



Core Conversion

Technology Built Around Growing Businesses

We design the digital infrastructure behind growing businesses — from high-performing websites and custom mobile applications to AI-assisted business systems and measurable digital growth strategies.

PRESENTED BY

Core Conversion Digital Marketing Services

paul@ccoms.ph · (049) 503-4255 · +63 992 298 1422

A NOTE TO START

Letter from the Founder

If you've reached this presentation, there's a good chance you're evaluating partners—not just vendors.

Technology has become one of the biggest competitive advantages a business can invest in, but only when it's aligned with real business objectives. Too often, companies end up managing disconnected websites, marketing campaigns, software, and tools that were never designed to work together.

Core Conversion was built around a different philosophy: understand the business first, then design the technology around it.

The pages that follow aren't simply examples of our work. They're examples of how we approach business problems, make strategic decisions, and build digital systems that help organizations grow.

Thank you for taking the time to review our work. I hope by the end you'll have a clear understanding not only of what we build—but why we build it that way.



John Paul Carrasco
Founder, Core Conversion

EXECUTIVE BRIEF

Everything you need to know, up front.

Why You're Here

Whether you're looking to generate more qualified leads, improve operational efficiency, modernize customer experiences, or build entirely new digital products, the technology behind those goals should be designed around your business — not the other way around.

Who We Are

Core Conversion is a business technology partner that combines strategy, software development, AI, digital marketing, and search expertise to help organizations build stronger digital foundations and achieve measurable growth.

What You'll See

This isn't a collection of services. It's a walkthrough of how we think, how we work, and the business challenges we've solved through technology. Inside you'll find:

- ✓ The people behind Core Conversion
- ✓ Our philosophy
- ✓ Selected case studies
- ✓ Mobile platforms
- ✓ Search performance
- ✓ Engagement options

What Makes Us Different

Most agencies specialize in one discipline. We integrate multiple disciplines into one cohesive strategy. That means:

- ✓ Websites aren't designed in isolation
- ✓ SEO isn't treated as an afterthought
- ✓ Mobile apps aren't disconnected from operations
- ✓ Every solution is designed to work together

Our Philosophy

Technology is not the objective. Business growth is. Every recommendation, design decision, and technical implementation should help a business operate more effectively, compete more confidently, and grow more sustainably.

Before You Continue

As you move through this presentation, don't think about websites, mobile applications, or SEO individually. Instead, ask one question: "Does this help my business move forward?" Because that's the same question we ask before recommending any solution.

WHAT'S AHEAD

Your Journey Starts Here

1 The People Behind The Work
Meet the founder, the company, and the team behind every project.

2 How We Help Businesses Grow
A clear look at the capabilities we use to build, market, and scale digital assets.

3 Proof Over Promises
Real projects, measurable wins, and the results behind our work.

4 How We Work Together
Straightforward options designed around your goals, budget, and stage of growth.

5 Let's Build What's Next
Start the conversation when you're ready to move your business forward.

FOUNDER PROFILE

About Paul

Founder — Strategy, Growth & Technical Direction

Paul started in digital marketing in **2011**, building his foundation from the ground up across SEO, content, social media, email marketing, local search, and conversion-focused web development. Over the years, that foundation expanded into WordPress development, page builders, frontend implementation, technical troubleshooting, automation, and AI-assisted workflows.

Today, with **15+ years of hands-on experience**, Paul leads Core Conversion with a rare blend of strategic thinking and technical execution. He understands both sides of digital growth: how to position a business for the market, and how to build the systems that support that growth.

Paul does not lead from a distance. He understands the work because he has done the work, and builds the team around that standard.



15+

Years Hands-On

2011

Started in Digital

18

Team Members

AI

Integrated Workflows

OUR STORY

Who We Are

Built On Execution. Driven By Partnership.

Core Conversion began in **2012 as a one-person SEO operation**. As demand grew, so did the company — expanding into web development, mobile applications, paid advertising, automation, and full-scale digital growth strategies.

We're intentionally selective about the businesses we work with. We value **long-term partnerships over high client volume** because consistent execution requires focus — not scale for the sake of scale.

Our approach is simple: understand the business, build the right solution, execute consistently, and continue improving long after launch. That's how lasting partnerships are built.

