

THATWARE



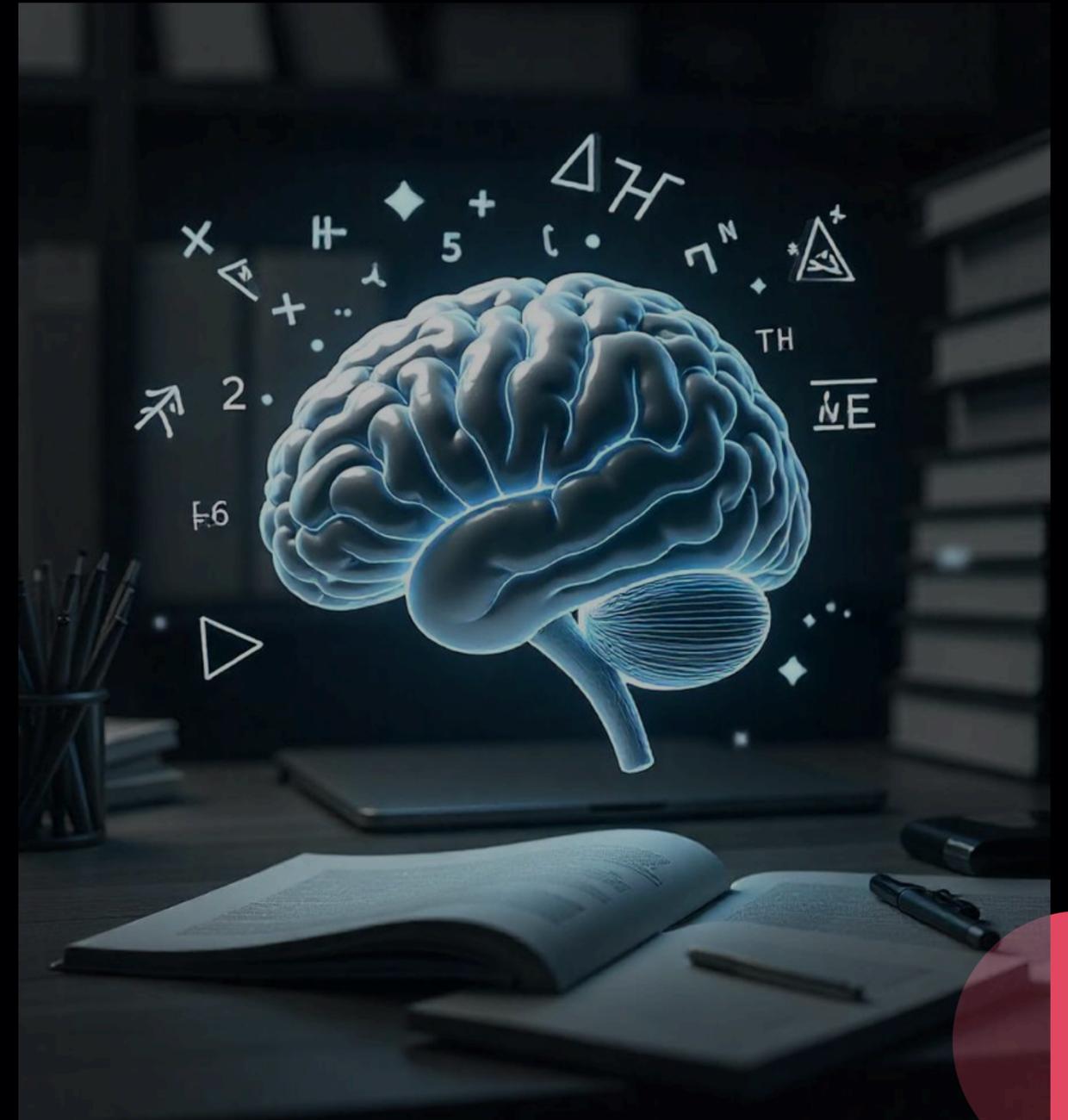
THE PARTNER IN YOUR
HAPPINESS

Next-Gen Search Visibility with **Quantum SEO, LLM** and
CrSEO, AIEO Strategies

WHAT IS THATWARE

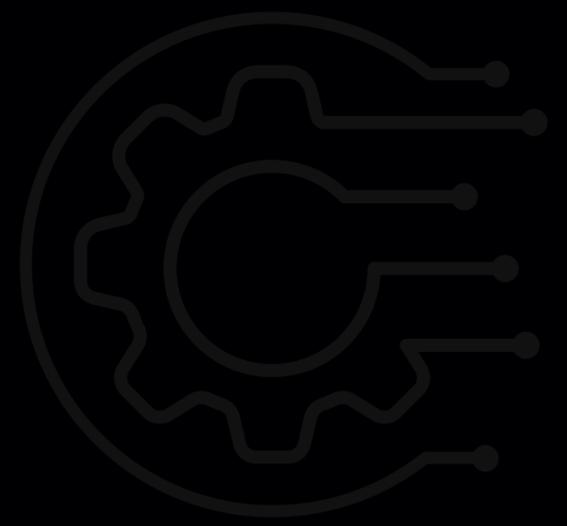
THATWARE is a next-generation digital intelligence and SEO powerhouse, combining Hyper-Intelligence, Quantum SEO, Semantic Algorithms, LLM Optimization, and advanced AI-driven frameworks. We go beyond traditional rankings to build visibility, authority, and trust across AI-driven search ecosystems.

Our mission is to redefine digital growth by integrating predictive insights, semantic understanding, and generative optimization. From Quantum SEO that continuously adapts to market shifts to CRSEO that aligns content with both human and AI intent, we create resilient, long-term digital systems designed to scale.





WHY THATWARE



01

EARN CONSUMER TRUST & BUILD AUTHORITY

02

ENSURE SUSTAINABLE ONLINE GROWTH

03

BOOST CONVERSION & LEAD GENERATION

04

GAIN INSTANT INSIGHTS & ACTIONABLE DATA

05

LEVERAGE CUTTING-EDGE AI & SEMANTIC INTELLIGENCE

06

OPTIMIZE CONTENT FOR DISCOVERY & CITATION

07

ACCELERATE REVENUE & MARKET IMPACT

08

UNDERSTAND COMPETITIVE LANDSCAPES DEEPLY

09

ENSURE COMPLIANCE WITH MODERN SEARCH STANDARDS

10

TURN GAPS INTO MARKET LEADERSHIP

11

PREPARE FOR THE HYPER-CONNECTED DIGITAL FUTURE

Dr. Tuhin Banik
CEO of ThatWare





PURPOSE OF THATWARE

At ThatWare, we don't just optimize content—we engineer **adaptive digital ecosystems** that thrive in the age of AI-driven discovery. By combining **Hyper-Intelligence, Quantum SEO, Semantic Algorithms, LLM Optimization, and CRSEO**, we design strategies that evolve continuously, responding to shifts in search behavior, competitor activity, and generative AI trends.

We empower brands of all sizes—from emerging startups to global enterprises—to achieve **visibility, credibility, and authority**. Through **AEO, GEO, Reality Optimization, and Quantum Brand Mapping**, we ensure your content isn't just discovered—it's cited, referenced, and trusted across both traditional and AI-powered search landscapes.

Our mission is to transform digital presence into measurable impact. Every strategy we craft is engineered to **turn attention into trust, engagement into authority, and data into growth**. At ThatWare, success isn't a goal to reach tomorrow—it's embedded in every action we take from day one, enabling your business to thrive in a hyper-connected, AI-first world.





VISION OF THATWARE



At ThatWare, our vision is to lead the evolution of digital visibility in a world where search is no longer just about ranking pages — it's about being understood, trusted, and referenced across both traditional search and AI-powered discovery systems.

We see a future where brands don't just appear on search results but are chosen as answers, cited in AI summaries, and trusted as authorities in digital ecosystems. To achieve this, we build strategies that blend the power of **Hyper-Intelligence, Quantum SEO, Semantic Algorithms, LLM Optimization, CRSEO, AEO, GEO, and Reality Optimization** into intelligent, continuously adaptive systems.



