytics
Media planning **Web 2.0**

Exhibition Stall no. 37

An Introduction

AnyLinuxWork.com is an ISO certified Indian outsourcing company specializing in Internet based Software Development and Web Marketing.

We at ALW come fully prepared with Linux-based answers and end-to-end SEO/SMM services at The Internet Show. By offering these services to companies, we wish to enhance their enterprise operations, get them noticed on Online Space and ensure value for their money.

Being experts of website development, we understand the importance of **SEO during site development**. We try to create an optimal mix where a client's site looks appealing, gets traffic and enables fulfillment of client's needs. It is this focus that has given us respect among our trusted clients as well as competitors

The three most important facets of AnyLinuxWork personality are quality, processes and transparency that have made it a tough company. At The Internet Show 2010, we are excited to showcase how simultaneous SEO work with website development and coding makes a huge difference to a website's visibility resulting in boosting of business.



Venue - The Internet Show, Abu Dhabi

We are exhibiting our products and services at The Internet Show and look forward to meeting you

Exhibition Stand no: 37, ADNEC, 21-22 September 2010

Timings: Day 1 - 21st Sept, Tuesday 10 am - 5 pm, Day 2 - 22nd Sept, Wednesday 10 am - 5 pm



As Abu Dhabi is recognized as one of the IT hubs of the Middle East, we are looking forward to catering to the outsourcing needs of Abu Dhabi and other Middle East web design & development and Internet Marketing companies. To personally meet and discuss business opportunities including outsourcing interests and joint venture, please do visit us at, The Internet Show at Abu Dhabi ADNEC, Stand no. 37, on 21-22 September 2010. If the venue or specific dates do not suit you, please write to us with alternatives and we would be happy to adjust if possible and meet at your office or on outside location

Our interest areas at The Internet Show Abu Dhabi are:

Sourcing open source software development and Internet Marketing:

- Our clients from US, UK and Europe have enjoyed over 50% cost benefits by outsourcing Website Development and Internet Marketing to us. We have a track record of 60% repeat business due to our value-for-money quotient. With a decade-long experience in outsourcing, we have earned a status of transparent communication through a smooth project transition.
- Focussing on PHP web application development, we can create web applications from scratch or on open source packages. We have the requisite expertise to cater to your requirements what with 200+ CMS and ecommerce sites developed on open source platform.
- Our way of ensuring a website's marketing and successful launch is by providing SEO on-page and off-page optimization like URL rewriting, solved broken link issue, smart 404 page as well as Social Media Marketing on popular social networking platforms like Facebook, Twitter, Flickr etc.

Joint venture/collaboration with software companies for outsourcing benefits:

- Our clients see us on an international map of outsourcing industry as an experienced company recognized for its transparent communication and prompt project delivery.
- We are excited to use this global know-how to win profitable long-term relationships through collaborating with Middle East PHP-based web development firms to provide similar cost efficiency benefits for you. We are open to working on Joint Venture/ collaboration as per your requirements and business plans.

Strategic partners/investors from Middle East looking to work with mid-sized Tier II city-based Indian IT company

- We invite Middle East investors interested in India-based IT companies to discuss investment benefits with us at The Internet Show. Being a 100% software exports company, we have an extensive client base in the US, UK, Switzerland, France, Denmark, Singapore, Hong-Kong and Australia. With a strong workforce of 100 employees and contractual professionals, we have been consistently growing as the fastest LAMP-based organization of Central India.
- We are open to receiving strategic partners or investors who can give added opportunities in this field.

AnyLinuxWork exhibit at The Internet Show Abu Dhabi:

The Internet Show at Abu Dhabi grants us a chance to meet technology-outsourcing companies of Middle East as well as to showcase AnyLinuxWork web development services. Our focus will be to understand and initiate strategic alliances with Middle Eastern website and software development companies. We will be exhibiting our services within four of Internet Show themes i.e.

Digital advertising and marketing –

- Our team of SEO and SMM experts constantly work at strategizing and executing profitable online marketing projects.
- We carry out on page and off-page optimization during website development as well as off page optimization for our clients.
- With our experience in this field, we analyze and recommend keyword group & optimize the site on those keywords on Search Engines like Google, Yahoo, Bing etc.

Web 2.0 and social networking –

For heightened & interactive user experience we built Web application using Web 2.0 concepts like AJAX pagination, lightbox, drag and drop, easy navigation, inline editing and color coding, blogs, forum, RSS, APIs, W3C, web services etc. We have developed many social networking applications with high-end complexities from scratch as well as on open source packages like Joomsocial & FireBoard on Joomla, Wordpress, Phpbb, Vbulletin also developed customized solutions on MVC frameworks like Zend, Code-Ignitor etc.

