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**JAYAN VARGHESE**

**CHAPTER :** PRAGATHI

**CATEGORY :** WEBSITE DESIGN & MAINTENANCE

**BNI DANCE CARD**



## Jayan Varghese

**Native** : Kottayam, Kerala.

**Domicile**: Bangalore, Near Hoskote Toll

**Education**: MBA, MBL

Certified : Six Sigma Black Belt | PMP

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**Corporate Career** : 15 Years as a Process Consultant with Tata Sky, Airtel, Tata Tele, HP

**Last Job** : TCS in South Africa as Client Director for 5 Years

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## Family

**Married to Jessy**

Works with IBM as a Delivery Project Manager

**Daughter** – Jiya in 12<sup>th</sup> Grade. Deens Academy

**Pets** – 3 Cats and a Dog  
(Jammy, Jello, Jazz & June)

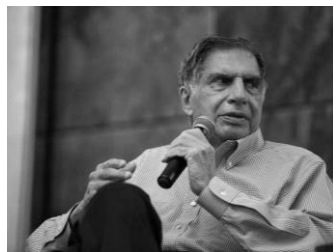


# GAINS SHEET

## INTERESTS



## PERSONALITIES I ADMIRE



## OTHER NETWORKS

World Malayalee  
Federation (WMF)

Christian Business  
Federation (CBF)

St Thomas Church  
Committee Member

Grand Edifice Apartment  
Association Member

# Entrepreneurial Journey

2014

Started SigntoDesign Pvt Ltd (OPC) in India & Johannesburg.



2017 - 18

In 2017, **Dealer Website Management Vertical** was **Acquired** by a Google Cloud Partner

2019

In 2019 **Education Vertical** of SigntoDesign was **Acquired** by a BNI DM Company

2021

Started iNSTA Web Solutions in **January 2021**

iNSTA Web is a brand under SigntoDesign



2024

Website Maintenance for Small Businesses



# BNI Journey

2018

BNI Eliite



2019

BNI Benchmark



2021 Onwards

BNI Pragathi



- Gold Club Member
- Green Member
- Crorepathi Member



## ACCOMPLISHMENTS

- Designed websites for over **150 BNI Members including 24 DC's** in the last 3 years
- Premium WIX Partner with **5 Start rating**

## Our **Core** Businesses



**Wix Website Design**  
[www.instaweb.co.in](http://www.instaweb.co.in)



**WordPress Website Maintenance**  
[www.signtodesign.com](http://www.signtodesign.com)



**Business Emails**  
[www.business-emails.co.in](http://www.business-emails.co.in)

## SERVICE OFFERING 1



## WEBSITE DESIGN

Insta Web Solutions provides **Website Design** services to Professional Firms across the Globe using Wix a **No Code** Platform.



# Why Wix?

Best CMS in 2024:

Forbes has rated Wix as the  
Best Overall CMS in 2024

Forbes

ADVISOR

### The Best Content Management Software (CMS) Systems of 2024

- **Wix:** Best overall
- **WordPress.com:** Best for tight budgets
- **Drupal:** Best for enterprises
- **Shopify:** Best for e-commerce businesses
- **Joomla:** Best for new developers
- **TYPO3:** Best for extension library
- **WordPress.org:** Best for customization







### Why You Can Trust Forbes Advisor Small Business

*The Forbes Advisor Small Business team is committed to bringing you unbiased rankings and information with full editorial independence. We use product data, strategic methodologies and expert insights to inform all of our content to guide you in making the best decisions for your business journey.*

*To select the best content management systems, we analyzed more than 25 options based on cost, ease of use, features, storage and bandwidth allowances, user reviews and more. We then compiled a list of the seven best options so you can make the best choice for your unique needs and budget.*

Forbes

ADVISOR

COMPANY	FORBES ADVISOR RATING
 Wix	5.0 ★★★★★ Forbes ADVISOR
 WordPress.com	5.0 ★★★★★ Forbes ADVISOR
 Drupal	4.9 ★★★★★ Forbes ADVISOR
 Shopify	4.8 ★★★★★ Forbes ADVISOR
 Joomla	4.7 ★★★★★ Forbes ADVISOR
 TYPO3	4.4 ★★★★★





# Why Insta Web?

## Unbeatable Pricing

I sell at prices that I would personally like to buy.