HOW ARE WE DIFFERENT

01

Our mission goes beyond traffic. We engineer strategies that **amplify ROI, accelerate the sales funnel, and drive exponential business growth**. Every action is designed to convert visibility into authority and strategy into tangible results.

03

Our proprietary Quantum SEO, Semantic Algorithms, and LLM Optimization provide insights and strategies no traditional agency can replicate. We don't just improve rankings; we engineer digital ecosystems that remain resilient across AI-driven search and generative platforms.

02

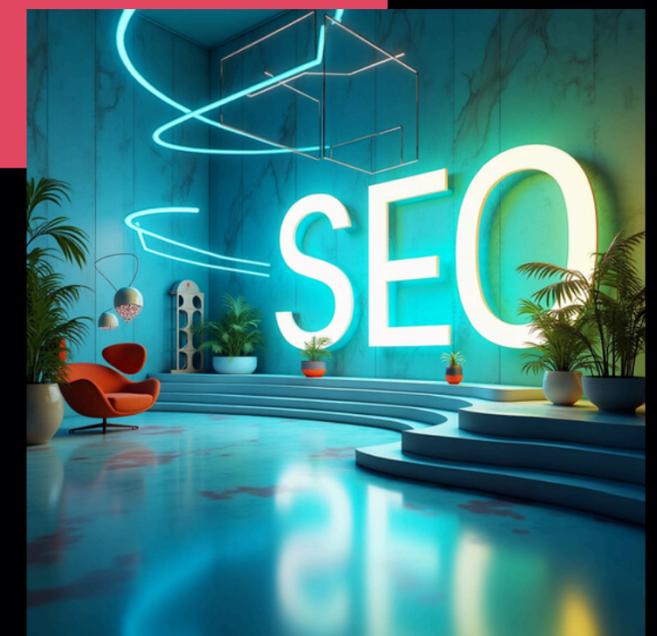
With **Hyper-Intelligence and advanced BI frameworks**, we empower brands to make precise, data-driven decisions. By analyzing competitor landscapes, search behavior, and market trends, we deliver insights that optimize conversions and unlock untapped opportunities.

04

With search engines evolving daily, our hyper-intelligent systems continuously monitor, predict, and adapt. From Google updates to generative AI shifts, we ensure brands stay ahead of trends, outperform competitors, and maintain authority.

05

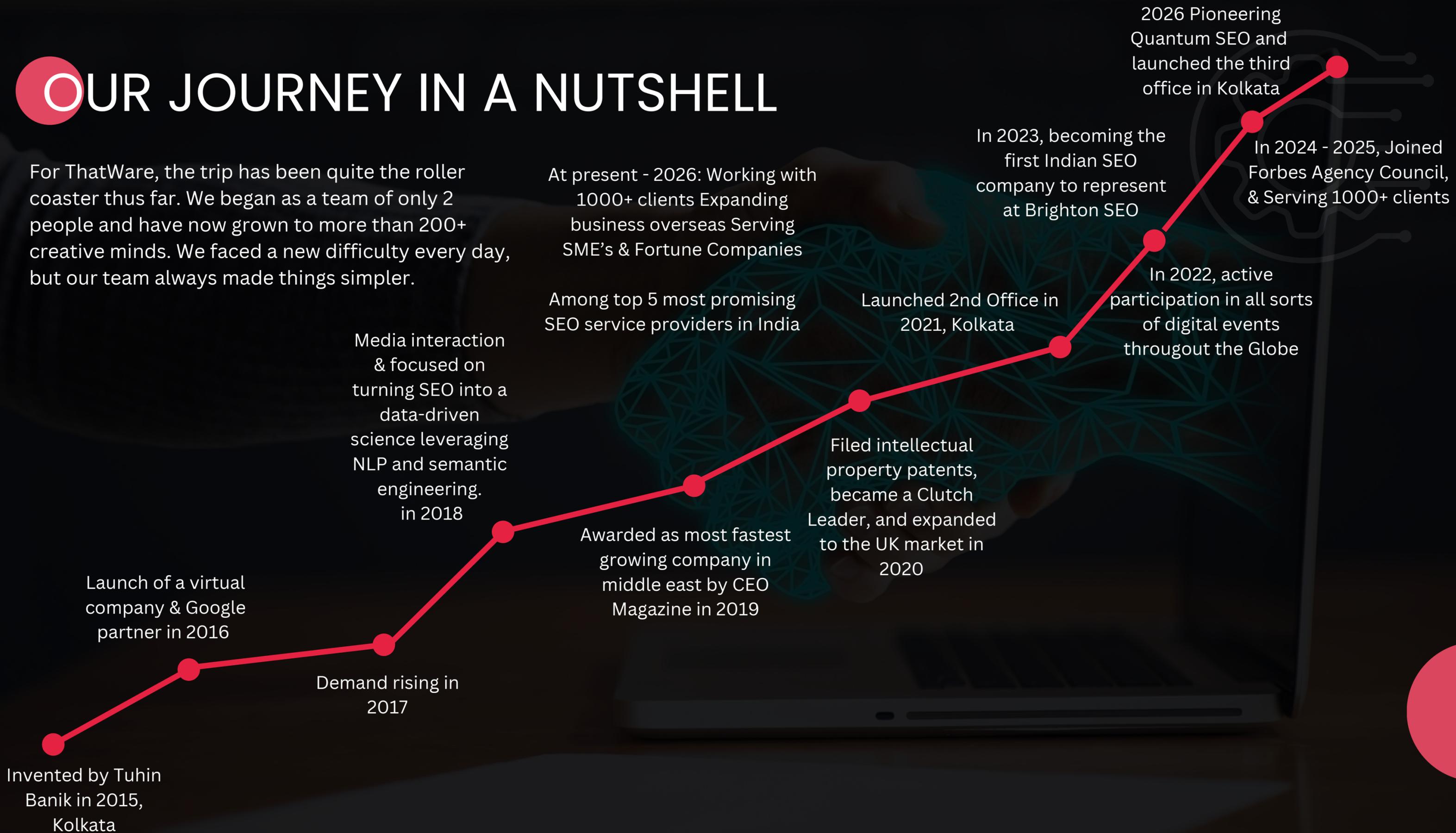
At ThatWare, hyper-intelligence isn't a tool—it's the foundation. Combining AEO, GEO, CRSEO, Reality Optimization, and Quantum Brand Mapping, we build trustworthy, discoverable, and citable digital presences that thrive in an ever-evolving online world.





OUR JOURNEY IN A NUTSHELL

For ThatWare, the trip has been quite the roller coaster thus far. We began as a team of only 2 people and have now grown to more than 200+ creative minds. We faced a new difficulty every day, but our team always made things simpler.





OUR NEXT FIVE YEAR VISION



To eliminate the hurdles faced by start-ups during the digital transition and help 5000+ start-ups grow their business organically!





OUR FUTURISTIC VISION



**Ensuring Digital Solutions for
every businesses at the
price of water**

*Good SEO
experts win
races. Great
ones break
records.
Legends change
the game*



HOW ARE WE SETTING TRENDS



THE HINDU f tw in ig wh en qr

MENU
TODAY'S PAPER NEWS OPINION BUSINESS SPORT ENTERTAINMENT CROSSWORD+ SCIENCE

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Best SEO Company Of India: Renovating The World Of SEO With Artificial Intelligence

AUGUST 18, 2022 18:05 IST

Forbes **INDIA** LEADERSHIP INNOVATION BILLIONAIRES LISTS STARTUP

Nominate yourself today

30

Home / UpFront / Brand Connect / Thatware is redefining digital marketing with artificial intelligence

Thatware is redefining digital marketing with artificial intelligence

Entrepreneur **INDIA**

Take Your Business To the Next Level With This AI-Based SEO Specialist

Thatware has already generated 3 million leads for its clients and more to count in its five-year journey





INNOVATIONS AT THATWARE

01

Algorithm Proactivity

02

Algorithm Tuning

03

Algorithm Based Correlation

04

Gap Analysis Strategy

05

Algorithm Based Keyword Optimization

06

Intent Optimization

07

Automated Reporting & Analytics

08

Advanced SWOT & Competitive Analysis

09

User Behavior Analysis

10

AI-Driven CRO (Conversion Rate Optimization)

and much more . .



