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INDIAN OUTSOURCING REVIEW

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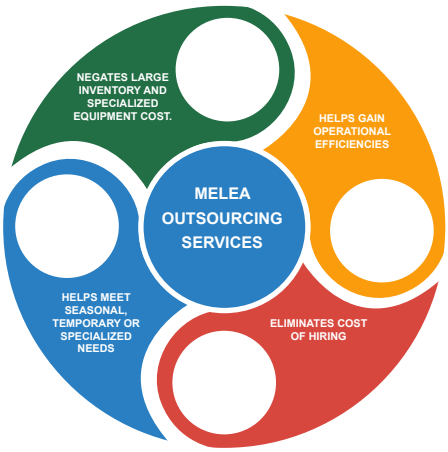

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India's IoT market

The Internet of Things revolves around increased machine-to-machine communication. It measures, it evaluates; in short, it gathers data. The real value that the Internet of Things creates is at the intersection of gathering data and leveraging it. The IoT will not only give the updates on traffic flow but would also optimize the information by communicating it to drivers, rerouting them around areas that are congested. Deloitte reports indicate that while India is still in an early stage of IoT development, with the market at USD 5.6 billion. By 2020, the market is expected to rise to USD 15 billion.

The Challenges to IoT in India are a few:

• There is low consumer awareness about the benefits of IoT applications in everyday life.

• The high cost of IoT technology can be a deterrent in its widespread adoption.

• Predominance of unreliable network connectivity and internet access.

• Privacy of consumer data.

Both the global and India IoT market are expected to grow significantly by 2020.

AdWords Editor Overhauls

The latest form of AdWords Editor includes a lot of features, including huge creation of responsive advertisements from textual advertisements.

Responsive adverts keep running on the Google Display Network, including local advertisement inventory on mobile. They change to fit the available advert space. The new feature allows exporting existing standard text advert to a spreadsheet and even allows filling out missing fields, including the business name and image links, to change them over to responsive adverts. Simply select "Export as" and select "Export as responsive adverts." Then upload the updated file into Editor.

The other updates include:

• support for creating and editing multi-product Gmail adverts

• ability to add six-second adverts to advertisement groups for YouTube battles and alter existing bumper advertisements promotions in the Settings panel

• Ability to oversee location extensions, including creating, altering and removing extensions from accounts that have Google My Business connected

• Video campaign frequency options for "per advertisement group" and "per advert" along with "per campaign."

SEO Trends in 2017

The SEO industry is always moving, so it's interesting to know the trends that will help a business get more dominance over their competitors.

Introduction of Accelerated Mobile Pages (AMPs)

AMPs are simply put an open source protocol that allows the webmasters to create pages that are capable of loading almost instantly on mobile devices. A few structural changes can make a website load upto four times faster using eight times less data. Google has shown inclination towards websites that have switched over to AMPs. They are visible as a small icon with a lightning bolt indicating their AMP status.

User Experience Optimization

Google has always favoured algorithms and websites that enhance user experience. 2017 will see an increased emphasis on user experience. Accelerated Mobile Pages as discussed before could be considered as a way forward in that aspect.

The changing look of searches on Google

The rise of screenless interactions will shift more power to digital platform giants like Google, Apple, Facebook and Amazon. As per Gartner companies will experience great pressure to invest in voice based technology. Gartner also indicates that by 2020, 30 per cent of web browsing sessions will be done without a screen. 2017 will add more diversification and sophistication to the verbal and conversational queries giving way to new ranking opportunities.