 Features	Lander	Essential	Growth	Premium
Website Pages	1	Upto 3	Upto 5	5 to 10
Design & Development	✓	✓	✓	✓
Website Content	✓	✓	✓	✓
Premium Images	✓	✓	✓	✓
On Page SEO	✓	✓	✓	✓
Web Design & Dev Cost (Rs.)	9990 \$120	14990 \$180	24990 \$300	34990 \$450
 Web Maintenance	Basic	Lander	Growth	Pro
Technical Maintenance + Content Updating	1500	2500	3500	4500

# Premium Plans

## Premium

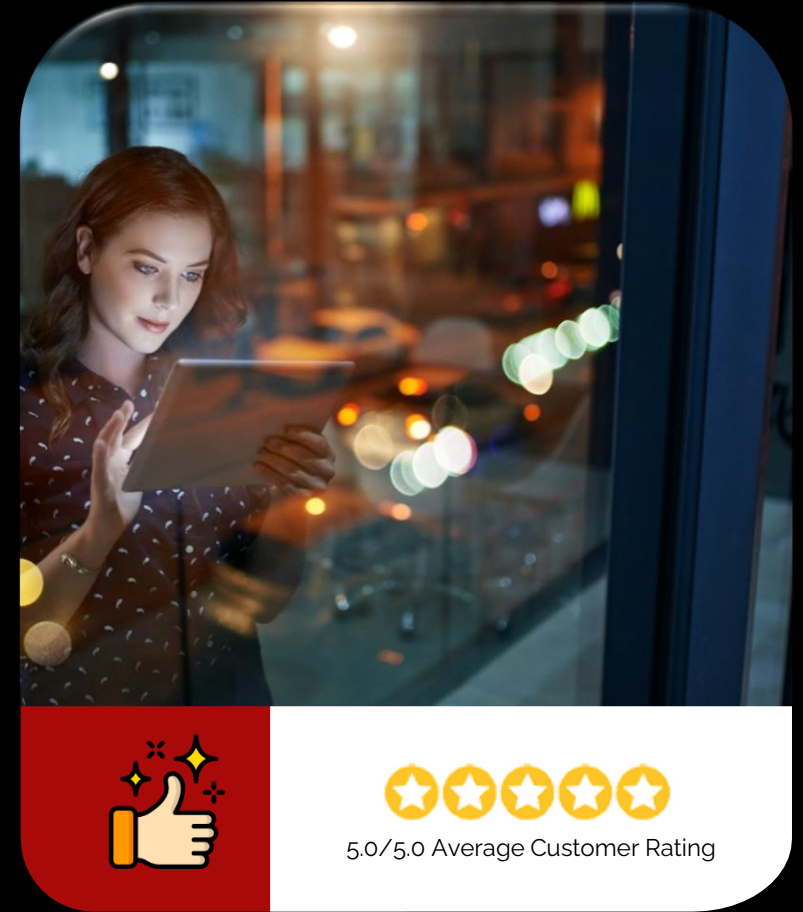
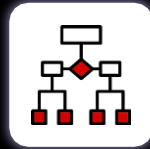
Website Pages : Up to 10  
Design Visualization  
Custom Development  
Premium Images  
On Page SEO

