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INDIAN OUTSOURCING REVIEW

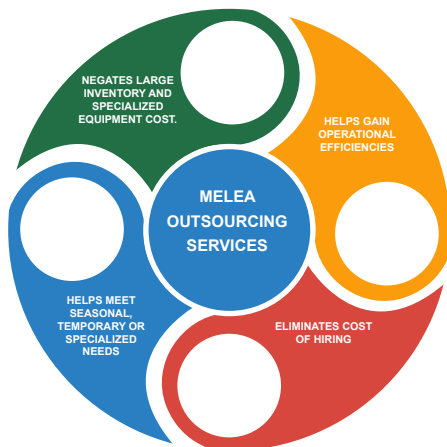
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Google to downgrade Desktop Index soon

As discussed in our previous issues Google has been working to make the user experience for mobile better, by introducing Accelerated Mobile Pages, making site speed a ranking factor and perhaps most infamously of all, unleashing mobilegeddon. Google has for sometime prioritized mobile friendly sites in search results, but soon it will release a separate index that will be considered as the main index that the search engine uses to respond to queries.

Google is planning to divide its index, giving mobile users an edge. The mobile index will take priority over the original desktop one. This news was announced on 13th October, 2016 by Gary Illyes, a webmaster trend analyst with Google. He did not define a timeline to this idea but suggested that it may happen within "months". The trend analysis show that Desktop usage is now a minority of Google queries but still generates substantial usage. Gary Illyes said a desktop version will be maintained but not as much as the mobile one. Not too much is known about how the mobile index will work but the substantial change will likely be that by having a mobile index, Google will be able to run its ranking algorithm in a different fashion across "pure" mobile content rather than the current scenario that extracts data from desktop content to determine mobile rankings. The key takeaway for web-analysts is to ensure that the mobile site either has identical content to the desktop site, or is already the primary site. If there is a website configuration where primary content and markup is different across mobile and desktop, then creating a responsive website where primary content and markup is equivalent across mobile and desktop.

Demonetisation triggers huge growth in digital payments

The debate over demonetisation move by the Government has attracted a huge debate. The economy may seem to have been initially paralyzed but is witnessing a huge rise in digital payments. India is witnessing an economic transition at the moment. From

being a predominantly cash driven economy to signing up for e payments and mobile wallets. The Paytm platform saw an overwhelming 435 per cent increase in overall traffic in just two days. The company saw a 1000 per cent growth in money added to mobile wallets and a 400 per cent growth in transaction value of offline payments. Similarly Ola Money reported over 1500 per cent increase in recharges across 102 cities in a span of 3 hours. Pallav Singh, SVP and Head – Ola Money, says "This move marks the beginning of a significant step towards a cashless economy and Ola Money is at the forefront of our vision of a Digital India.

Going further the companies anticipate an increase of 10 times and hope to easily hit 10 billion in payments volume by 2017. They said Indian users do a trillion UD dollars' worth of payments annually, of which more than 80 per cent are in cash. A move to a cashless economy will ensure lower cost and improved transparency in transactions.

Mobile Marketing

Mobile usage as we know it is more than a trend now. It is the way we interact with the outside world. The year 2016 has seen a few significant trends on the mobile marketing front. Mobile Video has become the preferred way of portable entertainment and mobile advertisers have been seen catching on that. Mobile Video Marketing is all set to reach \$13 billion by 2020. Social Media giants like Facebook are looking to expand video auto-play capacities within the user's feeds.

2016 saw the functionality of apps improve in terms of what they offer and minimise the amount of data and storage they use in the mobile device. Location based marketing gained momentum. Marketers have been taking advantage of push notifications from marketing and revenue perspectives.

By 2018, more than 50 per cent of customers will use mobile first for all their online activities is suggested by Gartner in an analysis.