We don't measure success by completed projects. We measure it by the businesses that continue growing with us years after launch.



The CCOMS team — same office, same standard, since 2015.

OUR EVOLUTION

Built Through Experience. Refined Through Execution.

1

Technical Foundations

Built a deep technical foundation through high-competition SEO and performance-focused web development.

2

Agency Growth

Expanded into a full-service agency with an in-house team and multidisciplinary capabilities.

3

Enterprise Experience

Applied strategic and technical expertise to enterprise-level platforms, leading integrated digital initiatives across multiple disciplines.

4

Core Conversion Today

Focused on building business systems that combine websites, mobile applications, AI, automation, and digital growth into one connected strategy.

OUR PEOPLE

The Team

A multidisciplinary team working together under one standard of execution.

PEOPLE & OPERATIONS



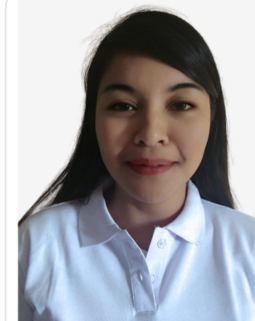
Joylynn Carrasco
HR Manager



Rochelle Sequia
HR Assistant



Tanya Alasgas
HR Assistant



Lhean Ramos
Finance

TECHNOLOGY



Maria Geneva Arevia
Team Lead — Web Dev



Roel Mahlina
Web Development / SEO



Jules Cahipo
Software Engineer



Jason Capunitan
Programmer

The Team (continued)

CREATIVE



Jerome David Bodoa
Team Lead — Content



Vene Mangerra
Content Specialist



Patrick Garcia
Content Specialist



Princess Alibabang
Social Media Specialist

MARKETING



Marie Echeveria
Team Lead — Ads / PPC



Judith Abayani
Ads Specialist / Meta

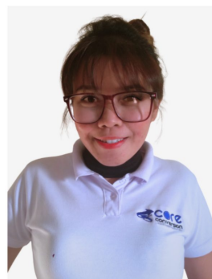


Harvey Rosales
SEO



Jade Almendral
SEO

DESIGN SYSTEMS



Kier Santos
Graphics Designer



Ron-ron Ochos
Liaison Officer

WHAT WE DO

Capabilities

The disciplines we combine to design, build, and grow modern businesses.

Web Experience Engineering

High-performance websites designed to establish credibility, generate demand, and support business growth.

SEO / AEO / GEO

Search visibility engineered for today's search ecosystem — from Google to AI-assisted discovery.

Digital Marketing

Integrated growth strategies that combine content, advertising, analytics, and optimization around measurable business outcomes.

Mobile Apps

Custom mobile experiences designed to improve customer engagement, streamline operations, and extend your business beyond the browser.

Paid Ads

Performance-driven advertising focused on measurable returns — not simply increasing traffic or impressions.

Built Around Your Business

Every business is different. We combine the right capabilities into one strategy designed around your goals — not predefined packages.

Efficient Power Solutions

Landing Page + Order System

Challenge

The client arrived with an AI-generated ad concept destined for a paid campaign — visually ambitious, but built without web standards in mind: broken element placement, assets that never existed, and no thought for mobile conversion.

Key Results

- ✓ Live COD campaign page serving the Philippine market
- ✓ Pixel-tuned for desktop and mobile conversion
- ✓ Entry-level package — premium-level execution

 efficientpower-solutions.com



Solution

Standards-First Rebuild

Re-architected the AI mockup into a clean, standards-compliant layout without losing the creative vision.

Missing Asset Production

Produced the real product imagery the AI concept only implied.

Bonus: Order Dashboard

A lightweight backend so the client monitors every order in one place.

Bonus: Instant Email Alerts

Automated notifications the moment a new order comes in.