OUR VERY OWN INNOVATION

HI SEO <> CrSEO <> QBM <> AIEO

Hyper-Intelligence SEO, developed by ThatWare LLP, fuses AI, machine learning, NLP, and big data to redefine digital visibility. Beyond traditional SEO, it interprets user intent, semantic context, and behavioral patterns, enabling businesses to create highly relevant, authoritative, and AI-retrievable content.

With innovations like **CRSEO (Cognitive Resonance SEO)**, QBM (Quantum Brand Mapping), AIEO (Artificial Intelligence Experience Optimization), and QSAAS (Quantum SEO as a Service), ThatWare doesn't just optimize content—it engineers adaptive, trust-driven digital ecosystems that evolve with search trends and generative AI platforms.





OUR BUSINESS STATISTICS

Driven by Hyper-Intelligence

- 30 - 45% MOM Revenue growth via organic source
- 200+ in-house resources and counting (almost 10 new resources every month)
- 50k+ organic traffic in a month and over 5 Million organic impressions in a month





THATWARE USP_s

01 WE ARE RESEARCHERS

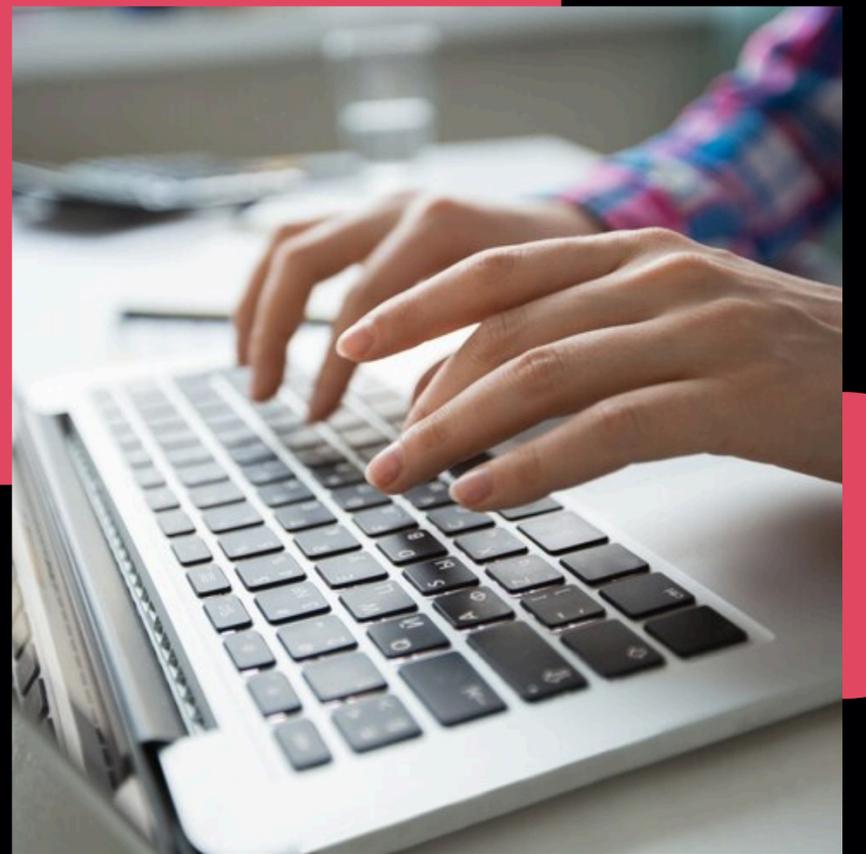
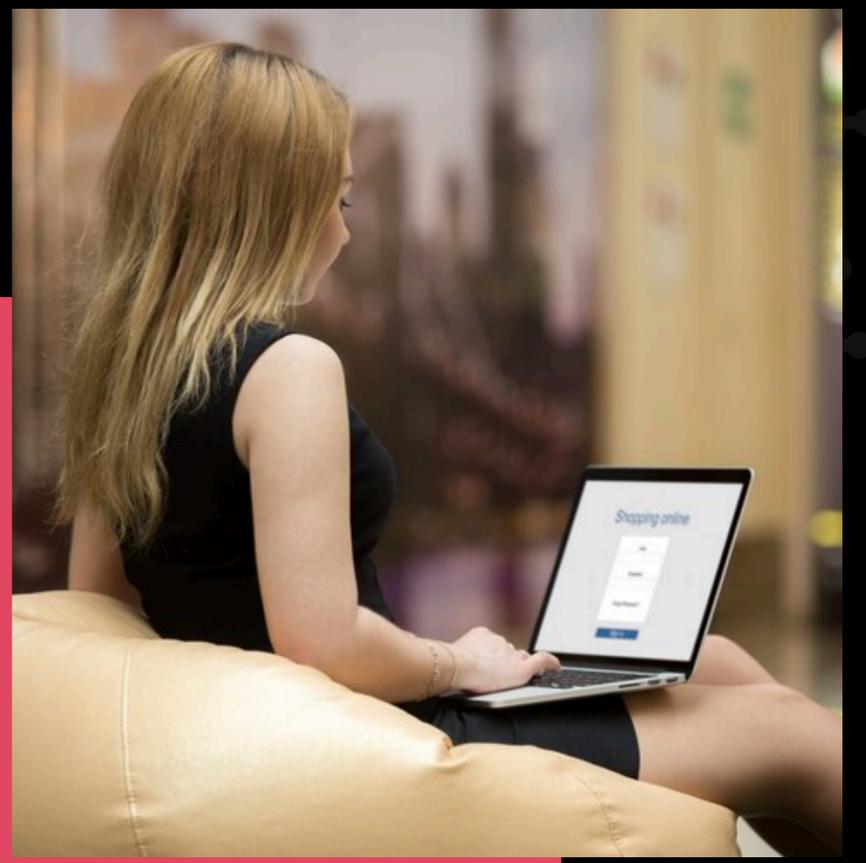
We enhance SEO with AI-driven frameworks like Hyper-Intelligence, Semantic Engineering, NLP, and Information Retrieval, ensuring strategies are data-backed, adaptive, and designed for maximum visibility and authority.

02 REVOLUTIONIZING SEO WITH AI

Our campaigns leverage Quantum SEO, CRSEO, QSAAS, and AIEO, creating systems that continuously evolve with search trends. Each project undergoes multiple layers of analysis to stay ahead of algorithm changes and generative AI platforms.

03 Advanced Project Management

Every approach is tailored and outcome-focused. Campaigns are uniquely designed to match client objectives, niche requirements, and industry dynamics, ensuring relevance, authority, and measurable growth across competitive landscapes.





COMPANY CULTURE AND EMPLOYEE WELFARE



Celebrations at ThatWare: Where Work Meets Fun

At ThatWare, office celebrations are nothing short of epic! From birthdays to festive bashes, every event is a blast with music, laughter, and delicious treats. We bond over games, dance like nobody's watching, and create unforgettable memories. It's more than just work—it's a family that celebrates together! Because at ThatWare, success isn't just measured in rankings but in smiles too!



Ethnic Day at ThatWare: A Splash of Culture & Colors

Ethnic Day at ThatWare is a vibrant celebration of diversity, tradition, and togetherness! Dressed in stunning cultural attire, we showcase our roots with pride, indulge in festive treats, and groove to traditional beats. Laughter, selfies, and friendly competitions make the day unforgettable. At ThatWare, we don't just work hard—we celebrate harder, embracing every culture with joy!



Fun Friday at ThatWare: Work Hard, Party Harder!

Fridays at ThatWare are all about unwinding in style! From hilarious games and trivia battles to music, dance-offs, and surprise treats—Fun Friday keeps our energy high and spirits higher. It's the perfect way to bond, de-stress, and fuel creativity. Because at ThatWare, we don't just chase rankings—we create memories and celebrate every win, big or small!