Rs. 54990 | \$655

## Premium +

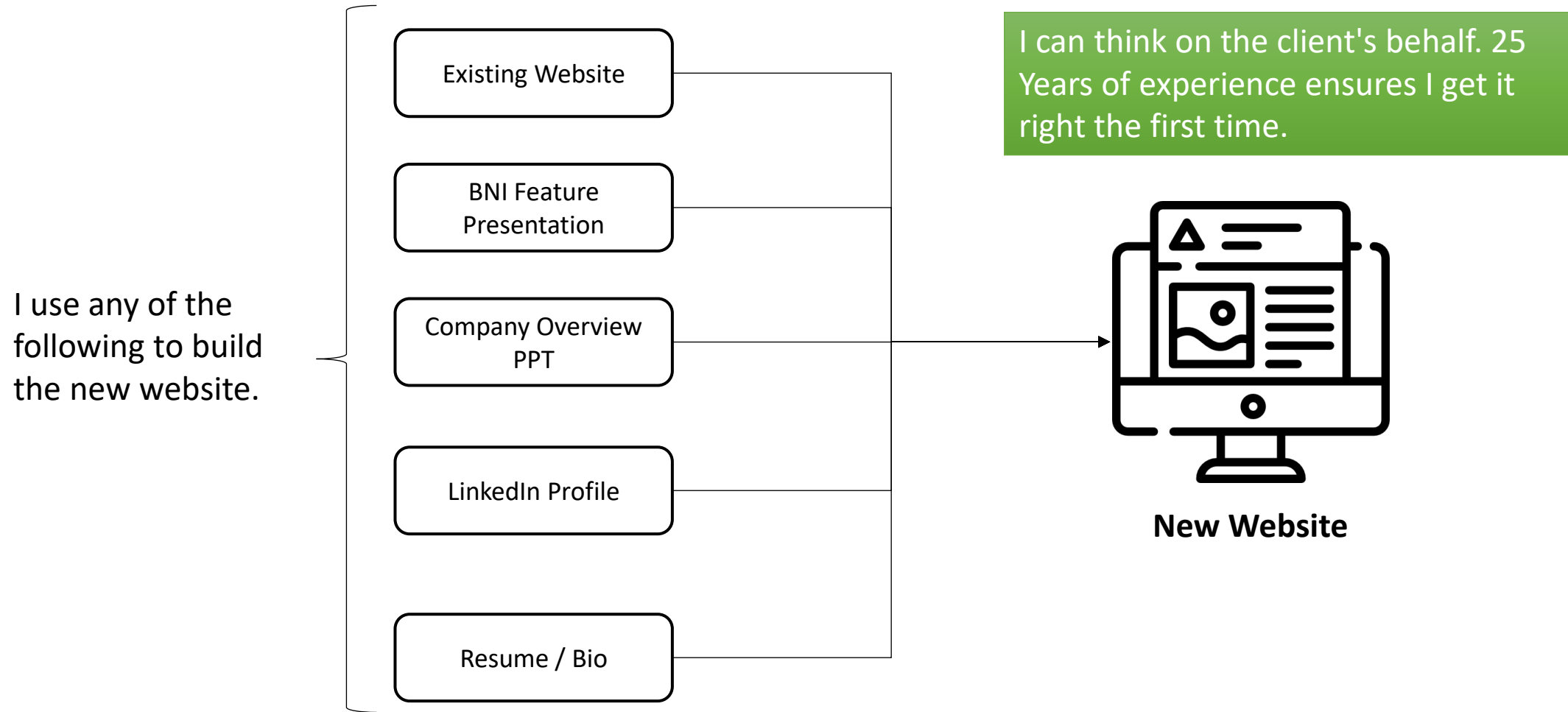
Website Pages : Up to 15  
Design Visualization : 2  
Custom Development  
Premium Images  
On Page SEO  
Sales Conversion Page: 1

Rs. 74990 | \$775



# Why Insta Web?

## Hassle Free On Time Delivery



# WHY INSTA WEB?

## More Reasons

Websites Go live in **less than 1 week**

We handle everything from buying the **domain to ongoing maintenance**

**No Templates are used** – We custom design every website.

Over **300 plus active websites** in our **portfolio** to gauge our work.

Over **150 Testimonials** on the website



Zero Risk:

**No Questions asked full refund**  
at any stage of the project.

TARGET MARKET

# Professional Firms



CA, CS



Business & Sales  
Consultants



Start Up  
Mentors & Life  
Coaches



Legal  
Professionals



Doctors,  
Psychologists  
Counsellors



Gym & Yoga  
Instructors  
Weight Loss  
Trainers



Healers &  
Wellness  
Counsellors



Dieticians &  
Nutritionists

## SERVICE OFFERING 2



## WEBSITE MAINTENANCE

SigntoDesign provides **WordPress Website Maintenance** services to over **450 established businesses** worldwide.