WEB

QR Seal

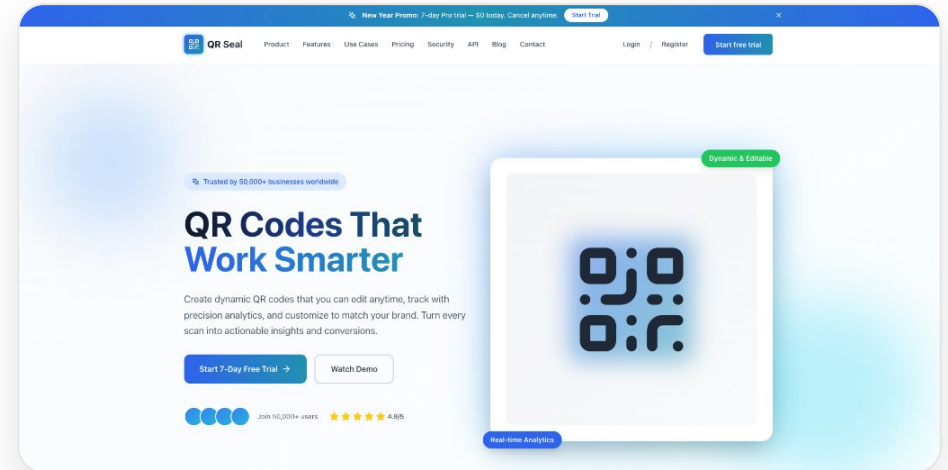
Next-Gen QR SaaS + AI Art

Challenge

Traditional QR codes present three major challenges for premium brands: high visual intrusion, vulnerability to counterfeiting, and low user engagement.

Key Results

- ✓ Industry-first “Trust-as-Art” authentication system
- ✓ Significantly increased scan engagement
- ✓ 100% tamper-proof data integrity



Solution

AI-Generated Branded QR Art

Stable Diffusion with a customized ControlNet workflow.

Encrypted “Seal” Authentication

Every artistic QR code is unique and validated server-side.

App + Web Ecosystem

Dual-platform: the mobile app is the “Key,” the web platform the “Vault.”

Custom API Engine

Scalable backend automating bulk generation of AI QR codes.

WEB

Greater Property Group

Website Redesign — Real Estate

Challenge

The GPG website suffered from critical security vulnerabilities — including malware injection — alongside a fragmented user experience that hindered lead conversion.

Key Results

- ✓ 100% secure platform, free of malware
- ✓ Page loads under 2 seconds
- ✓ A scalable North American lead-generation hub



Solution

End-to-End Security Remediation

Manual audit of the entire codebase; removed backdoors and malware.

Performance Engineering

Mobile-first rebuild; backend optimized for large-scale IDX/MLS sync.

Clean Code Architecture

Replaced bloated third-party plugins with lightweight custom solutions.

WEB

USA Peptide Shop

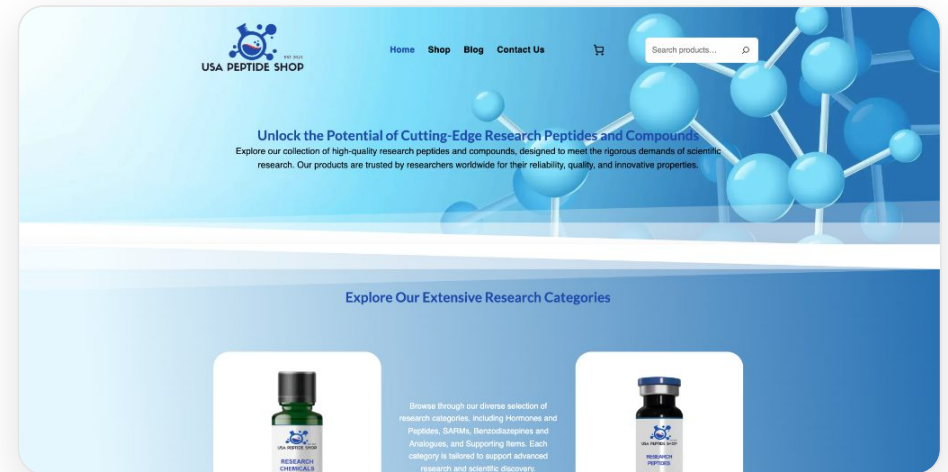
High-Performance E-Commerce

Challenge

The client needed an e-commerce platform combining pharmaceutical-grade trust with the speed and convenience of a modern consumer brand.

Key Results

- ✓ Ultra-fast storefront optimized for trust
- ✓ Science bridged with modern digital retail
- ✓ Secure, high-converting shopping experience



Solution

Spectra-Core Architecture

Zero-bloat build on native Spectra blocks — no page-builder overhead.