COMPANY CULTURE WELFARE AND EMPLOYEE WELFARE



Awards & Recognition at ThatWare: Celebrating Excellence!

At ThatWare, hard work never goes unnoticed! Our Awards & Recognition program honors the brilliance, dedication, and innovation of our team. From 'Star Performer' to 'Best Team Player,' we celebrate achievements with grand applause, trophies, and rewards. It's not just about winning—it's about inspiring each other to reach new heights. Because at ThatWare, every effort counts, and every success shines!

6.5-Hours Workday at ThatWare: Work Smart, Live More

At ThatWare, productivity isn't about long hours—it's about smart work! With our 6.5-hour workday, we maximize efficiency, creativity, and focus while ensuring a perfect work-life balance. Less burnout, more innovation, and happier teams—that's our secret to success! Because at ThatWare, we believe in working smarter, not longer, so our team stays energized, motivated, and always at the top of their game!



OVER THE TOP CLIENT EXPERIENCE



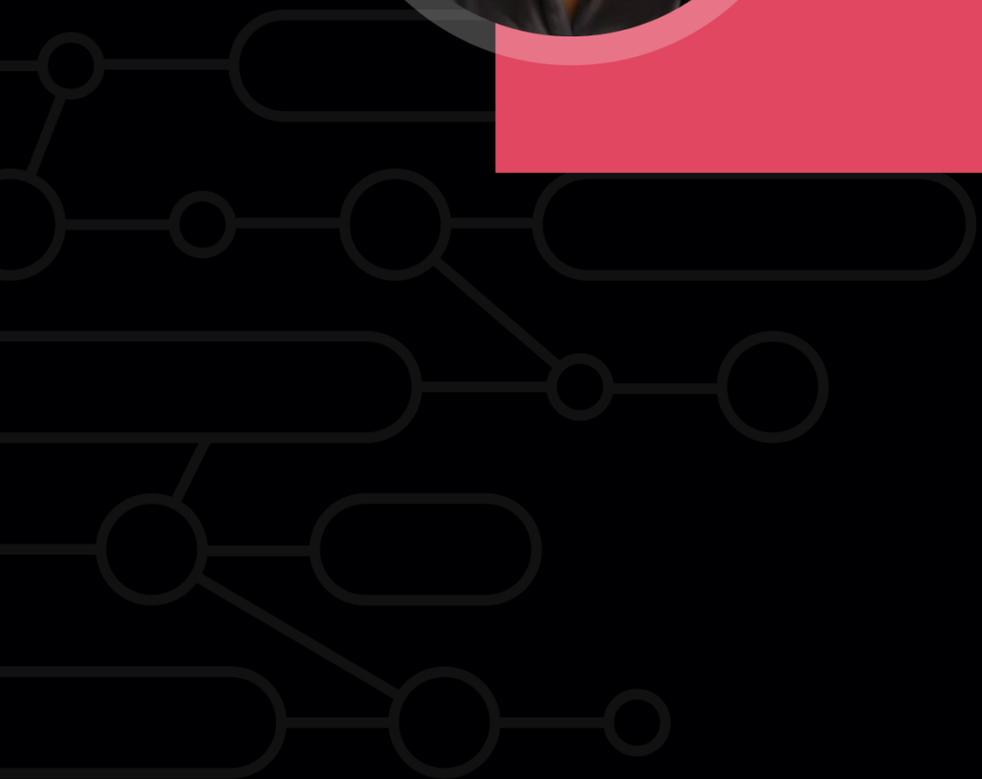
Denise Hendricks

"ThatWare LLP exhibits effective communication, providing regular updates and progress reports to us. Thanks for the continuous and incredible service 👍"



Burak Berber

"I'm really thankful for them. Not only have they solved my problem, but they provided the best price."





OVER THE TOP CLIENT EXPERIENCE



Joseph Haslam

"From a technical SEO perspective, ThatWare does an excellent job acting as a webmaster. We've started to use ThatWare for explicit content creation, beyond backlinking campaigns. I suggest you get some experience with them and consider a similar arrangement!"



Patrick Dotson CEO of Growth Bombers

On October 2019, When I crossed paths with Tuhin and ThatWare, we launched a website for an excavation company. By February, Tuhin achieved first-page rankings. Tuhin has been top-notch at his work. Recommend ThatWare for SEO.



OVER THE TOP CLIENT EXPERIENCE



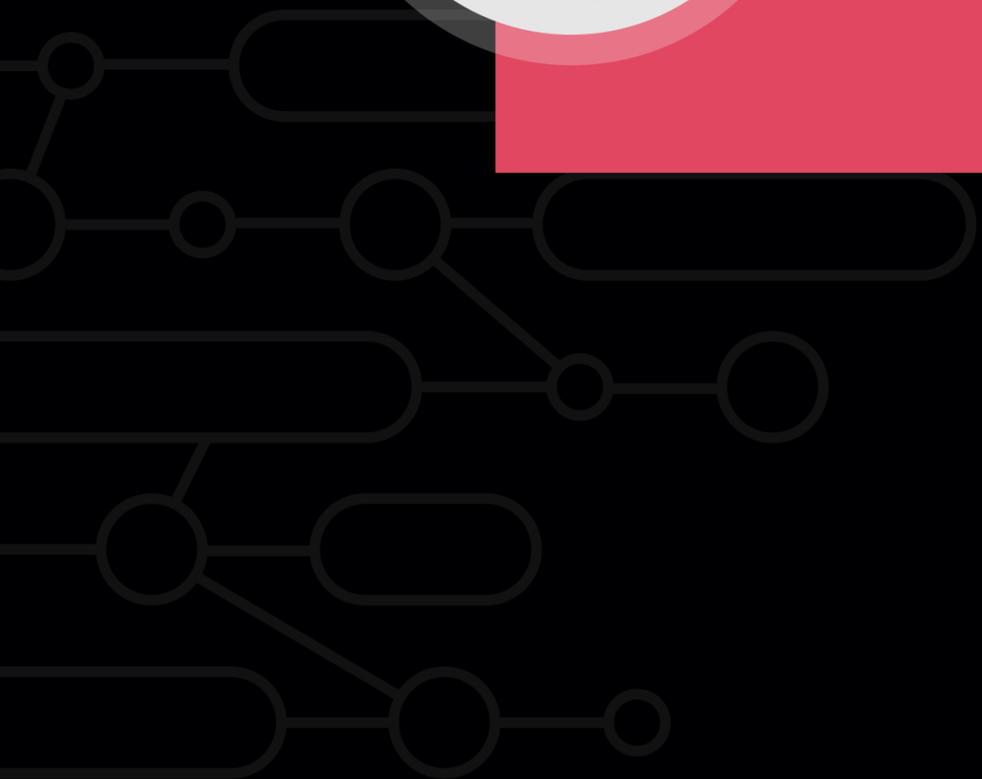
Brian Wray

"We were impressed with their dedication and communication skills."



Nick Whitehead

"Even when things have gone backward, they've fixed it — they've been great."





OVER THE TOP CLIENT EXPERIENCE



Allan Tan



"The team is doing a good job at helping to identify the gap in order to improve the SEO. 👍"

Niket Mayor



"SEO is difficult but these guys are knowledgeable and genuinely make a difference."