Services

E-commerce and payments –

Have worked on several open source and commercial packages like osCommerce, Magento, Interspire, Virtuemart, CRE-loaded, Zen cart and payment gateway integrations like Paypal, Google checkout, Authorize.net, Protix, Paydollar, Plimus, Money bookers and many more also have extensive experience in developing complex Marketplace portals and site builder from scratch on MVC architecture.

Content Management and streaming –

We have developed 200+ CMS sites and customized the admin as per client requirements. We have created several CMS sites on packages like Joomla, Wordpress, Drupal, Dolphin for managing static content etc. and other dynamic values. Also worked on video streaming functionality using Youtube and EC2 while developing E-learning sites on Moodle and Joomla LMS.

AnyLinuxWork.com Advantages

One stop shop for the web application development domain including project analysis, coding, Server setup and Search Engine optimization foundation from the basis

Exclusive open source Internet based software development and web marketing

SEO/SMM activities and application maintenance, and mobile wizard specially iPhone development along with basic web development

On-site and off-site SEO optimization including competitor and keyword analysis and strategizing. Popularizing and marketing clients' portals on popular social networking platforms like Facebook, Twitter, LinkedIn etc

We work on Web 2.0 concepts including Blogs, Forums, Wikis, AJAX, RSS, APIs, W3C, Web Services and lots more

MVC architecture & Object oriented coding with extensive use of frameworks like Zend, Code- Ignitor, packages including Joomla, osCommerce, Magento, Drupal as well as Java script libraries like JQuery, Prototype etc

Extensive experience in building and maintaining 200+ CMS, social networking and ecommerce applications over the last 10 years

Experienced technical support and management team with international exposure. Standard procedures for PLC, communication and documentation with ISO certification

Project Management System with SVN and online web servers for 24X7 project reporting, daily progress report with weekly updated PPS for better monitoring



Portfolio

AnyLinuxWork.com enjoys an international corporate profile and is a 100% software export company with an extensive client base in the US, UK, Switzerland, France, Denmark, Singapore, Hong-Kong and Australia. We have enjoyed 60% of repeat business so far, all thanks to the trust earned from our clients. In addition, as much as 93% of our projects have been completely successful and have been delivered as per the exact specifications of our precious clients.

Please visit www.AnyLinuxWork.com/Portfolio.html for category wise details.



Yohjo site (Joomla + Virtuemart)

An online shopping site with CMS and social networking features



Missworld.com (Joomla-ongoing)

An official site for miss world contests along with world wide information of contests held internationally.



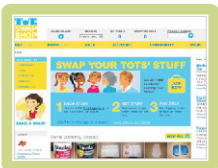
Megawebsitebuilder.com (PHP Zend)

Virtual online shopping mall, B2B and B2C solution where store owner can create and host their own stores



Mixels.com (Zend Framework, JQuery)

Social networking site for kids with security feature, multi-user role, Avatar creation using JQuery, css driven tableless template, live chat feature etc



Totswapshop.com (oSCommerce)

A combination of social networking, trading and ecommerce portal focused on swapping model for kids



Caloriemonster.com (PHP Zend)

Fitness site where members can maintain there daily diary, can keep track of daily food intake, search calorie food database with social networking features



Fittracker.shapefit.com (PHP Zend)

Large Fitness portal with fitness and diet tracker, and networking facility to communicate with people having same or different fitness criteria



Magsn.com (PHP Zend)

Magazine subscription network where members can subscribes, renew or buy a gift subscription online at discounted rates



82link.com (Zend, Wordpress, Ajax)

Social networking multilingual site with community features like photo upload, polling, blog, etc. with ecommerce, video services and customized admin.



Axiscloset.com (Magento)

Ecommerce apparel and accessories for teenagers. Website on Magento using Ajax, JQuery



Musictv1.net (Dolphin)

Online classical music place with social networking and chat



Vipfirstshoppingclub.co.uk (PHP Zend)

Interspire shopping cart with store card facilities and various payment options and gateways

Website Development with Internet Marketing

Best Home Health Care (Zend Framework, JQuery)



The site acts as a web-based resource center for facilitating home care solutions to senior citizens and other such care seekers. We have developed the site from scratch using Zend framework on LAMP platform. Best home health care is portal having 2000+ pages and it is an ongoing project.

We simultaneously work on the SEO aspect of the site and have done competitor analysis, worked on dynamic page URLs conversion to static page URLs and Meta creation & implementation on static pages for better SEO results. We have solved broken link issue, duplicate URL, decreased page load time, removed unnecessary redirect and compressed the JS and CSS files. The website home page is now having 3 Google Page Rank and it is coming in top ten listing in highly competitive keyword group.