Automated Compliance Engine

Seamless 21+ age verification with dynamic RUO messaging.

Transparency Hub

Custom COA database — batch-specific HPLC/MS lab reports per product.

WEB

CCOMS Revamp

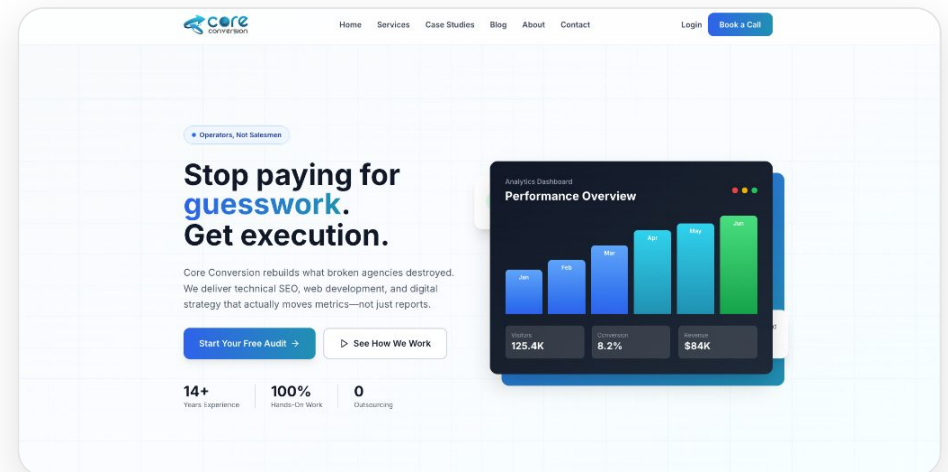
Website Redesign & Brand Transformation

Challenge

Our own site no longer reflected the technical depth of the platforms we build for clients — it lacked the premium UI/UX and technical storytelling our work had made standard.

Key Results

- ✓ Average session duration up over 300%
- ✓ Repositioned for complex, high-impact projects
- ✓ A platform that proves the expertise it sells



Solution

Next-Generation Design Language

Modern interface with custom animation and motion design.

Case-Study-First Architecture

IA rebuilt around in-depth project stories, not static galleries.

Unified Lead Generation

Streamlined capture from visitor engagement to sales qualification.

PROOF OF EXECUTION — SEARCH

Niche: Real Estate

/beaverdell/ New 6 0.7% +100.0% \$0.26 +100.0%									
5 keywords									
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
beaverdell real estate	2	100	0	0.04	5	+5	0	× → 9	New
beaverdell bc real estate	3	30	0	0.05	1	+1	0	× → 8	New

/best-edmonton-gated-communities/ New 27 3.1% +100.0% \$6 +100.0%									
17 keywords									
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position ▲	Change
edmonton gated communities	3	20	0	N/A	3	+3	0	× → 1	New
gated communities edmonton	3	60	0	0.28	21	+21	0	× → 1	New
gated community edmonton	4	20	0	N/A	3	+3	0	× → 3	New

📁 Full high-res proof album: photos.app.goo.gl/iphFUGCQTFqznsMf8

Context

"A high-performing agent trapped at a 200–300 visit-per-month plateau, struggling to break through the "local noise" of established franchises."

Before

Invisible in high-intent local searches — relying on luck and low-volume traffic that failed to convert.

After

A complete shift in search presence. Traffic surged, high-value inquiries rose, agent sign-ups jumped.

⚡ The CComs Strategy

Competitor Gap Analysis to find exactly what the top 1% were doing, then a Freshness-First Content Campaign tuned to Google's freshness algorithm with fully optimized on-page technicals.