WHAT THE WORLD IS SPEAKING ABOUT US



Tuesday, October, 2022 | Today's Market | Current Time: 02:39:46

NEWS | BUSINESS | TECH & INDUSTRY | ENTERTAINMENT | NEW PRODUCTS | EDUCATION | HEALTH | TO

TECH & INDUSTRY : TECH

Previous story: Noise celebrates the No. 1 smartwatch brand milestone with the release of the Shor Abhi Baaki Hai campaign, featuring Rishabh Pant

Next story: The 18th Madras Quiz winners take home bicycles and vouchers

Thatware Tuhin Banik Opens Up On The Impact Of Artificial Intelligence On the SEO Industry

Published on August 28, 2022



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Home / UpFront / Brand Connect / Thatware is redefining digital marketing with artificial intelligence

Thatware is redefining digital marketing with artificial intelligence

TOI Business India Business International Business Cryptocurrency Financial Calculators Markets Wealth Sense

This Is How Digital Marketing Is Getting changed With the Help of Artificial Intelligence

ARTICLES

- This Is How Digital Marketing is Getting changed With the Help of...
- Meet the Drapers Season 5 begins its epic hunt for the next global...
- Pullout from diesel won't affect sales, market share: Maruti CFO
- Neogen Chemicals debuts at 17% premium over issue price



Mr. Banik at IBA - 2019 Business Meet Discussing Enhancement of Digital Marketing with AI

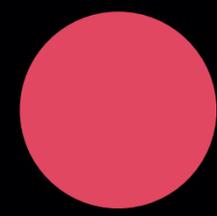
The CEO Magazine®

Women Magazine Startups Technology Healthcare Success Stories Bes

lan? | Business Loans for Women Entrepreneurs in India | How to Become a CEO of a Fortune 500 Company | I

Industry

ThatWare: an innovator of digital marketing, pushing limits with Artificial intelligence



MEDIA LINKS

Forbes^{INDIA}
DGEMS 2023
D Globalist.
Accelerating eXtrepreneurs™

200 Select
Companies with
Global Business
Potential



**INDIA'S MOST
PREFERRED
SEO AGENCIES**

Uncovering the
Top 5 Performers



THATWARE

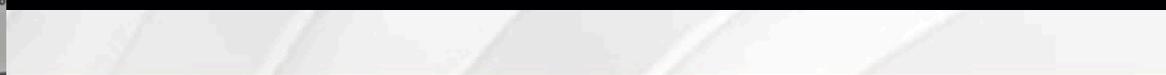
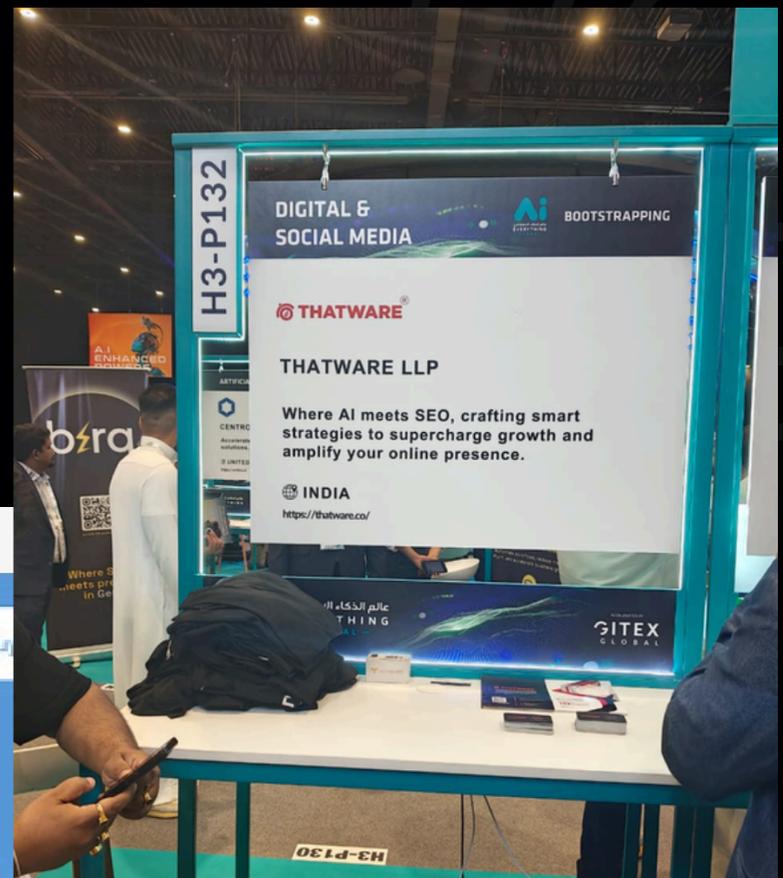
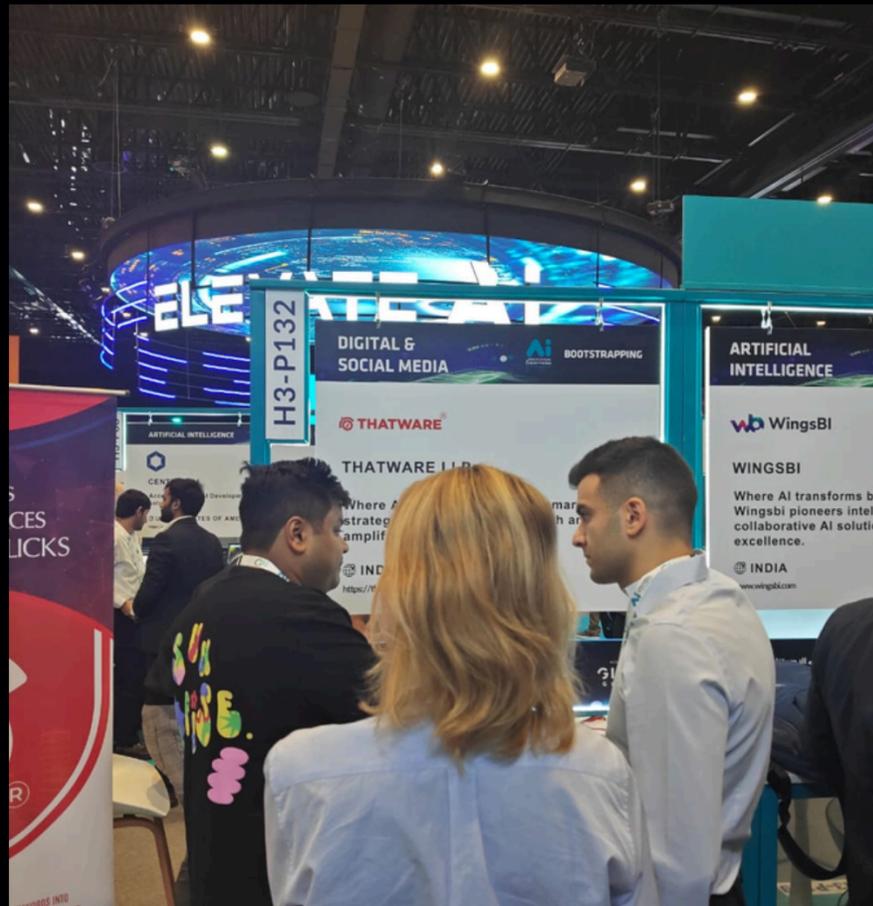
**UNLOCKING
DIGITAL
SUCCESS:**

ThatWare Takes the Lead
in the Ever-Evolving
SEO Landscape





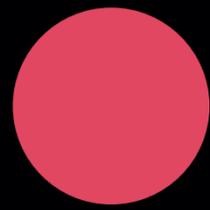

SOME OF THE GREATEST EVENTS WE TOOK PART



Tuhin is a young tech entrepreneur by passion and the founder of ThatWare LLP. He has a wide range of expertise in robotics, NLP, machine learning, data science and semantic engineering. He holds a Doctorate in Technology and an Engineering and a degree in electronics and communications.

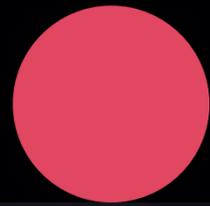
Tuhin is recognised across the globe for his vision to revolutionise digital transformation industry with the help of cutting-edge technology. He won bronze for India at the Stevie Awards USA as well as winning the India Business Awards, India Technology Award, Top 100 influential tech leaders from Analytics Insights, Clutch Global Front runner in digital marketing, founder of the fastest growing company in Asia by The CEO Magazine and is a TEDx speaker.



