

SERVICES & CAPABILITIES · 2026

We build it, then we **grow** it.

A web development and digital marketing studio in Malda, West Bengal. We build custom websites and business software, then market them so they actually bring in customers.

Custom websites

CMS & CRM systems

SEO & local search

Google & Meta ads

Branding

Cognition Venture

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cognitionventure.com · MSME UDYAM-WB-11-0042229



Two studios, one team.

Cognition Venture started in Malda in 2021 to solve one problem: local businesses were either invisible online, or paying for a website that never brought them a single customer.

The build side

Custom websites, CMS and CRM systems, booking engines and management software. Written by hand in PHP and MySQL, so there are no licence fees and no plugin stack waiting to break.

The growth side

SEO, local search, content and paid campaigns. The work that turns a finished website into a stream of enquiries instead of a business card nobody visits.

Why both together

A good website with no marketing behind it and an ad budget pointed at a weak website fail for the same reason: nobody joined the two up. Every project we run moves between both sides.

What you own

On final payment the source code and the database are yours outright. Move host, change agency, hire in house. Nothing we build holds you hostage.

2021

Building since

100%

Custom code

0

Licence fees

24h

Reply time

OUR PROMISE

We will tell you what **will not** work.

We turn down projects we do not believe in, and say so when a cheaper or simpler option would serve you better. A site or campaign that fails still carries our name, so it has to be right before we agree to build it.

Six services, one **joined up** plan.

Each one stands alone. Most clients combine two or three, because building and marketing work best when the same team handles both.



Website Designing

Design that makes people trust you in five seconds

How your site looks decides whether a visitor stays. We design clean, modern, mobile first layouts that load fast and guide people towards contacting you.

- Mobile first layouts
- Brand aligned visuals
- Wireframes before design
- Speed as a design rule

Typical time · 1 to 2 weeks



Custom Website Development

Built from scratch, and yours to keep

Custom websites and web applications in PHP and MySQL. No page builders, no plugin stacks, no licence fees. Fast on ordinary shared hosting.

- Hand written PHP and MySQL
- Working enquiry systems
- Booking and appointments
- E-commerce and payments

Typical time · 2 to 4 weeks



Custom CMS and CRM Development

Your own admin panel, shaped around how you already work

Software that runs the business behind the website. Content management, customer records, bookings, staff, stock and reporting, all in one panel your team can actually use.

- Content management
- Customer and lead records
- Roles and permissions
- Bookings and scheduling

Typical time · 4 to 8 weeks



Digital Marketing

Steady growth from search and content, not just ad spend

SEO, local search, content and strategy. The work that keeps bringing enquiries after you stop paying for clicks.

- SEO and technical fixes
- Local SEO and map rankings
- Content marketing
- GEO for AI search

Typical time · First results in 2 to 4 months

And the two that make it **pay off.**

Building the thing is half the job. These are the services that make sure people actually find it and remember it.



Google and Meta Ads

Paid campaigns judged on enquiries, not impressions

Google Search, Google Maps, Facebook and Instagram campaigns, managed for return rather than for reach.

- Google Search campaigns
- Google Maps and local ads
- Meta ads
- Landing pages that convert

Typical time · Live within a week



Branding and Creative

A consistent identity, everywhere people see you

Logo, colours, typography and the creative that carries them across your site, your ads, your packaging and your signage.

- Logo and identity
- Colour and typography
- Brand guidelines
- Social and ad creative

Typical time · 1 to 3 weeks

Most clients combine services

A new site with SEO behind it, or a booking system with ads driving traffic to it. We price the combination as one scope rather than as separate projects.

Start with one

There is no requirement to take everything at once. Many clients begin with a website, then add marketing once it is earning its keep.

Software that already knows your industry.

We have built these before. You start from a working structure rather than a blank page, and we shape it to how your business actually runs.

	Hospital Management System Registers at the front desk, a separate billing book, doctor timings on a whiteboard, and reports nobody can produce without a day of counting.	6 to 10 weeks depending on modules
	School Management System Fee registers that never tally, attendance in paper sheets, and an office phone that rings all day with parents asking the same questions.	5 to 9 weeks depending on modules
	Coaching and Institute Websites Enquiries arrive on three different phones, nobody follows up on time, and the batch starts half empty.	3 to 6 weeks
	Guest House Booking System Every booking arrives through an aggregator that takes a cut, and your own website cannot take a reservation at all.	4 to 7 weeks
	Homestay Booking Website Guests find you on Instagram, then have to message you to ask about dates, price and how to reach you.	3 to 5 weeks
	Restaurant Website Your menu lives as a photo on Instagram, prices are out of date, and every order arrives through an app that takes a large commission.	3 to 5 weeks
	Travel and Tour Operator Website Packages sit in PDFs sent over WhatsApp, and enquiries are lost in chat history before anyone quotes.	4 to 6 weeks
	Real Estate Website Properties are shared as photo dumps on WhatsApp, and you cannot tell which listing a buyer is actually calling about.	5 to 8 weeks
	Online Store A hosted store charges every month and takes a cut, and you still cannot change the things you want to change.	5 to 9 weeks
	Business and Corporate Website A buyer looks you up before the meeting, finds an outdated page or nothing at all, and quietly decides you are smaller than you are.	3 to 5 weeks

Not on the list? These are simply the systems we are asked for most often. If your business works differently we build from scratch — tell us the problem and we will tell you honestly which route fits.

A clear path from first call to **launch**.

You always know what happens next, what it costs and when it lands. No surprise invoices and no silent weeks.

01

Discover

We learn how your business actually runs, then write down exactly what the site or system needs to do. You approve that scope before anything is charged.

02

Design

You see real screens before a line of code is written, and we change them until they are right. Structure is agreed first, so nothing is a surprise later.

03

Build

Development in weekly checkpoints, so you watch it come together instead of waiting in the dark for a reveal at the end.

04

Launch & support

We deploy, set up SSL and backups, train your staff, then stay available for changes. Faults in what we built are fixed free during the support period.

PRICING

Every quote is built around **your** requirement.

We do not publish fixed packages, because the same service costs very different amounts depending on what it has to do. After a short conversation we write the scope down and give you one fixed price for it, with nothing added later.

Fixed, in writing

One price for an agreed scope. Work outside it is quoted separately and only starts once you approve it.

Staged payments

An advance to begin, the balance before launch. GST invoiced properly on everything.

NEXT STEP

Tell us the problem. Not the **solution**.

You get a clear scope, a fixed quote and a real timeline, at no cost and with no pressure. If we think something cheaper would serve you better, we will say so.

01**A short call**

Fifteen minutes on what your business needs and what is not working now.

02**A written scope**

Exactly what will be built, what is included, and what is not. You approve it before anything is charged.

03**One fixed price**

In writing, with a real timeline. Nothing added later.

CALL OR WHATSAPP

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REGISTERED

MSME
UDYAM-WB-11-0042229

Serving clients across North Bengal, the North East
and every major Indian city — in person where it helps,
remotely everywhere else.

