

CASE STUDY-Information and Media

Custom Data Aggregation – Directory Build and Content services



About the Client

A Fortune 500 Information provider for global business data, online directories and local business information. They run Local business directories in more than 50 countries

The Business Challenges

- To create a Online directory of at least 3000 companies for each of the 60 industry verticals , create unique content like company description, identify tags and metadata from websites and optimize the content for Search engines
- Client gave input as
 - Industry Vertical name
 - Existing database of firms for de-duping

Results

- Identified the best sources of data for more than 50 countries
- Automated the process of collecting the address, urls and metadata using just keywords as Inputs
- Used Mobius content team for content creation and SEO services
- Turned around a industry vertical each week – 3000 to 500 companies were identified , de-duped, content written and added to the database in 5-6 working days

Benefits

- The client was able to strategize and launch websites for each of countries quickly
- Directory data and content services with SEO capability from a single vendor
- Understanding industry categories and sub-categories which requires domain knowledge was quickly institutionalized which led to rapid improvement in output and quality

For more information, Contact info@mobius-bizinfo.com

"Pantheon Plaza"

485-486, Pantheon Road, Egmore,
Chennai – 600 00, Tamil Nadu, India

Phone: +91-44-4298 6400

www.mobiuservices.com