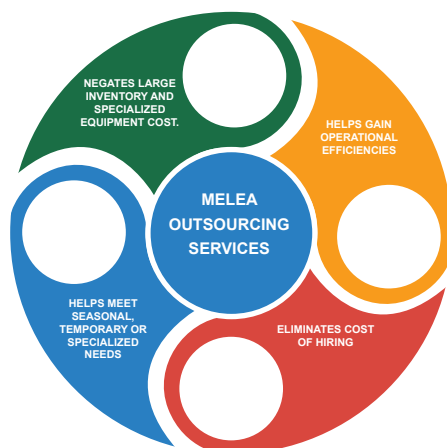




## Melea Outsourcing Services Pvt Ltd

Suite No.226, DLF Galleria  
District Centre, Mayur Place, Mayur Vihar  
New Delhi 110 091 India

tel: +91 11 4506 0183  
fax: +91 11 4506 0197  
email: [info@meleaprivate.com](mailto:info@meleaprivate.com)



We all do same things. Some of us do it the same way, others do it differently. Talk about the ever changing world of computer and internet and it becomes even more complex. Let's talk about digital marketing and look at some of the latest tools trending in 2017:

**Boomerang**, helps to optimise the timing to send campaign emails. It does wonders when your emails are to be sent to target audience just at the moment their receptiveness is at its peak. This tool is relatively user-friendly along with various other functions like reminding the sender if they don't hear back from the receiver of their message. <http://www.boomeranggmail.com/> is the link to its installation.

3 million plus users have used this simple tool. A few of these users include The Guardian and The New York Times.

**BuzzSumo**, a reviving hope to a dying marketing strategy. It gives a well-researched data on preferred content just by putting a keyword. More to this, it gives a readable analysis pertaining to the selling of a product with its target audience. The advantage of this tool is that it gives an insight into competitor's growth rate.

BuzzSumo is used frequently by big brands such as Yahoo, IBM etc. and a few publishers like TED and National Geographic.

**Canva**, the largest used tool having 15 million users is known for its user-friendly interface. It is a graphic designing tool that helps with presentations, visuals etc. It has a wide range of infographics, images, visuals, layouts, templates etc. to design whatever the demand is. Try out here <https://www.canva.com>.

**SEMrush**, a tool to move a step ahead of competitor. With this tool, competitors keywords ranking, website traffic etc. can be researched. This, in turn, helps dominate in search rankings just by analyzing data and thus designing better marketing strategies.

The good thing to know about SEMrush is that it has 1 million users. Of these users, eBay, Amazon.com and brands like HP have shown trust in the efficiency of the tool.

Trello, a web-based project management tool. It places different projects on a dashboard in the form of boards, lists and cards. With the help of Trello, one can have a holistic overview of each project (including who is working on what, what's being worked on or what is in the process).

With its development in 2010 and going international in 2014, it has now nearly 4.5 million users. Big groups like Adobe, Google, National geographic are a few dedicated users of this tool.

## Google Search Algorithm Update

Google recently updated its algorithm, potentially targeting spam links. This was followed by another algorithm update a week later. This update doesn't seem to be specific to links or spam but rather a normal unconfirmed Google update where ranking changes shift is based on something else changing at Google.

It is mostly not related to the mobile bug because most of the automated tracking tools only track desktop search. Users have also confirmed that this update is not visible through any third-party applications. The update can be seen only through Google apps such as Google Analytics.