

Traffic & Conversion

Web & App Combined

KPI Improvement Plan

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Business Solution

Identify one problem that you think can be the game changer in terms of either of following KPIs:

- a. Traffic: Sessions/Visits/Visitor
- b. Conversion rates

The problem is w.r.t less Traffic observed in travelyaari.com website in comparison with its competitor redbus.in. Below picture says a lot(Source: HypeStat.com):



The image shows a comparison of website metrics between travelyaari.com and redbus.in. The metrics are displayed in a table with horizontal bars representing the relative values. travelyaari.com is on the left and redbus.in is on the right. The metrics include Daily Unique Visitors, Monthly Unique Visitors, Daily Pageviews, Alexa Rank, and Alexa Reach. redbus.in consistently shows higher values across all metrics except Alexa Rank, where travelyaari.com is higher.

Domain:	travelyaari.com	redbus.in
Daily Unique Visitors:	8,750	158,000
Monthly Unique Visitors:	262,500	4,740,000
Daily Pageviews:	21,438	477,160
Alexa Rank:	51,721	2,890
Alexa Reach:	0.00175%	0.0316%

In this context it can be further cited that SEO Page Ranking is on 3rd page in comparison with top other players like redbus, makemytrip, golbibo, cleartrip, abhibus, paytm etc. for Bus Tickets and on 11th page for Hotels in comparison with tatra, trivago, travelguru etc.

Business Solution

Write an **Internal Press Release** , clearly stating, the benefits and business case for the need of product, solution proposed, action plan, along with primary impacted KPI from Step 2 (in not more than 1 page with word default settings on font, page layout, etc.)

Summary: Incorporation of changes in connection with SEO Implementation in travelyaari.com

Benefits & Business Case:

- Results can be driven by Low Cost in Comparison to AdWords and PPC
- Definite Increase in Traffic
- Higher Brand Credibility
- Better ROI (Return on Investment) than Normal Ads
- Competitors Are already Doing it more effectively
- Can take Business to the Next Level
- On the Web, Effective SEO can make us Stand Out
- Majority of users click the first page in search result(60% Go to the First Result)
- The Results are Permanent

Solution Proposed:

- Derive the list of top 30 targeted Keywords
- Determine the Current Ranking based on those keywords
- Implement the list of necessary keywords in the travelyaari.com website as per action plan

Business Solution

Action Plan:

- Research
 - Keyword Research:
 - Research relevant keywords for homepage(Bus) and other pages(Hotel, Tour, Activity)
 - Pinpoint popular keywords for blog topics
 - Avoid keyword cannibalization
 - Competitor Research:
 - Find keywords our top competitors are going for
 - Get the source for competitors website using Open Site Explorer
 - Compare competitor's site architecture Vs Us
 - Differentiate website
- Identify Current Problems:
 - Find Site Errors using "Screaming Frog"(e.g. errors, duplicate pages, missing tags)
 - Determine Website Speed and benchmark against competitor for User Scenarios
- On-Page Optimization
 - Keyword Optimization(Inclusion of keywords in Header/Title)
 - Analyse Site Structure using Lucid-Chart and then align as per standard
 - Perform Usability Testing and implement suggested changes
 - Implement Relevant Customer Reviews from Social Media findings/Comments
 - Use Rich Snippets
 - Effective Social Media Integration(Remove the lowest performing social channel for time being, from 7, we can go remove 3 at least 😊)



Business Solution

Action Plan:

- Analytic Evaluation to see which keywords are converting the highest
- Conduct short duration A/B Testing in connection with the changes done

Business Solution

Create a short product roadmap for the identified product in Step 2 and detailed in Step 3 using either word document or excel sheet or powerpoint.