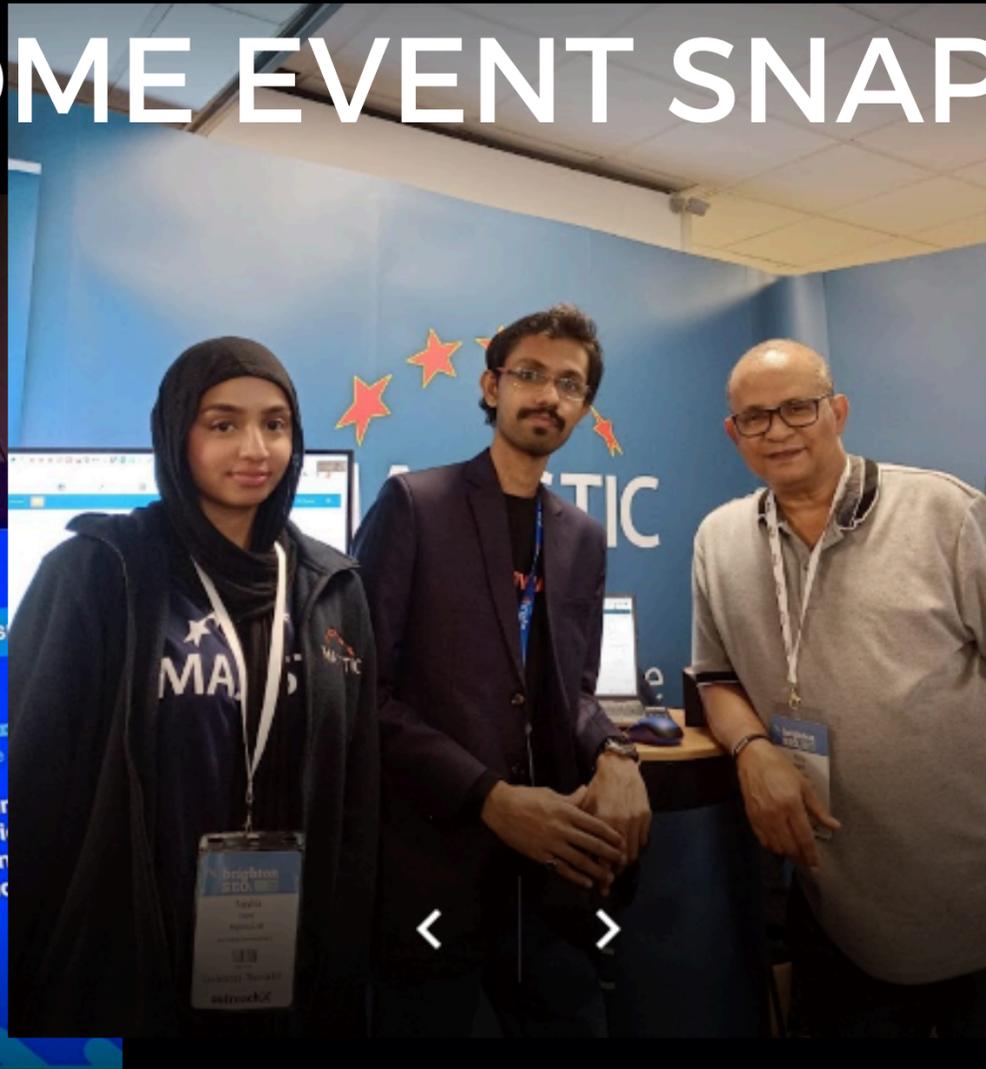


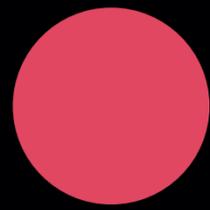
SOME EVENT SNAPSHOTS





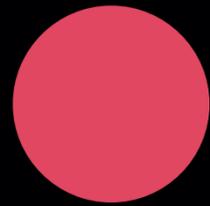
SOME EVENT SNAPSHOTS





SOME EVENT SNAPSHOTS





SOME EVENT SNAPSHOTS





INTERNATIONAL TRIPS SNAPSHOTS





CLIENT ONBOARDING WORKFLOW



»»» Discovery Meeting

Understand client objectives

»»» Deep Analysis

Detailed surgery of case presented

»»» Strategy Ideation

Develop tailored strategies leveraging

»»» Collaborative Discussion

Present the proposed plan, gather client feedback, and align on resources, priorities, and expectations.

»»» Framework Preparation

Preparing the project framework

»»» Execution & Implementation

Deploy campaigns according to the strategic plan, integrating AI-driven insights and advanced optimization techniques.

»»» Project Management & Supervision

Continuously monitor progress, manage workflows, and ensure milestones

»»» Continuous Improvement & Optimization

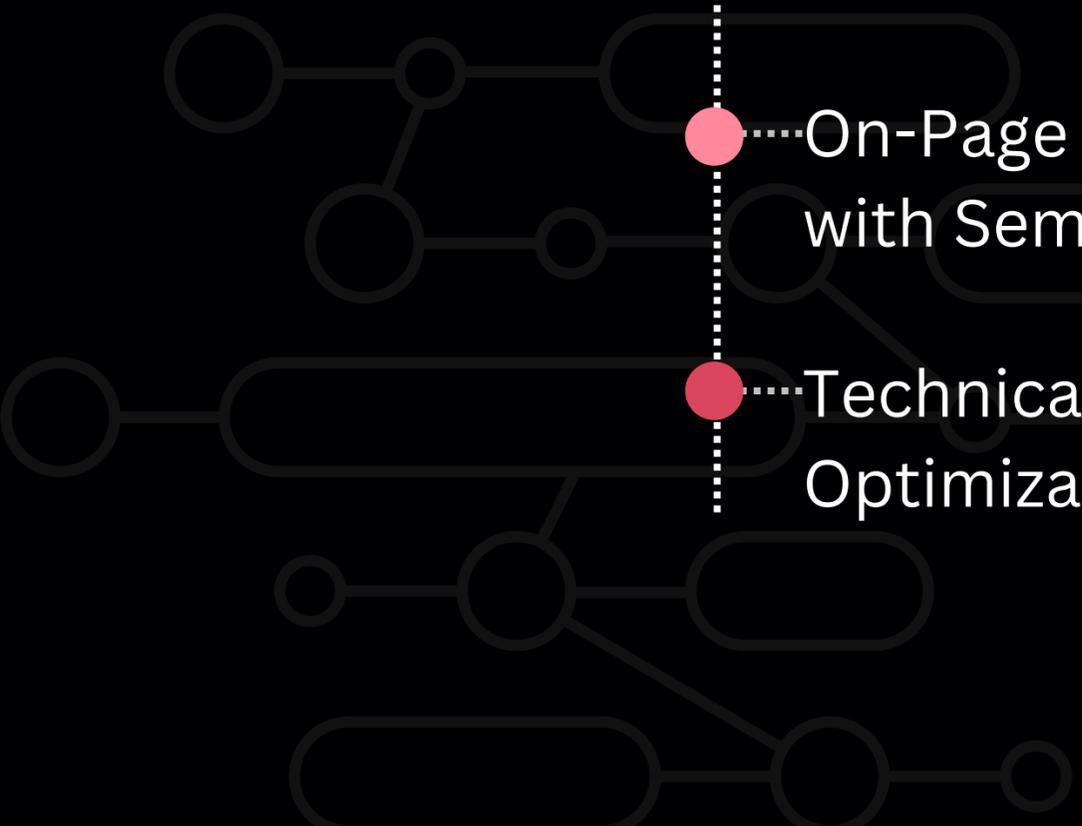
Track performance metrics and refine strategies





THATWARE SEO WORKFLOW PROCESS

- Client Discovery & Strategic Onboarding
- Proprietary Quantum SEO Audit
- Administrative & AI-Powered Setup
- On-Page Optimization with Semantic Precision
- Technical & Reality Optimization Checks
- Off-Site Strategy & Launch
- Competitor & Market Intelligence
- Continuous On-Page & Technical Refinement
- Ongoing Strategy Optimization
- Results-Driven Reporting & Future-Proofing





