

Simply Sansu

Helping Brands Build Visibility & Authority

Business Services Guide

GSTIN: 24AUJPA8112G1Z2

simplysansu.com

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India

Founded on April 16h 2026

My Approach

I believe successful digital marketing starts with understanding the business behind the website.

Rather than applying a one-size-fits-all strategy, I take the time to understand your goals, audience, competition, and industry before recommending solutions.

My approach combines:

✓ SEO & Technical Optimization
✓ Digital PR & Brand Building
✓ Content Marketing
✓ Link Building & Outreach
✓ AI SEO & Search Visibility
✓ Data-Driven Research & Strategy

Every recommendation is practical, transparent, and aligned with your business objectives

About Simply Sansu

Hi, I'm Sansu Abraham, the founder of Simply Sansu.

With more than 10 years of experience in SEO, Digital Marketing, Digital PR, Outreach, Content Marketing, and Link Building, I help businesses improve their online visibility, build authority, and attract the right audience.

Over the years, I have worked with startups, SaaS companies, agencies, service-based businesses, eCommerce brands, local businesses, and personal brands across a variety of industries. My experience spans traditional SEO, Digital PR, content strategy, authority building, and the emerging field of AI SEO.

As search continues to evolve, my focus is not just on helping businesses rank in Google but also on improving their visibility in AI-powered search platforms such as ChatGPT, Gos objectives.



Contact

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Features

✓ Personalized Strategy
✓ Transparent Communication
✓ SEO & AI Search Expertise
✓ Monthly Reporting
✓ Flexible Engagement
✓ Data-Driven Recommendations
✓ Digital PR & Authority Building

NO HIDDEN FEES, CANCEL ANYT

Guarantees

✓ **GLOBAL CLIENT SUPPORT**
✓ *Ongoing Optimization*

SUPPORT

24/7 Support

Services

- **Digital Marketing**
- **SEO**
- **AI SEO**
- **Digital PR**
- **Helping Businesses Get Discovered, Trusted & Chosen Online**
- **Website**
- **simplysansu.com**
-

Welcome to Simply Sansu

Finding customers online has never been more challenging. Search engines are evolving. AI is changing how people discover businesses. Competition grows every day.

At Simply Sansu, we help businesses stay ahead through strategic SEO, AI Search Optimization, Digital PR, and performance-focused digital marketing.

Whether you're launching a new website or scaling an established business, our goal is simple: Help your business become impossible to ignore online.



SSS

SIMPLY SANSU

DIGITAL GROWTH. SIMPLIFIED.

COMPANY STORY

Simply Sansu was born out of a passion for helping businesses grow online with clarity and purpose.

What began as a personal journey in SEO and digital marketing has grown into a mission – to make digital growth simple, strategic, and sustainable for every business, big or small.

MISSION

To empower businesses with result-driven digital marketing solutions that build visibility, generate leads, and create long-term impact.

VISION

To be a trusted digital growth partner for businesses worldwide, known for simplicity, strategy, and measurable results.

CORE VALUES

CLARITY

We believe in clear strategies and open communication.

INTEGRITY

Honesty and transparency guide everything we do.

CLIENT SUCCESS

Your growth is our priority. We succeed when you do.

CONTINUOUS IMPROVEMENT

We learn, adapt, and evolve to stay ahead.

COLLABORATION

We work together as partners, respecting ideas and building trust.

BUSINESS PHILOSOPHY

We believe digital marketing doesn't have to be complicated. Our philosophy is simple – understand, strategize, execute, and grow. We focus on what matters, cut the noise, and deliver results that truly make a difference.

Simple strategies. Stronger growth.

HOW WE CREATE IMPACT

1. **UNDERSTAND** – We learn about your business, goals and audience.
2. **STRATEGIZE** – We craft a custom strategy that fits your unique needs.
3. **EXECUTE** – We implement with precision using the right tools and tactics.
4. **MEASURE** – We track performance and analyze results.
5. **GROW** – We optimize and scale for sustainable growth.

www.simplysansu.com | hello@simplysansu.com | Let's grow something amazing together.

Meet the Founder



Sansu Abraham
Founder
Digital Marketing & Digital PR Specialist

About the Founder

Experience & Expertise

Professional Highlights
🏆 10+ Years of Digital Marketing Experience
👥 **Team Lead Experience**
Leading outreach teams, managing campaigns, mentoring specialists, and delivering measurable business results.
🌍 **International Client Experience**
Worked with startups, agencies, and enterprise businesses across the USA, Canada, and other global markets.



