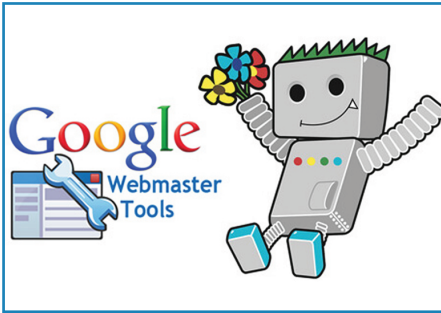


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INDIAN OUTSOURCING REVIEW

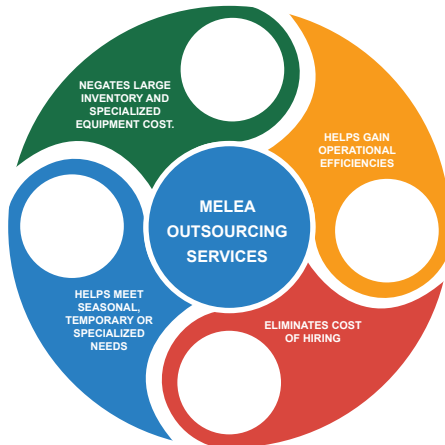
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Visiting an e-commerce website, one often comes across notifications saying “your order is ready for check-out”, “We don’t want to disappoint our special guest”, “Try out this”. And indeed, the users do get tempted by it at times. This trend for a large audience has been on an up rise. According to a Marketing Executive of a famous online food-delivery chain Faasos, the user data is preserved for three years for tracking the choice of their users and thus customising their shopping windows. Adding on to this, they map the journey of their users on a daily basis and send out push notifications to those who order on specific days. And if their user is not doing so for certain period, they remind them of that or offer other lucrative options. This helps in improving the conversion of a visitor to the user.

But e-commerce companies mostly prefer micro-segmentation procedure where they track the un-installation of an app. E-commerce companies and travel companies like Ixigo, send targeted emails to their users if they uninstall the app.

But the matter boils down to the art of hanging on to the customers. Here are few useful tactics that one can use through SEO tools (SEO being the base helping hand for any business or a start-up for their digital marketing process):

- Personalized search results – Ensuring brand appears in both head terms (the ones that are frequently searched and tend to be shorter but not specific) and long tail (searches in the form of long sentences and more specific) search terms. This helps in ensuring existing customers continuing their interaction with the content.
- Google Sitelinks search box - It’s an upgrade in the functioning of the searches made by a customer. All that one needs to do is use this tool tactfully by putting the exact “keyword” that

should come up while the customer looks for the name of the website.

- Product description – An apt image or the picture of the content is what withholds the customer on the website. But it has to be unique at the same time. This can be achieved only when the content including pictures uploaded is apt to the target audience.
- Link Building – As the name suggests, targeting those websites which the existing user-base visit regularly. This helps in analysing most affiliate websites, which would provide a link building platform to drive referrals to a specific site.

Tracking of the customers through such smart and unique steps does boost the marketing of any start-up.

Google Webmaster Report for mobiles in 2017.

February was not a moderate month with regards to Google Webmaster tool. We saw an unconfirmed Google algorithm update that hit spammers largely. In this update, Google officially killed the link operator although the site operator remained functional. Google has confirmed that their mobile interstitial penalty is rolling out on a re-crawl basis. That penalty has seen minimal impact so far but will ultimately cause pain to those who do not comply.

There were tonnes of local/map and user interface tests for this algorithm update.

Let’s Laugh a Little!

The programmer’s wife tells him: “Run to the store and pick up a loaf of bread. If they have eggs, get a dozen”. The programmers comes home with 12 loaves of bread.