REPORTING, STRATEGY



Reporting Intervals

- Weekly
- Monthly

Weekly Reporting Stats

- Baclink Growth
- Referring Domains Growth
- Referring IPs Stats
- Spam Score/Toxicity Score
- TF / CF Score
- Moz DA and PA Score
- Next Week Tasks Summary

Monthly Reporting Stats

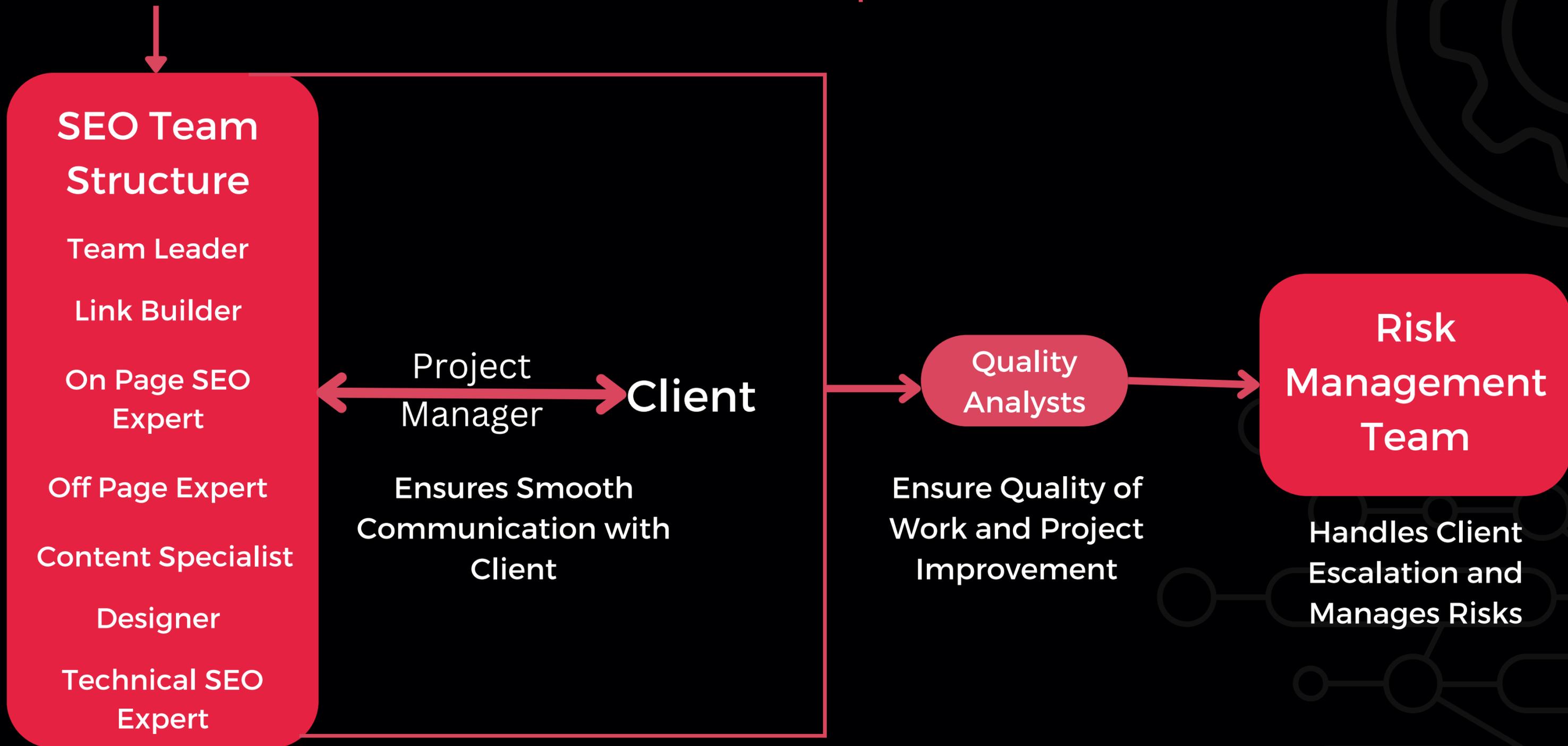
- GA Analytics 3 months, 1 month and YOY Comparison
- Google Search Console 3 months, 1 month and YOY Comparison
- Bounce Rate
- Keyword Rankings Report
- Everything in Weekly Report
- Next Month's SEO Tasks Summary



PROJECT MANAGEMENT STRUCTURE

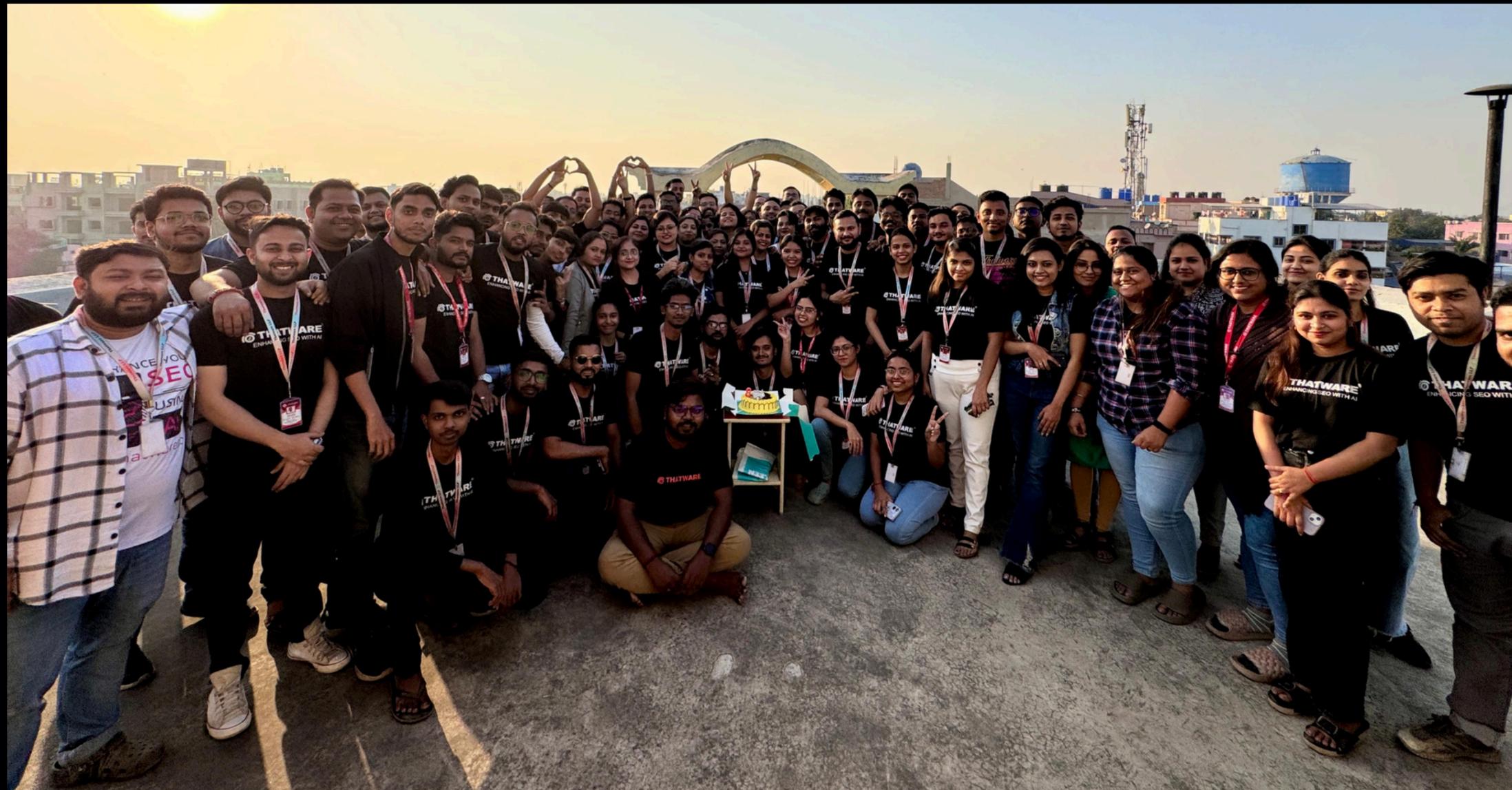
Roles and Responsibilities

Project Assigned





TEAM STRUCTURE



**TEAM SIZE - 200+ Exciting
Talents
We are EXPANDING.....**





QUALITY ANALYSIS & CONTROL AT THATWARE



01 Weekly Hyper-Intelligent Checks

Our Quality Analysts leverage Hyper-Intelligence and CRSEO insights to review all work produced by teams. Weekly feedback is shared with team leaders to ensure strategies are precise, aligned with AI-driven search trends, and continuously optimized.