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Experience & Expertise

10+ Years of Digital Marketing Experience
A decade of helping businesses grow online with strategic SEO, digital PR, and data-driven marketing.

Team Lead Experience
Leading outreach teams, managing campaigns, mentoring specialists, and delivering measurable business results.

International Client Experience
Worked with startups, agencies, and enterprise businesses across the USA, Canada, UK, Australia, and other global markets.

AREAS OF EXPERTISE

- SEO
- AI SEO
- Technical SEO
- Digital PR
- Content Strategy
- Website Consulting

CAREER TIMELINE

2011 — **Project Coordinator**
Chethana Integrated Development Society

2012 – 2016 — **Vice Principal**
Gayatri Central School

2016 — **SEO Analyst**
Spectrum Softtech Solutions

2016 – 2017 — **Senior SEO Analyst**
TechWyse Internet Marketing (Canada)

2017 – 2020 — **Senior Digital Marketing Analyst**
Fingent

2020 – 2023 — **Senior Outreach Specialist**
Coalition Technologies (USA)

2023 – 2025 — **Team Lead – PR & Outreach**
Coalition Technologies (USA)

2026 – — **Founder**
Simply Sansu
Helping businesses grow through
SEO • AI SEO • Digital PR • Website Consulting

BY THE NUMBERS

10+
YEARS
of Digital Marketing Experience

100+
SUCCESSFUL
Campaigns Delivered

GLOBAL
Client Experience

TEAM LEADERSHIP
Building teams. Driving results.

EXPERTISE
SEO • AI SEO
Technical SEO
Digital PR
Content Strategy
Website Consulting

STRATEGY-FIRST
Data-driven strategies that create real, measurable impact.

CLIENT-CENTRIC
Your goals.
Our priority.
Your growth.
Our mission.

Let's grow something amazing together.

Why Choose Simply Sansu



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I Believe in Delivering Outcomes, Not Selling Services.

Every strategy I create is focused on helping businesses grow with measurable results—not simply completing tasks.

WHAT YOU CAN EXPECT

Better Google Rankings
Improve visibility and outrank your competitors in search results.

More Qualified Leads
Attract the right audience and convert them into loyal customers.

Better Website Performance
Fast, secure, and optimized websites that perform better.

AI Search Visibility
Optimize for AI platforms like ChatGPT, Gemini, Perplexity & more.

Stronger Brand Authority
Build trust, credibility and authority that sets your brand apart.

A Clear Digital Growth Strategy
Custom strategies aligned with your goals for long-term, sustainable growth.

Transparent Reporting
Clear, data-driven reports so you always know what's working and why.

Personalized Service
Tailored solutions with a personal touch and dedicated support.

Your *success* is my *success*.

Every recommendation, campaign, and optimization is built around achieving meaningful business growth—not just ticking off a checklist.

STRATEGIC. TRANSPARENT. RESULTS-DRIVEN. | *Let's grow something amazing together.*



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Our Services Overview

Comprehensive digital marketing solutions designed to improve visibility, drive traffic, and grow your business.

SEO

Improve your search engine rankings and drive organic traffic that converts.

AI SEO

Optimize for AI-driven search and stay visible across ChatGPT, Gemini, Perplexity & more.

Digital PR

Build brand authority, earn high-quality backlinks, and get featured in top publications.

Website Consulting

Get expert guidance to improve your website's performance, UX, and overall effectiveness.

Technical SEO

Fix technical issues, improve site health, and build a strong foundation for long-term rankings.

Content Marketing

Engage your audience with valuable content that builds trust, boosts visibility, and drives results.

Website Launch Consulting

Launch your website the right way with SEO, speed, tracking, and best practices.

SEO Audit

In-depth analysis of your website to uncover opportunities, fix issues, and improve performance.

Local SEO

Rank higher in local searches, attract nearby customers, and grow your local presence.

Every service is focused on one goal:
Delivering measurable outcomes that grow your business.

- Data-Driven Strategies
- Transparent Process
- Measurable Results



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SEO Services

Rank Higher. Get Found. Grow Faster.

Strategic SEO that improves your search visibility, drives qualified traffic, and delivers real business results.

1. WHAT IS SEO?

SEO (Search Engine Optimization) is the process of optimizing your website and content to rank higher in search engine results pages (like Google).
It helps the right audience find your business at the right time.

