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ABSTRACT

Mapping the Longtail of Web Traffic

In the ever-changing & evolving world of online marketing, Search engine traffic is still a significant channel driving traffic to your website. As a website owner or manager, it is critical to developing an understanding of search terms your users are using to find your products & services. Website managers & marketing teams often have a wishlist of search terms they want their site to show up on. But in many cases, we have seen these are not categorized around real-world consumer behavior. A lot of search data is scattered across various external & internal sources. This can help build a solid understanding of the keywords and search terms used by your prospects. Using gap analysis this can provide a quantitative estimate of your customers' search behaviors. This data can be then used for marketing with an improved keyword strategy. This also helps guide the content development team to ensure that the content being produced is relevant to your target audience. NextByte Technologies has developed a core process and in-house tools to capture and process this information for various industry segments and websites. Through this talk, Mani Singh will walk you through the process and share insights on often neglected search terms for improved visibility and conversions.

BIO

Mani Singh is CEO & Founder, started NextByte Technologies in 2012, with an idea of bridging the gap between mapping businesses and technology solutions. NextByte has developed its niche in deploying eCommerce & online marketing solutions to mapping businesses in Europe, Australia & North America. Starting his career in the early '90s, Mani has worked on successfully building and running projects for the past 28 years. From selling software to managing ERP implementations, running mapping portals to building crowdsourcing camping apps, advertising to online marketing, he has been part of various successful online businesses over these years. Mani also served as President of the Asia Pacific board of International Map Industries Association (IMIA). When not at his desk, he can be found hiking in the mountains with his camera.