SEARCH VISIBILITY

Niche: Pharma

Keywords

By location

Global

27 Jun 2025

Don't compare

Filters

Columns

API

Export

Keyword	Volume	KD	Position	URL	Updated
peptidesforsale	100	24	1	https://.net/	12 d ago
peptide for sale	200	44	3	https://.net/	28 May 2025
peptides for sale	2.1K	42	6	https://.net/	2 d ago
peptide sale	100	26	6	https://.net/	15 h ago
peptides sales	30	46	6	https://.net/	7 d ago
peptides for sale	100	24	7	https://.net/	7 d ago
peptides sale	70	45	7	https://.net/	1 Jun 2025
peptide for sale	10	31	11	https://.net/	2 Jun 2025

Full high-res proof album: photos.app.goo.gl/2NzwqW1U47gU3s8R9

Context

“A peptides e-commerce site (Exact Match Domain) slowly collapsing under its own success and a quiet algorithmic penalty.”

Before

No manual actions — yet rankings in a death spiral from an Over-Optimization Penalty: excessive exact-match anchors and keyword stuffing.

After

Penalty lifted at the next core update. Short-tail dominance; traffic restored to a stable baseline.

⚡ The CComs Strategy

Anchor Profile Dilution, treated like an ORM project — diversifying the backlink profile with branded and generic anchors while rewording on-page content to restore semantic balance.

SEARCH VISIBILITY

Niche: Legal

Keyword	Rank	Search Engine	Location	Platform	Updated
nyc prenup attorney	2	www.google.com	United States	Desktop	Jun 27 10:07:28 AM
ny prenup attorney	3	www.google.com	United States	Desktop	Jun 27 1:30:43 PM
nyc prenup lawyer	3	www.google.com	United States	Desktop	Jun 27 2:41:40 PM
new york prenup attorney	7	www.google.com	United States	Desktop	Jun 27 11:00:37 AM
new york prenup lawyer	7	www.google.com	United States	Desktop	Jun 27 2:32:33 PM
ny prenup lawyer	9	www.google.com	United States	Desktop	Jun 27 8:35:44 PM

📁 Full high-res proof album: photos.app.goo.gl/rodRcMNNHUktiZnf6

Context

“Two of the most expensive sub-sectors in law — high-stakes NYC family law and national financial litigation.”

Before

Buried by multi-practice conglomerates with massive ad budgets; the litigation firm stuck on Page 3 with weak internal linking.

After

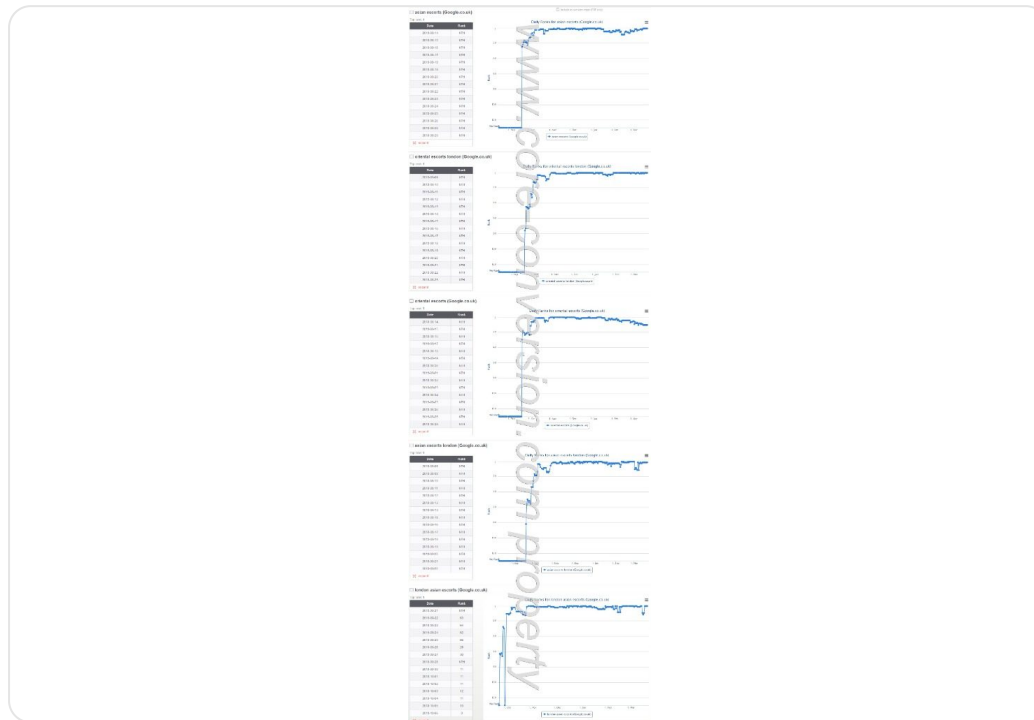
Top 3 for “prenup lawyer ny.” Financial litigation moved Page 3 → top of Page One nationally.