2. BENEFITS

- Higher rankings & more visibility
- More qualified organic traffic
- Better leads & higher conversions
- Builds trust, authority & credibility
- Long-term, cost-effective growth

3. DELIVERABLES

- Keyword Research & Strategy
- On-Page SEO Optimization
- Technical SEO Improvements
- Content Optimization Recommendations
- Quality Link Building
- Local SEO Optimization (if applicable)
- Monthly Performance Reports & Insights

4. TYPICAL SEO PROCESS

1	2	3	4	5
DISCOVER	STRATEGIZE	OPTIMIZE	BUILD AUTHORITY	TRACK & GROW
We analyze your business, website, competitors, and target audience.	We create a custom SEO strategy aligned with your goals.	We optimize your website, content, and technical elements.	We build high-quality backlinks and strengthen your online presence.	We track performance, refine strategy, and drive continuous growth.

5. WHO IT'S FOR

Startups
Build a strong online foundation and get discovered early.

Small & Medium Businesses
Generate consistent leads and grow your customer base.

Growing Businesses
Scale your visibility and outrank competitors sustainably.

Local Businesses
Rank higher locally and attract more nearby customers.

E-commerce Businesses
Increase product visibility, traffic, and sales.

Smart SEO today.
Stronger business tomorrow.

We focus on ethical, white-hat SEO strategies that deliver lasting results and real growth for your business.

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AI SEO SERVICES

Future-ready visibility for how people search today.



1. WHAT IS AI SEO?

AI SEO is the practice of optimizing your content and digital presence to be discovered, understood, and recommended by AI-powered search engines and large language models.

2. WHY AI SEARCH MATTERS

- Higher rankings & more visibility
- More qualified organic traffic
- Better leads & higher conversions
- Builds trust, authority & credibility
- Long-term, cost-effective growth

3. WHERE AI SEARCH HAPPENS

ChatGPT
Conversational answers from real-time data and training.

Gemini
AI insights powered by Google's models.

Perplexity
Answer engine with sources and accurate citations.

AI Overviews
Google's AI-generated summaries at the top of search.

4. ENTITY SEO

We build strong topical relevance and entity signals so AI understands who you are and what you do.

- Knowledge Graph Optimization
- Brand Consistency
- Topical Authority Building

5. LLM OPTIMIZATION

We optimize your content for Large Language Models to ensure your brand gets recommended.

- Contextual Content
- Structured Data
- AI-Friendly Formatting

Smart SEO today.
Stronger business tomorrow.

We focus on ethical, white-hat SEO strategies that deliver lasting results and real growth for your business.



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DIGITAL PR

We build your brand's reputation, earn media coverage, and drive high-quality backlinks that boost authority and rankings.



AUTHORITY BUILDING

We help establish your brand as a trusted authority in your industry through high-quality media placements and thought leadership exposure.

MEDIA OUTREACH

We connect your brand with the right publications, bloggers, and media outlets to secure meaningful coverage that drives visibility.

BACKLINKS

Earn powerful, relevant backlinks from authoritative websites that improve your search rankings and strengthen your domain authority.

BRAND MENTIONS

Increase your brand visibility with mentions across leading media, news sites, and online publications—building trust and recognition.

JOURNALIST OUTREACH

We build relationships with journalists and editors who write about your industry to get your story in front of the right audience.

THOUGHT LEADERSHIP

Position your brand leaders as industry experts through commentaries, interviews, guest articles, and expert roundups.

Stronger stories. Stronger authority.

Our Digital PR strategies get you featured, trusted, and talked about—driving real results for your brand.

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WEBSITE CONSULTING

Expert guidance to build a website that's technically sound, user-friendly, fast, and built to rank.



1. WEBSITE LAUNCH CHECKLIST

We ensure your website is launch-ready with a complete pre-launch checklist.

- Domain & Hosting Setup
- SSL & Security
- SEO Basics & Indexing
- Analytics & Tracking
- Performance & Speed Check
- Mobile & Cross-Browser Testing
- Content & Design Review

2. TECHNICAL SEO

We optimize the technical foundation of your website for better visibility and higher rankings.

- Crawlability & Indexability
- Site Architecture & Internal Linking
- XML Sitemap & Robots.txt
- Canonicalization & Redirects
- HTTPS, Security & Best Practices
- Technical Audit & Fixes

3. UX (USER EXPERIENCE)

We create intuitive experiences that engage users and turn visitors into customers.

