Article published on June 18th 2012 | Business

Local search market in India is a common platform for advertising used by business entities. It has an offline and an online category. Local search space provides a platform to the small and medium scale enterprises to advertise with regards to their products and services through local search engines and print directories such as yellow pages.

The report begins with the market overview section which discusses the online segment of the local search market in India. It depicts the search marketing revenue. This is followed by the offline local search market section that discusses the market size of yellow pages in terms of volume. The report discusses the business models of players in the online and offline segments of the industry.

http://www.bharatbook.com/market-research-reports/business-services-market-research-report/local-search-market-in-india-2011.html

The report has covered the factors affecting the growth of the offline and online segments of the market. An analysis of the factors driving growth in the offline market includes phone-based local search to dominate and offline local searches being conducted in regional languages. Factors affecting the online segment include proliferation of internet and increasing use of mobile internet. An analysis of the market has identified that profitability for small and local business owners is a common factor driving the growth of the online and offline segment. The factors hindering growth in the offline market include lower acceptance in present corporate culture, global drive towards paperless environment while those for the online category include search engines acting as default sites for local information search, lack of awareness and language barriers, building database around local content.

The key trends analyzed in the market include increase in PE/VC investments, local web directories moving towards mobile platform, providing additional services to the users, players entering into joint venture agreements and mobile service providers entering the domain.

The competition section provides an overview of the competitive landscape of the online and offline market. It includes a matrix depicting a comparison between some major online and offline players with respect to their services. The section provides the online traffic statistics of the players in the market. It also includes brief profiles of major players in the market.Market Analysis

For more information kindly visit :

Local Search Market in India 2011

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

https://twitter.com/#!/bharatbook

Article Source:
http://www.articleside.com/business-articles/local-search-market-in-india-2011.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
India, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!