Product Name		Q3 2017(15-Sep-2017)
TravelYaari.com Vision	Version XX.X	
	<input checked="" type="checkbox"/>	Research Keyword Implementaion
	<input checked="" type="checkbox"/>	Competitor Used Keyword Implementation
	<input checked="" type="checkbox"/>	Site Error Implementaion
	<input checked="" type="checkbox"/>	Website Performance Improvement
	<input checked="" type="checkbox"/>	On-Page Implementation
		Your friend for the road

Business Solution

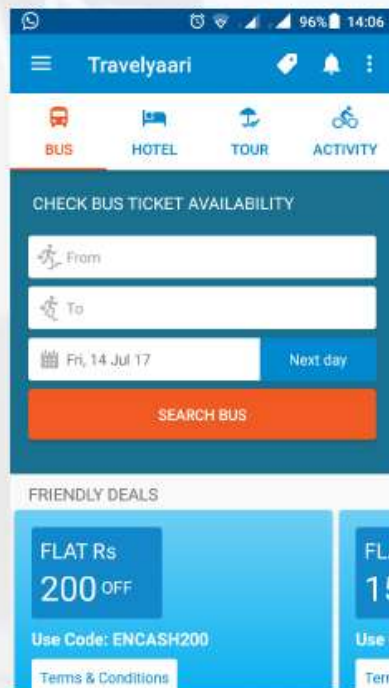
Write one **short user story** for either web, mobile, app or all user, as the case maybe who will be primary user of your product describing only one functionality of the whole product. (Advice: choose the simplest function of your product and write a user story for the primary user) (not more than 1 page)

Function: Implementation of Onward Bus Journey in Bus Search App Page

Serial	Feature-As a(n) <actor>	I want to <description>	So that <outline>	Screen Name
1	Bus Ticket Buyer	Search Availability of Onward and Return Journey using App	I can plan my Onward and Journey Date	New_Screen_1 (In Next Slide)

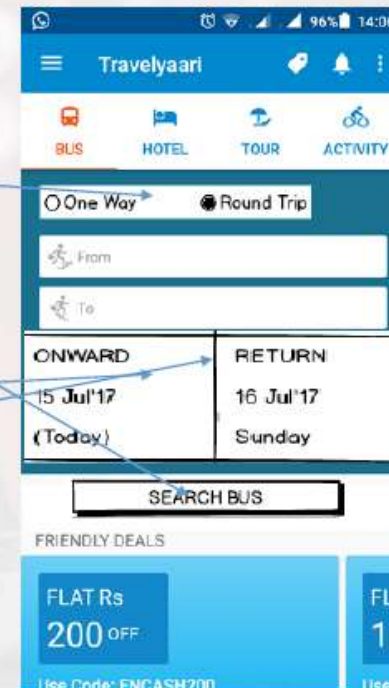
Business Solution

Function: Implementation of Onward Bus Journey in Bus Search App Page



Old Screen

- The background color must be same as old screen i.e. Blue.
- Color of Button Remains Unchanged(Orange).
- The background color is the same as old screen(Blue) with light white border.

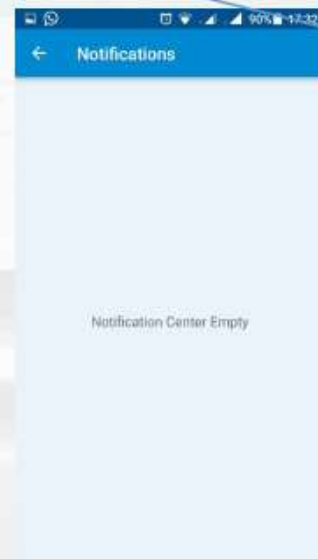


New_Screen_1

Business Solution

Will you do something different if the primary impacted KPIs were interchanged from the ones listed in Step 2? Say for example, your product tries to increase number of Sessions (traffic KPI) as its primary KPI, will your plan change, and how, if the primary KPI for business was rather Conversion Rates (CRs). (Answer not more than 50 words)

(a) User is redirected to below screens when clicks on “Coupon Notification”. Copy, Close App and Relaunch App, then use. Allow to Copy and go back to the Relevant App Page.