⚡ The CComs Strategy

A “Micro-Niche Authority” campaign: an exhaustive prenup content silo with E-E-A-T hard-coded via Schema, plus a technical Pillar ecosystem of AEO-optimized articles.

SEARCH VISIBILITY

Niche: Entertainment (London)



Full high-res proof album: photos.app.goo.gl/D6dAeSumgT8GEx2BA

Context

"An early-stage CCOMS project in one of the world's most aggressive and competitive "grey-hat" niches."

Before

Entrenched competitors had dominated for years with heavy, banner-laden pages and outdated reciprocal linking schemes.

After

Page One for the most competitive keywords in the UK — outranking giants by being faster, cleaner, more relevant.

⚡ The CComs Strategy

Ignored the old-school playbook: a lightweight HTML/CSS engine built from scratch, topical authority through deep content, and clean keyword-rich internal linking.

PROOF OF EXECUTION — MOBILE APPS

QR Seal — Brand Experience Platform

The last neglected touchpoint in a brand’s customer experience.

QR Seal is a brand-first QR platform for businesses that care about every customer interaction. Instead of treating QR codes as generic utilities, it turns them into branded, editable, trackable customer touchpoints that feel unmistakably part of the business — giving brands control over where each scan leads and how each interaction performs.

Branded QR Touchpoints

Create QR codes that feel aligned with the business, not disconnected from it.

Editable After Printing

Update destinations anytime without reprinting menus, signs, packaging, or campaigns.

Scan Intelligence

Track scans, locations, devices, and customer interaction history per code.

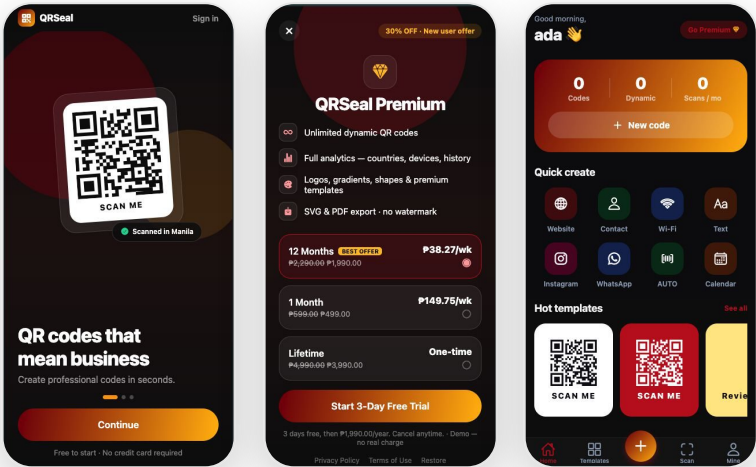
Brand-Controlled Platform

Manage campaigns, templates, exports, and subscriptions from one clean dashboard.



Scan the seal

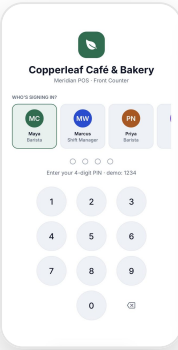
Use your phone to preview how a QR Seal experience feels from the customer side.



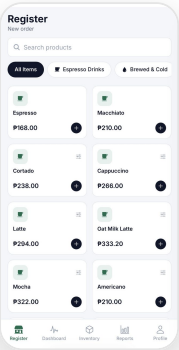
PROOF OF EXECUTION — MOBILE APPS

CCOMS POS — Run Your Business. Not Just Your Register.

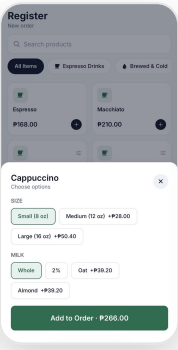
A modern point-of-sale platform designed to simplify operations, empower staff, and give owners complete visibility into their business — optimized for both mobile and tablet.