- User-Centric Design
- Easy Navigation & Structure
- Clear CTAs & Conversion Paths
- Accessibility & Usability
- Better Engagement & Retention

4. PERFORMANCE

We speed up your website for a seamless experience and better search performance.

- Page Speed Optimization
- Image & Asset Optimization
- Caching & Minification
- Server & Hosting Optimization
- Performance Monitoring

5. MOBILE OPTIMIZATION

We ensure your website looks and performs perfectly on all devices.

- Responsive Design
- Mobile-Friendly Layout
- Touch & Readability Optimization
- Fast Loading on Mobile
- Mobile UX Improvements

6. SCHEMA (STRUCTURED DATA)

We implement structured data to help search engines understand your content and enhance your search visibility.

- Schema Strategy & Implementation
- Rich Snippets & Enhancements
- FAQ, Review, Breadcrumd & More
- Better CTR & Visibility

7. CORE WEB VITALS

We optimize Core Web Vitals to improve user experience and boost rankings.

LCP — Largest Contentful Paint
Faster loading of main content

INP — Interaction to Next Paint
Smoother interactions for users

CLS — Cumulative Layout Shift
Stable layout with no unexpected shifts

A better website today.
Stronger results tomorrow.

Our consulting ensures your website is optimized for users, search engines, and sustainable business growth.



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OUR PROCESS

A clear, step-by-step approach to deliver measurable results and long-term growth.

01 DISCOVERY

We learn about your business, goals, audience, and challenges to align our strategy with your vision.



02 RESEARCH

We analyze your industry, competitors, keywords, and data to uncover opportunities that drive the best results.



03 STRATEGY

We create a customized plan with clear priorities, tactics, and timelines to achieve your business goals.



04 IMPLEMENTATION

We put the strategy into action with precision—building, optimizing, and executing for maximum impact.



05 OPTIMIZATION

We continuously test, refine, and improve performance to ensure sustainable growth and better ROI.



06 REPORTING

We track results, measure success, and provide clear reports with insights and next steps.



From strategy to results, we grow together.

Our process is transparent, collaborative, and focused on driving real business growth.



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INDUSTRIES WE SERVE



Tailored strategies. Real results.
Helping businesses across industries grow online and stay ahead.

1. HEALTHCARE

We help healthcare providers build trust, increase visibility, and reach the right patients.

2. EDUCATION

Driving more enrollments and engagement for institutions, coaches, and online learning platforms.

3. TECHNOLOGY

Supporting tech companies with SEO, PR, and content strategies that scale visibility and growth.

4. ECOMMERCE

Boosting online stores with SEO, product visibility, and conversion-focused strategies.

5. PROFESSIONAL SERVICES

Helping consultants, lawyers, and agencies build authority and attract high-quality leads.

6. REAL ESTATE

Generating more inquiries and visibility for real estate agents, builders, and property businesses.

7. STARTUPS

Empowering startups with smart digital strategies to build brand, gain traction, and grow faster.

8. LOCAL BUSINESSES

Helping local businesses get found online, rank higher, and win more customers.

9. PERSONAL BRANDS

Building impactful personal brands through content, visibility, and authority building.

10. MANUFACTURING

Driving B2B growth for manufacturers with SEO, content, and digital PR strategies.

11. HOSPITALITY

Helping hotels, restaurants, and travel brands increase bookings and online presence.

12. ENTERTAINMENT & MEDIA

Supporting creators, media houses, and entertainment brands with visibility and audience growth.

No matter your industry, our goal is the same — your growth.

We craft data-driven strategies that deliver real impact and long-term success.



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TOOLS & TECHNOLOGIES



We use industry-leading tools and intelligent technologies to deliver accurate insights, streamlined workflows, and exceptional results.

1. GOOGLE ANALYTICS

Track user behavior, measure performance, and make data-driven decisions.

2. GOOGLE SEARCH CONSOLE

Monitor your site's search performance and improve visibility in Google Search.

3. SEMRUSH

Comprehensive SEO toolkit for keyword research, competitor analysis, and rank tracking.

4. SCREAMING FROG

Technical SEO crawler to audit websites and identify issues that impact rankings.

5. AHREFS

Powerful backlink analysis, site explorer, and SEO research tool.