# What **We** Do



**Technical Website Maintenance**



**Content Updates**



**On-page Technical SEO**



**Security Monitoring**



**Performance Optimization**



**Analytics & Reporting**

## We Provide These **Services**

Technical Website Maintenance

On-page Technical SEO

Performance Optimization

Website Content Updates

Security Monitoring

Analytics & Reporting

## To This **Target Market**



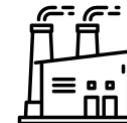
**Small Businesses**



**Hospitals**







**Educational Institutions**



**Manufacturing Companies**



## Easy & Transparent **Pricing based on the** Size of the Website

			
<b>Starter Plan</b>	<b>Growth Plan</b>	<b>Pro Plan</b>	<b>Premium Plan</b>
<b>Upto 5 Pages</b>	<b>5 to 10 Pages</b>	<b>10 to 20 Pages</b>	<b>20 Plus Pages</b>
<ul style="list-style-type: none"><li>• Technical Maintenance</li><li>• Content Updates</li><li>• Onpage Technical SEO</li><li>• Website Security</li></ul>	<ul style="list-style-type: none"><li>• Technical Maintenance</li><li>• Content Updates</li><li>• Onpage Technical SEO</li><li>• Website Security</li></ul>	<ul style="list-style-type: none"><li>• Technical Maintenance</li><li>• Content Updates</li><li>• Onpage Technical SEO</li><li>• Website Security</li></ul>	<ul style="list-style-type: none"><li>• Technical Maintenance</li><li>• Content Updates</li><li>• Onpage Technical SEO</li><li>• Website Security</li></ul>
<ul style="list-style-type: none"><li>• <i>Monthly Online Review</i></li><li>• <i>Chat &amp; Call Support</i></li><li>• <i>12 Hrs TAT</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Monthly Online Review</i></li><li>• <i>Chat &amp; Call Support</i></li><li>• <i>12 Hrs TAT</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Monthly Online Review</i></li><li>• <i>Chat &amp; Call Support</i></li><li>• <i>12 Hrs TAT</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Monthly Online Review</i></li><li>• <i>Chat &amp; Call Support</i></li><li>• <i>12 Hrs TAT</i></li></ul>
<i>Starting at Rs 1000 per month</i>	<i>Starting at Rs 2500 per month</i>	<i>Starting at Rs 5500 per month</i>	<i>Starting at Rs 9500 per month</i>
<b>Billed Annually</b>	<b>Billed Annually</b>	<b>Billed Monthly</b>	<b>Billed Monthly</b>
<b>Rs. 9990.00</b>	<b>Rs. 24000.00</b>	<b>Rs. 5500.00</b>	<b>Rs. 9500.00</b>

Prices start at **Rs 1000 per month**



**KEEPING YOU INFORMED**

## How We Ensure Your Investment Counts

we guarantee the value of your investment and keep you informed about all ongoing operations on your site.



### **Dedicated Client Manager**

When you join us, a dedicated Project Manager crafts your detailed plan, available for your review anytime.



### **Dashboards & Reports**

Stay informed with ongoing statistics and evaluations, ensuring full visibility into your website's performance.

### SERVICE OFFERING 3

## GOOGLE **WORKSPACE**

Google Workspace

### **BUSINESS EMAILS**

Google Workspace Partner

**yourname@yourbusiness.com**

# MY CONTACT SPHERE



Professional  
Consultants



CA, CS



Digital  
Marketing



Content  
Writers



Graphic  
Designers  
Videographers

## Freelancers



Industry  
Bodies



IT Companies  
who outsource  
small Projects

← Contact Sphere / Introducers/  
Relationship Referrals

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## Business Website Design & Website Restoration

← MY SERVICE



Business & Sales  
Consultants



Start Up  
Mentors & Life  
Coaches



Legal  
Professionals



Psychologists  
Counsellors &  
Therapists



Gym & Yoga  
Instructors  
Weight Loss  
Trainers



Healers &  
Wellness  
Counsellors



Dieticians &  
Nutritionists



Doctors &  
Dentists

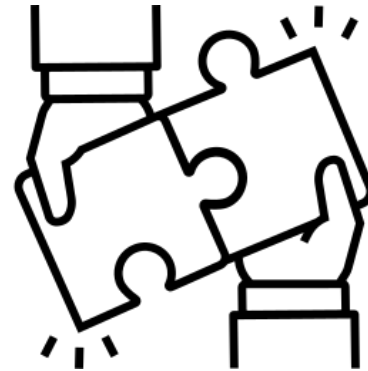
← End Clients / Target  
Customers

Professionals & Single Business Owners

# OUR EXTENDED TEAM

– We work with **BNI Members** for

- Branding & Graphic Design
- Explainer videos
- Social Media Creatives
- SEO
- Blog Content Creation
- Website Lead Automation (CRM)
- Legal Website Disclaimers
- Chatbots
- Custom SW Development
- Business Photography



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# Who to Look for and What to Say

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## Outdated Content:

Spot websites with outdated content or old blog posts.



Fresh and relevant content keeps visitors coming back. Recommend updating content regularly to maintain engagement.



## Slow Loading Times

Pay attention to websites that take forever to load.



When a website takes too long to load, it can frustrate visitors. Suggest **optimizing the website's speed** for a better user experience.



# No SSL Certificate

Notice if websites lack SSL certificates or show signs of being hacked.



Security is crucial for protecting both the website and its visitors' information. **Suggest implementing security measures like SSL certificates.**

# Giving

## MANUFACTURING



## EDUCATION



## BUSINESS



## HOSPITALS



*Thank You*

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