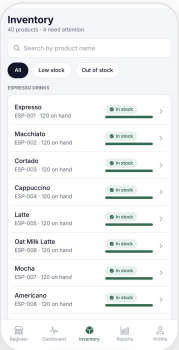
Staff sign-in



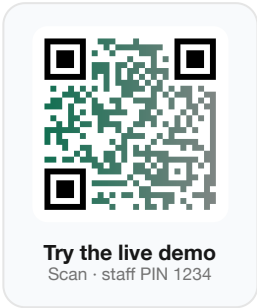
Register



Item options



Inventory



Faster Checkout

Every interaction is designed to reduce friction at the counter.

Smarter Operations

Monitor inventory, staff, and sales from one unified platform.

Better Decisions

Transform daily transactions into actionable business insights.

Built To Scale

Designed for businesses today, adaptable for tomorrow.

**Know What's Moving.
Before It Runs Out.**

Stay ahead of demand with inventory visibility that keeps operations running without interruption.

**Speed Creates Better
Customer
Experiences.**

Streamlined workflows reduce waiting time, helping staff serve customers quickly and confidently.

**Meet Your Business
Copilot.**

CCOMS AI analyzes operational data, answers business questions, and recommends smarter decisions.

Technology That Works Behind Every Great Business.

The right software shouldn't just process transactions — it should help build a better business.

ENGAGEMENT OPTIONS

Packages & Pricing — Web Development

A condensed look at our engagement options — full feature breakdowns during your call.

Landing Page ₱5,995 50% DP · 50% on approval ✓ 1 high-impact custom page ✓ Mobile-friendly & secure (SSL) ✓ Visitor tracking + 1 pro email ✓ 1 year fast hosting	Starter ₱14,995 50% DP · 50% on approval ✓ Up to 5 pages, easy to self-edit ✓ Basic CMS + on-page SEO ✓ 5 pro email addresses ✓ 1 year fast hosting	★ MOST POPULAR 10% OFF Professional ₱24,995 50% DP · 50% on approval ✓ Up to 25 custom pages, robust CMS ✓ Pro SEO + custom logo + blog ✓ Google Maps · 10 pro emails ✓ Weekly backups + priority support	FULL PACKAGE 20% OFF Business ₱49,995 50% DP · 50% on approval ✓ Up to 50 pages + full brand identity ✓ Advanced SEO + Search Console ✓ Advanced analytics · 20 pro emails ✓ 1 yr hosting + free domain
--	---	---	---

2-term installment: 50% downpayment to start · 50% upon completion and your approval.

All web packages include 4 CPU · 4GB RAM · 100GB NVMe SSD · CDN. Full comparison at ccoms.ph/services/website-development

ENGAGEMENT OPTIONS

Packages & Pricing — E-Commerce

E-commerce Basic

₱15,995

50% DP · 50% on approval

- ✓ Store up to 50 products
- ✓ Secure checkout, blog & newsletter
- ✓ 10 pro emails · priority support
- ✓ 1 yr hosting + free domain

★ BEST VALUE

E-commerce Advanced

₱59,995

50% DP · 50% on approval

- ✓ 200+ products, fully custom design
- ✓ Advanced store SEO + live chat (AI)
- ✓ Custom logo · 25 pro emails
- ✓ Weekly backups + chat support

2-term installment: 50% downpayment to start · 50% upon completion and your approval.

All web packages include 4 CPU · 4GB RAM · 100GB NVMe SSD · CDN.

ENGAGEMENT OPTIONS

Mobile App Development Packages

From first launch to enterprise scale — engineered in-house.

ONE-TIME BUILD

App MVP Launch

₱39,995

2-term installment

iOS + Android

Up to 8 Screens

- ✓ One codebase for both platforms
- ✓ User login + push notifications
- ✓ Basic backend + lite admin panel
- ✓ App-store submission + 30-day support

ONE-TIME BUILD

App Growth

₱89,995

2-term installment

Up to 20 Screens

Payments + Analytics

- ✓ Custom backend + database
- ✓ Payment integration (GCash / cards)
- ✓ Analytics + full admin dashboard
- ✓ 90-day support

★ ADVANCED SCALE + AI

App Enterprise

₱299,995

2-term installment

Unlimited Screens

AI Features

- ✓ Third-party API integrations
- ✓ AI features (chat, automation) + offline mode
- ✓ Hardened security + CI/CD pipeline
- ✓ 6-month priority support

MONTHLY ADD-ON

App Care Plan

₱3,995

per month

After Launch

- ✓ Updates + OS-compatibility fixes
- ✓ Monitoring
- ✓ Minor changes
- ✓ Perfect as an add-on after launch

2-term installment on all builds: 50% downpayment to start · 50% upon completion and your approval.

