



PROJECT INFO



Goa, a coastal region of west India is blessed with most moderate climate. Goa is one of India's most laid back, yet mundane and zestful, destinations. From miles and miles of palm fringed beaches, to the splendors of its unique cities, towns and cobbled alleyways, Goa is more than just beach destination. It envelops the charm and magic of panoramic resorts, a lush green countryside, dense forests and plenteous wildlife along with the legendary warmth and hospitality of the Goan people.

Most of the websites related to Goa focus only on the Tourism Industry. No doubt that it is the leading business avenue for Goa and also the most sought after field of interest on the Internet. However we realised the need of a Website which will cater to the **Local People of Goa**. A website which apart from providing tourism related information will also include useful, helpful pages for the residents of Goa. **Magic of Goa** was thus initiated.

Since the website is all about Goa, we didn't wish to miss on Tourism either. Thus the website provides the Tourist Info such as Maps, Tours, Travel Agents, Travel Tips, Beach Resorts, Star Hotels, Budget Hotels, Bus & Train Time Table etc. Further the website also provides info about places of Interest. However though keeping in mind the vastness of places and ease of use for the Local People we have classified the information into Beaches (North Goa & South Goa), Churches, Temples, Festivals & Wildlife. As we mentioned earlier, the website is not only



about tourism but catering to the Local Internet Users of Goa, it also provides info on History of Goa, as well as Lifestyle of people of Goa. The main feature of the project though is **Local Info**.

This section which further classifies into various categories is the main soul of the project. Local info provides Business Directories for Panaji, Madgao, Vasco, Mapusa, Canacona and other important cities of Goa. Further it also provides information about the Industries of Goa (other than tourism). Providing more local information the section also covers Discotheques and Night Clubs of Goa, Professionals such as Doctors, Lawyers, Chartered Accountants, Architects and like. Real Estate covers the information about the Builders & Developers of Goa along with the latest constructions in and around Goa. We have also included the information about Local Spiritual as well as Social Organisations. **Goa Classifieds** is an important feature of the website. This section provides for local classified advertisement at very affordable rates. The classified section is further divided into various categories for ease of accessibility.

The 250+ page website intends to be the **most visited website by the people of Goa** and a leading website for rest of the World. In coming days more features like Local News, Local Events, Competitions, Surveys etc. will also be included in the site. There are numerous advertisement avenues on the website, which will be useful for both Local People as well as the ones visiting Goa.



ADVERTISEMENT AVENUES

Such a vast project requires participation and support from all. Given below are the advertisement avenues where you can contribute financially to this project of developing a Local website for people of Goa & express the real **Magic of Goa**.

Website Sponsorship.

- 250 pixels x 250 pixel graphic advertisement on all leading pages of the website.
- Mention of the name/logo of Sponsor in all Online & Offline promotional activities.
- Free 25 / 50 classified advertisements during the sponsored period.

Graphical Advertisement.

- 250 pixels x 250 pixel graphic advertisement on any page of website except the home page.
- 10 % discount on other advertisements.

City Page.

- A page with site url : www.magicofgoa.com/yourname providing exclusive details about your business consisting of textual information as well as Images.

Business Details.

- Details of Business including address, phone nos., email, website and major products in the business directory.

Feature Listing.

- Listing of your name in the Featured Listing of Business Directory of your area.

Goa Classifieds.

- 150 character pure text advertisement in the classified section of Magic of Goa.