

Company Portfolio 2026

Product-Led IT Solutions for Global Growth

For years, we focused on building and improving our own in-house software products. Now, we are expanding our services globally to help businesses with websites, mobile apps, custom software, SEO, GEO, AEO and content writing.



10+
Years of Experience

*Turning Ideas
Into Digital Growth*



Bill Sarthi



**Gaming PlayStation
POS MANAGER**



Mobile Sarthi



Milkman Sarthi

Web Development • Mobile Apps • Custom Software • SEO • GEO • AEO • Content Writing



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OUR OFFICE



designingandmarketing.com
VISIT OUR WEBSITE

Technology
for Real Business
Growth

Company Overview

Designing & Marketing IT Solutions is a product-led IT company that builds websites, mobile apps, custom business software and growth-focused digital assets for businesses.



SOLUTIONS FOR A STRONGER TOMORROW

What We Do



Web Development

Business websites, landing pages and WordPress development.



Mobile App Development

Android and iOS app development for business use cases.



Custom Software & Portals

Tailored software systems, dashboards and portals.



SEO Services

Search visibility improvement through on-page, technical and content optimization.



GEO & AEO

Content structuring for AI-driven discovery and answer-focused search experiences.



Content Writing

Human-led content for websites, landing pages, service pages and blogs.

Why Our Portfolio Stands Out

REAL SOLUTIONS. REAL RESULTS.



We build our own products



We work on real business software



We combine development with marketing



We focus on practical, measurable digital assets



Product Categories

Restaurant POS • Dairy Management • Mobile Repair Management • Gaming POS



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Technology Stack We Work With

PRACTICAL STACK. PRODUCT-LED EXPERIENCE.

Technologies we have worked with while building our in-house software products and web/mobile solutions.



FRONTEND

React.js

Component-based web
interfaces



FRONTEND

Angular

Structured web applications



MOBILE

Flutter

Cross-platform mobile
development



MOBILE

Android

Native Android applications



MOBILE

iOS

Native iOS applications



BACKEND

Laravel / PHP

Web backends & business logic



WEB

Web Applications

Responsive browser-based
solutions



DATABASE

MySQL

Relational data storage



DATABASE

SQL Databases

Structured data management



Built around real product requirements

We use the stack according to platform, workflow and product needs - from web interfaces and mobile apps to backend systems and database-driven software.

Our Products

Practical software products built in-house

These in-house products showcase our hands-on experience in building real-world software solutions for diverse industries and business needs.

*Real
Solutions
Real Impact*



Bill Sarthi

Restaurant POS and billing software for billing, KOT/KDS, QR ordering, table management, inventory, staff and reports.



Website • Web App • Android • iOS



Milkman Sarthi

Dairy billing and management app for milk sales, customer billing, collections and daily operations.



Website • Android



Mobile Sarthi

Mobile shop management app for sale, purchase, inventory and repair job tracking.



Android



Gaming PlayStation POS Manager

Management app for gaming cafés, PlayStation setups and pool businesses with session billing, time tracking and reports.



Android



These products reflect our experience in real business workflows, multi-platform delivery and practical software development.



Product links and proof are included in this portfolio.



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*Real
Data
Real Growth*

04 SEO, GEO & AI Overview Proof

Based on provided Google Search Console and search-result screenshots for Bill Sarthi

We use practical SEO, structured content and AI-search-ready optimization to improve visibility.

SEO 6-Month Comparison

REAL DATA. REAL RESULTS.



Total Clicks

2.39K

Last 6 months

254

Previous 6 months



Total Impressions

66.2K

Last 6 months

6.91K

Previous 6 months



Average CTR

3.6%

Last 6 months

3.7%

Previous 6 months



Average Position

8.8

Last 6 months

16.5

Previous 6 months

Generative AI / GEO Visibility

THE NEXT ERA OF SEARCH.



Total Impressions
(Generative AI features)

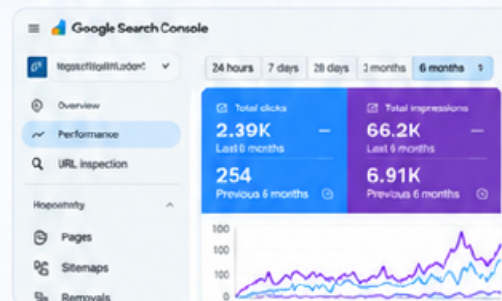
8.66K

Last 6 months

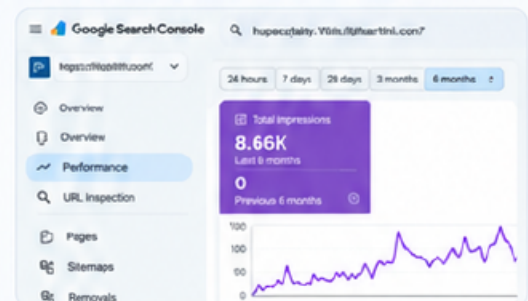
0

Previous 6 months

Google Search Console – Performance



Google Search Console – Generative AI



AI Overview Mentions

VISIBLE ACROSS MARKETS.

restaurant billing software nepal

AI Overview

Top restaurant billing and POS software in Nepal include RestroX, Orderay, and Bill Sarthi, which provide local tax compliance and streamlined operations.

AI Overview mention — Nepal

restaurant billing software india

Bill Sarthi
https://billsarthi.com - Restaurant POS Software

1. India's No. 1 Free Restaurant Billing Software

Free Restaurant POS billing software for India with fast billing, KOT, inventory, staff control, GST invoices, WhatsApp sharing, and smart reports.

Google result — India

restaurant billing software in india

AI Overview

Restaurant billing software in India automates GST invoicing, KOT (Kitchen Order Ticket) routing, inventory tracking, and multi-mode payments like UPI OR codes.

India's No. 1 Free Restaurant Billing Software - Bill Sarthi

AI Overview mention — India

Only the information visible in the provided screenshots is shown here.



Let's discuss your project

Now we are bringing the same practical approach to global client services.

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