Vacation rental club (Joomla, Hot property component)



We have developed this marketplace site on Joomla by integrating and customizing hot property component, multi-lingual feature, Google map and lots more. The site facilitates the users to search for vacation rental properties in desired destinations. The property owners can post the availability and local details and the users can search and select their locations on the basis of available choices.

In terms of SEO, we have worked on site optimization in vacation rentals club for achieving good ranking. In on site optimization we have worked on dynamic page URLs conversion to static page URLs and Meta creation & implementation on static pages for better SEO results. Also researched relevant keywords, created keyword oriented URL renaming, content optimization to level keyword density & prominence. We have analyzed internal linking opportunity & utilized the keywords to link relevant pages.

Swisstek watches



We have worked on SEO and SMM for this project. In on site optimization we have worked on competitor analysis to find opportunity & techniques used to get top ranking, created keyword oriented URL renaming, content optimization to level keyword density & prominence. We have analyzed internal linking opportunity & utilized the keywords to link relevant pages and also solved broken link issue, duplicate URL, decrease page load time.

In social media marketing we have promoted website on social network by creation of profile (twitter, Facebook, Youtube). Created Facebook fan page, uploaded watches albums, videos on you tube and promote them. We have also done creation of communities for updates and announcement of posting of products and integrated of all social media channels. Created fan page and promoted it by creating buzz about Swisstek about watches. Integration of social media bookmark tab so that people can benchmark, share or email product page.

Golf pro Gamers65



In social media marketing we have created profiles on Facebook, Twitter and promote golf game on it. We have created Golfpro fan page and promote it via many profiles and gather the audience over the fan page. We have also promoted the trial version of game so that people take interest in game. We have sent messages to Facebook and Twitter user for promotion purpose.

Shakespeare's Truth



This is a novel which we have promoted on social network. We have promoted the link on Facebook and Twitter by sending messages to Facebook users about book. Integration of social media bookmark tab so that people can bookmark, share or email product page We also have targeted area specific users for event promotion. We have communicated with people and given introduction to novel for building interest. As a result sales of the novel increased.

Please visit www.AnyLinuxWork.com/Portfolio.html for complete list of portfolio sites



Business Models

We offer multiple engagement models based on the project size, complexity and specifications. You can select a model or combination for different phases of the project.

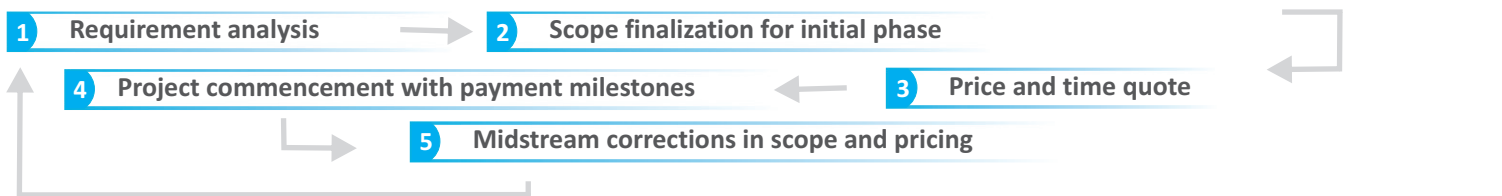
Fixed project based model

Low risk and cost effective proposition where project scope, time line and requirements are clear.



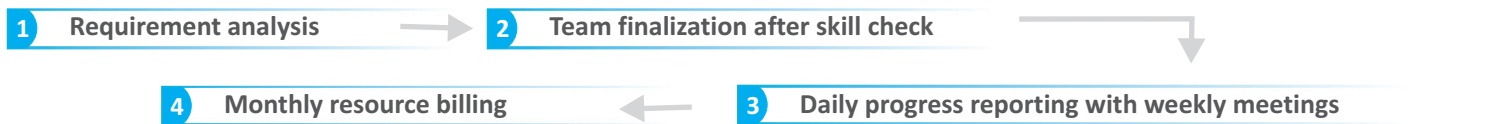
Time and Material model

This model involves billing based on the resources utilized and the time spent for the project. It works best in complex projects with close specifications and midstream design changes. We estimate effort and implement it in a controlled way to minimize time and cost overruns.



Dedicated resource model

Virtual team model applicable for medium to large projects where it is difficult to follow SDLC and requires different types of resource allocation from the knowledge pool, and project management from client's team.



Software Development Work Methodology

We follow an agile process for project development. Our systematic work methodology helps us achieve results as per client specifications.