03 Timely Reporting & Adaptive Corrections

Reports are delivered promptly through QSAAS dashboards, allowing team leaders and clients to see results in real-time.

02 Campaign Monitoring & Predictive Insights

We don't just track progress. Using Quantum SEO analytics and QBM (Quantum Brand Mapping), our analysts evaluate weekly and monthly performance reports, providing actionable recommendations to boost visibility, engagement, and ROI.

04 Continuous SEO Trend Alignment

Our quality team stays ahead of the curve by integrating the latest developments in AIEO, GEO, and Reality Optimization, ensuring strategies remain cutting-edge and aligned with generative AI search and evolving user behavior.

05 Client Collaboration & Transparent Feedback

Regular client meetings ensure transparency. Using data-backed insights from Hyper-Intelligence and predictive tools, we present performance updates, discuss strategic adjustments, and align the project roadmap with client objectives.





RISK MANAGEMENT AT THATWARE

01 Client Escalation & Hyper-Intelligent Response

Upon receiving a client escalation, our team leverages Hyper-Intelligence and predictive QSAAS dashboards to assess the situation quickly.

02 Root Cause Investigation with CRSEO Insights

We conduct a deep investigation using CRSEO analytics, Quantum SEO patterns, and Semantic Algorithm audits to identify the underlying cause of the issue.

03 Damage Control & Strategic Resolution

Using Quantum Brand Mapping (QBM) and AIEO-driven workflow optimization, we design a step-by-step recovery plan, settle all deliverables, and document corrective actions to restore client trust effectively.

04 Client Review & Transparency

A final client meeting is conducted where we present the resolution, explain insights from predictive and semantic analysis, and reassure the client of the high standards and proactive measures in place.

05 Future-Proofing with AI-Driven Systems

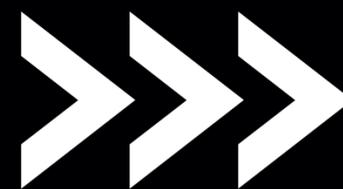
We implement Reality Optimization and automated monitoring frameworks to ensure similar issues do not recur. Lessons learned feed directly into system improvements, strengthening resilience and maintaining uninterrupted digital performance.





MARKETING SYSTEM

**WE DON'T HAVE A
MARKETING TEAM,
HERE'S WHY...**



WE GET OVER

785

LEADS ORGANICALLY AND
IT'S IMPROVING BY 30%
MONTH-ON-MONTH

**AND REST WE ARE GROWING EXCLUSIVELY VIA
REFERRALS AND NETWORKING**

people loves us





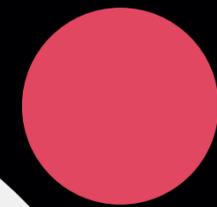
RESEARCH AND DEVELOPMENT



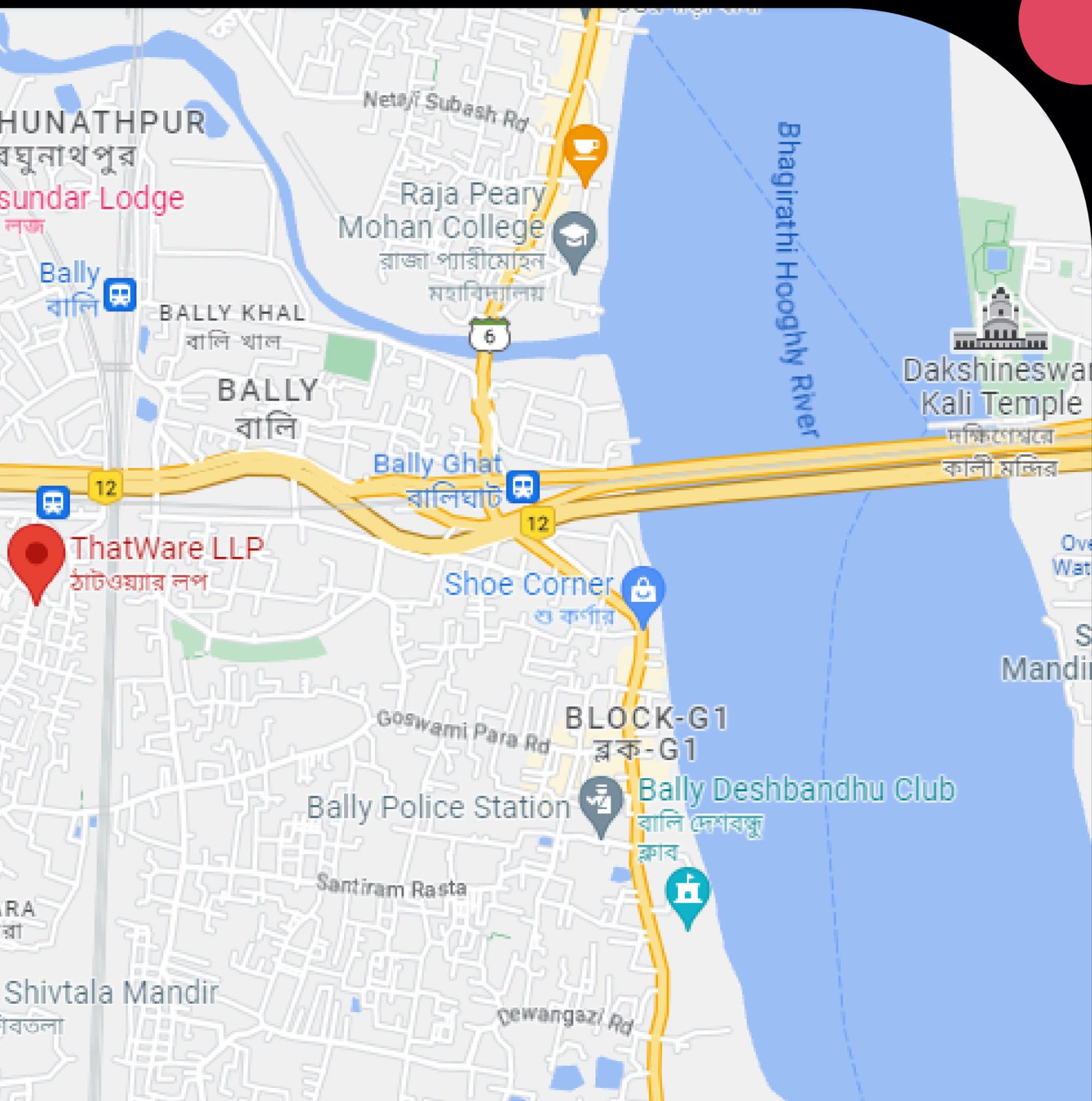
WE INVEST 40% OF OUR REVENUE INTO HARDCORE ENGINEERING AND RESEARCH

To keep our clients ahead of the competitor's!





OUR OFFICES



GET IN CONTACT

India Office 1

ThatWare LLP, Arunava Sarani, Sukriti Apartment - G Floor, North Ghosh Para, Bally, Howrah - 711227
Nearest Landmark:- Bally Halt Utsav Lodge

India Office 2

ThatWare LLP, DC Neogi Road, Srijoni Apartment - G Floor, North Ghosh Para, Bally, Howrah - 711227

India Office 3

THATWARE TOWER, UMARANI Apt. G + 1 Floor, Howrah - 711227

+91-7044080698

info@thatware.co





THANK YOU