ENGAGEMENT OPTIONS

Digital Marketing Services

We build the right combination of services around your objectives, market, competitors, and current digital maturity — not identical checklists.

MONTHLY PARTNERSHIP Growth Foundation ₱15,000–25,000 typical investment · per month <i>Ideal for businesses that need stronger online visibility and credibility.</i> TYPICAL CAPABILITIES INCLUDE ✓ SEO Foundation ✓ Google Business Profile Optimization ✓ Content Strategy ✓ Website Improvements ✓ Analytics & Tracking ✓ Monthly Growth Review	★ MOST CHOSEN Growth Accelerator ₱30,000–50,000 typical investment · per month <i>Ideal for businesses seeking more consistent inquiries and lead generation.</i> CAPABILITIES MAY INCLUDE ✓ Advanced SEO ✓ Paid Advertising ✓ Landing Pages ✓ Conversion Optimization ✓ Email Marketing (when appropriate) ✓ AI SEO ✓ Growth Reviews & Recommendations	MARKET DOMINATION Market Leadership Custom custom investment · by engagement <i>Designed for businesses seeking long-term digital leadership.</i> MAY INCLUDE ✓ AI Search Optimization ✓ Authority Content ✓ Marketing Automation ✓ Multi-channel Campaigns ✓ Advanced Analytics ✓ Executive Growth Reviews ✓ Priority Implementation Capabilities are selected based on your business objectives and growth opportunities.
---	---	--

Every business has different growth challenges — the final mix is selected based on your business assessment and agreed objectives.

ENGAGEMENT OPTIONS

Meta Ads Management Packages

Clear offers for businesses at every stage.

★ LIMITED OFFER Trial Meta Ads ₱3,995 ₱2,995 2 WeeksUp to 2 Creatives ✓ Basic campaign + audience setup ✓ Basic copywriting & budget monitoring ✓ Weekly report every Friday ✓ End-of-trial recommendation	★ SPECIAL RATE Basic Meta Ads ₱5,995 ₱4,995 1 MonthUp to 5 Creatives ✓ Setup + basic optimization ✓ Targeting, research & analysis ✓ Copywriting + AI responses (basic) ✓ Weekly report + recommendations	★ LIMITED OFFER Startup Meta Ads ₱14,995 ₱13,995 3 MonthsUp to 15 Creatives ✓ Ongoing optimization & refinement ✓ Deeper research + creative guidance ✓ Landing page / offer recommendation ✓ Weekly reports + monthly strategy	★ SPECIAL RATE Professional Meta Ads ₱27,995 ₱26,995 6 MonthsUp to 25 Creatives ✓ Advanced optimization + refinement ✓ Competitor ad angle review + testing ✓ AI responses + offer recommendations ✓ Reports Mon & Fri + monthly strategy	★ SPECIAL RATE Business Meta Ads ₱47,995 ₱46,995 1 YearUp to 35 Creatives ✓ Full setup + active scaling ✓ Comprehensive research + retargeting ✓ Priority support + AI responses ✓ Reports Mon/Wed/Fri + strategy
---	--	--	--	--

Service fee is paid before campaign launch. Meta ad budget is separate and paid directly to Meta.



Get In Touch



Book a Discovery Call — calendly.com/ccoms/discovery-call

EMAIL

paul@ccoms.ph

PHONE

(049) 503-4255

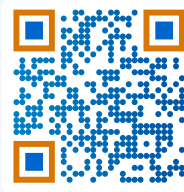
MOBILE

(0992) 298-1422 | (0961) 706-8549



Visit ccoms.ph

Scan to browse our site



Book a Call

Scan to schedule a discovery call

*Built for long-term partnerships, not quick client turnover. · **ccoms.ph***