- 1. Specifications: Pre-coding documentation is done at first to analyze the project in detail and define specifications along with designing wireframes and html prototypes. This eliminates communication gaps.
- 2. Coding is done as per the object-oriented concepts. We normally use frameworks for designing and coding.
- 3. Managing in-house servers for the development with SVN to maintain versions. We create staging server and online bug reporting account on Mantis for every project so that the client can check the progress online 24x7. We send daily project progress along with weekly updated project plan sheet for better project monitoring and control.

SEO and SMM Work Methodology

Our SEO work is marked with thorough research and analysis of website positioning and visibility. The next step is to design SEO strategy by keywords selection on the basis of comparative keyword analysis. Once the strategy is approved by the client, we initiate the project by doing on-page optimization like rewriting urls, W3C validation, XML sitemap etc. during website development as well as post development. Our other SEO services include off-page optimization like article submission, blog submission, blog commenting, forum commenting, directory submission etc.

For SMM, based on the client's project brief, we research on the online product awareness as well as the best online platform(s) for promotion. Accordingly, we chalk out the online marketing campaign for approval from client. As we proceed into execution of the plan, we provide daily updates on the project progress and the success rate of the campaign. To demonstrate project success, we present post project analysis to our clients on completion.

Testimonials

Working on the open source technology for over 10 years, we have served and delighted numerous clients from world over. We work closely with our clients to understand business needs, subsequently to produce results surpassing their expectations.

Here are a few quotes of what our clients have to say:

Website Development Projects:

“ Super fast help and very knowledgeable. I'm already using them for another project. Great to work with, by far the best I've dealt with so far! thanks a bunch. ”

Cartess Ross President Cartess Marketing Group Inc., USA

“ We are using a 4 member dedicated coding team from AnyLinuxWork for the last 15 months, and have been able to launch 3 phases of our current project. These guys know coding, communication and are great to work with our in-house team. We are 100% satisfied and available for any reference. ”

Bill- Besthomehealthcare, USA

“ This is by far the BEST company I have ever worked with! Excellent customer service, very professional and able to do any type of complex work you can think of in osCommerce. Anylinuxwork.com delivered 100% of my work and provided me with a dedicated and smart programmer to work with throughout the project. I will definitely work with them for all my future projects--they exceeded my expectations. Great prices too. Highly recommended. ”

Cathy Kuria-Horn - Magazine Subscription Network, USA

“ Excellent work done and efficient. Prompt response to enquiries and good follow up. Will definitely hire this provider again in my future projects and recommend to others . ”

Harrace - Mega Website Builder, Hong Kong

“ AnyLinuxWork.com has been FANTASTIC! I cannot say enough good things about their tech skills, tech creativity, responsiveness, communication, delivery, reliability. I only have one question about them: Why didn't I find them years ago!!!! ”

Carl Ramsey, USA

“ Excellent provider with great communication and support with a solid team. I was nervous to hand off a large project to someone I had just met on GAF. They have met and exceeded my expectations and are able to bring high level concepts to life on the web. I will definitely use them again for osCommerce projects. A++++ ”

Mike, USA

“ In one word PERFECT. After working with AnyLinuxWork.com I can say they are the best and fastest PHP and MYSQL programmers. Excellent work. Very Efficient. Great communication! ”

Silvia, USA

Internet Marketing Projects:

“ Very enthusiastic and interested in the project, with great ideas and passion in the work. Excellent to work with and very responsive to my requirements! Understood the demography of the target audience very well and were able to successfully market my book to the right group. ”

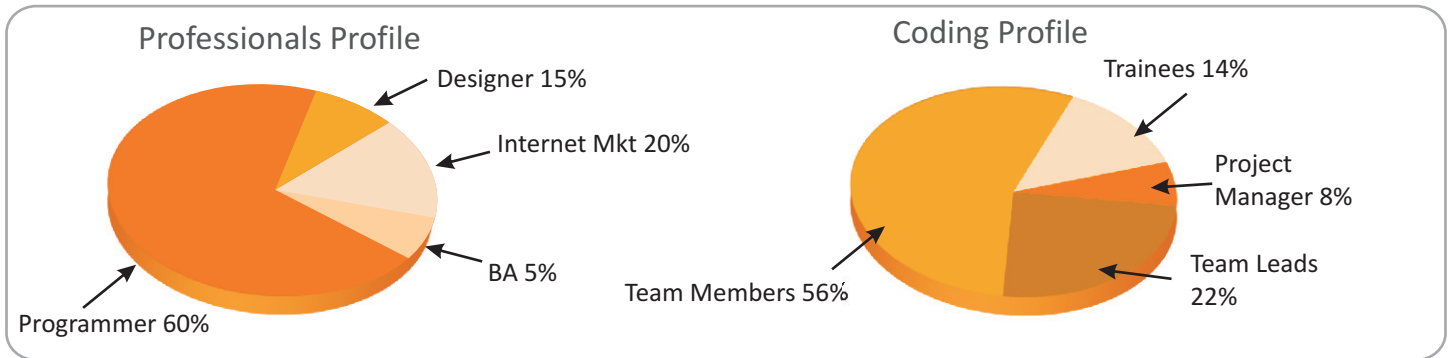
Simon - Author, 'Shakespeare's Truth' novel, UK