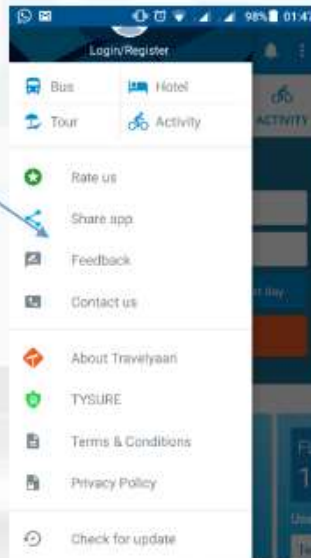


Current Flow



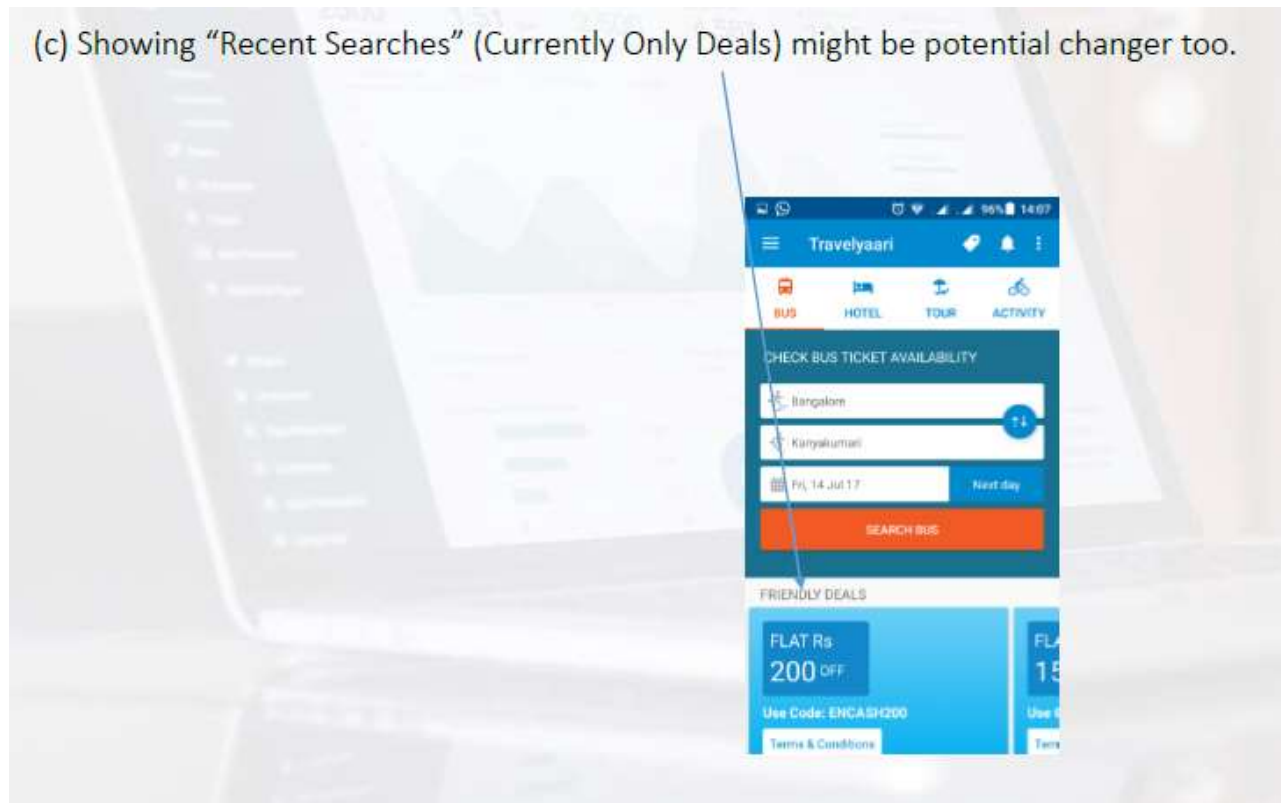
Business Solution

(b) Addition of "Offer" for later use of Coupon.



Business Solution

(c) Showing “Recent Searches” (Currently Only Deals) might be potential changer too.



Thank You