6. ELEMENTOR

Drag-and-drop website builder to create stunning, responsive websites.

7. WORDPRESS

Flexible and powerful CMS that powers our websites and your growth.

8. GA4

Next-gen analytics for deeper measurement and smarter insights.

9. CHATGPT

AI-powered assistant for content ideation, strategy, and process automation.

10. GEMINI

Advanced AI by Google for research, content, and problem-solving.

11. PERPLEXITY

AI search engine for real-time information, research, and content discovery.

Smart tools.
Smarter strategies.
Stronger results.

We combine the best tools and technologies with human expertise to deliver real growth for your business.



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FREQUENTLY ASKED QUESTIONS

01



How long does SEO take to show results?

SEO is a long-term investment. While some improvements may be visible within a few weeks, meaningful growth typically takes 3 to 6 months, depending on your industry, competition, and the current state of your website.

02



Do you work with international clients?

Yes. Simply Sansu works with businesses worldwide through virtual consultations, online collaboration, and regular reporting. Distance is never a barrier to delivering effective digital marketing services.

03



Do you offer one-time SEO audits?

Absolutely. If you need a professional review of your website without committing to an ongoing service, you can choose a one-time SEO or AI SEO audit. You'll receive a detailed report with actionable recommendations and a clear roadmap for improvement.

04



Do you provide AI SEO services?

Yes. AI SEO is one of our core specialties. We help businesses improve their visibility in AI-powered search experiences such as ChatGPT, Google AI Overviews, Gemini, and Perplexity through structured content, entity optimization, technical SEO, and AI-focused content strategies.



More Questions?

We're here to help. Let's talk about how we can grow your business together.

Reach out anytime at
hello@simplysansu.com



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FREQUENTLY ASKED QUESTIONS

05



Which industries do you specialize in?

We work with businesses across a wide range of industries, including:

- Local Businesses
- Healthcare
- Professional Services
- Technology & SaaS
- E-commerce
- Education
- Hospitality
- Real Estate
- Personal Brands
- Startups

Our strategies are tailored to your business goals rather than using a one-size-fits-all approach.

06



Can you redesign or improve my website?

Yes. We can enhance your existing website by improving its SEO, speed, user experience, and overall performance.

If a complete redesign is needed, we can also help create a modern, SEO-friendly website that is built to convert visitors into customers.

07

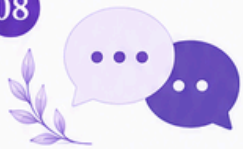


Do you offer monthly SEO packages?

Yes. We offer flexible monthly plans for businesses that require continuous SEO, AI SEO, Digital PR, or website optimization.

We also provide one-time projects and custom packages based on your specific business objectives.

08



How do I get started?

It begins with a conversation. We'll discuss your business goals, review your current online presence, identify opportunities, and recommend the most suitable strategy.

From there, we'll create a tailored plan designed to help your business grow online.

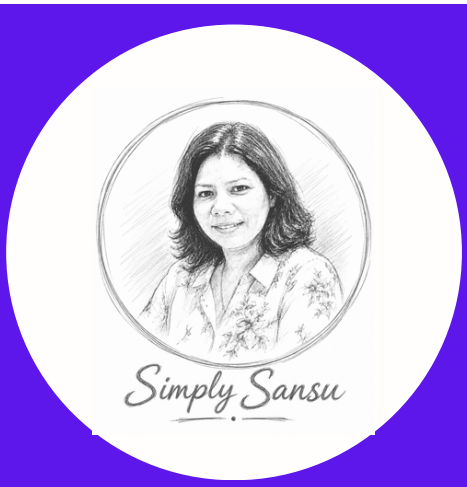


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Thank You

Thank you for taking the time to review my services and pricing.

Every business has unique goals, challenges, and opportunities. Whether you're looking to improve your search rankings, build authority through Digital PR, increase visibility in AI search, or create a long-term growth strategy, I'd be happy to discuss how I can help.

Next Steps

- Schedule a consultation.
- Share your goals and challenges.
- Receive a customized recommendation and proposal.
- Start building a strategy tailored to your business.

Let's Connect

Sansu Abraham
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Email: contact@simplysansu.com
LinkedIn: linkedin.com/in/sansuabraham

Ready to Grow Your Online Visibility?

Let's discuss your project and create a strategy that helps your business stand out in search, AI-powered platforms, and beyond.

Book a Consultation Today