“ They do great work! We are going to rehire AnyLinuxWork team again. I have to say what a pleasure it was to work with them. Daily comprehensive updates and always doing what they should be doing on the time log screen shots. If you want good SMM then hire these guys!! ”

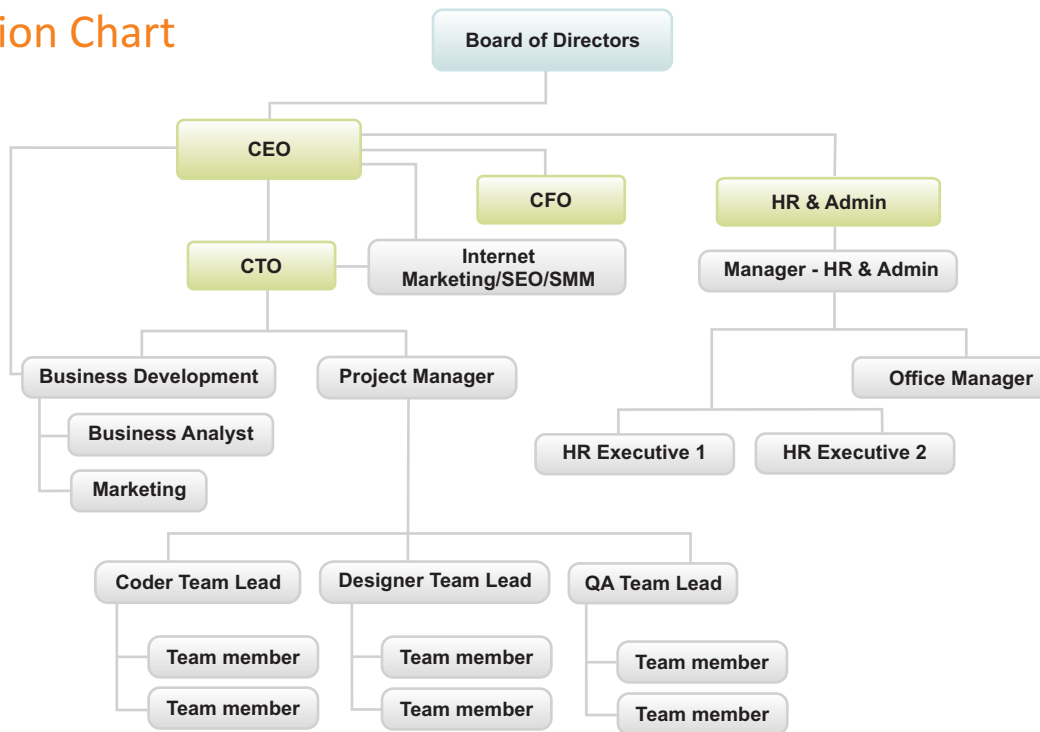
Robert - Damn Model, USA



AnyLinuxWork Team is all about human values. We consider people as assets as they are truly our source of energy. Our squad of dedicated professionals keeps increasing work parameters in order to learn and grow in the process of projects. While the management team has the knack for getting the best out of the team, each member puts in his own best to stand by the client expectations. With a young team of 80 on-roll and 20+ contractual software professionals, we are growing at a rate of 35% per annum. The team average age is 31 years with an average industry experience of 3.5 years. Our annual employee turnover rate since last five years has been below 15% that speaks volumes about the mutual appreciation between employees and the company. We have an in-house time tested training module to induct fresh post graduates on junior coding levels with 2 years job commitment to the company. That helps to create a strong bench strength and work on new technologies within our domain.



Organization Chart



With an international IT experience of 10+ years, I guide team to a client centric approach. More than vendors, we work as partners with you. Looking forward to meeting you at Internet Show
Vivek Singhal, CEO



We have a focused approach working on web based development and are system driven rather than person, our clients bank on us for site performance & results.
Nidhi Mongia, CO

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