

## &lt;Source Code /&gt;

A Monthly Newsletter From Agriya Infoway

## A Message From The Director

Nobody can deny it: the whole world is suffering from an economic crisis, followed by a global recession. Many firms are hitting rock bottom, plunging into depression or making hundreds of employees redundant, but not Agriya. It raises our hopes. Even if we have to go through some problems, this crisis is a real opportunity for us, for mainly two reasons.

The first one is outsourcing: each day, more and more companies from Europe or USA are outsourcing part of their business to countries where labour is much cheaper and technical skills are very developed. Agriya has got all of this, and the increase of the number of jobs, each day, is here to prove it.

The second reason is also very obvious: during the economic crisis, only the best ones can survive because they know how to *manage* a crisis, they have talented operative, organisational and support crew and they know how to use them. I am proud to say that this is the case of Agriya Infoway.

Even during this kind of crisis, our business will only get bigger, grow faster, and come up with creative ideas.

**Aravind Kumar**  
Managing Director  
Agriya Infoway



## Shall We Get Acquainted?

Hello! And welcome to this first edition of <Source Code />, Agriya's brand new monthly newsletter jam packed with tips, informative and relevant articles and resources to make your life as an internet business owner that little bit easier.

I have to be honest with you, I'm a little bit nervous on how this newsletter is going to be received, so if you have any suggestions or thoughts (however brutal!), send them to my email address at the end of this feature piece.

After reviewing what seems like hundreds of corporate newsletters, I got the feeling that they felt that it was more of a glossy advertising brochure than an informative service that they were sending out to clients.

I want people to read this and feel informed and to look forward to each issue every month. If you just put it in to the trash can, my job has failed!

My main aim for <Source Code /> is to have a mixture of everything, while keeping a focus on ways that you can promote and market your websites.

The other aim of this newsletter is to open up the company and profile some of the people that work behind the scenes. All of whom, do vitally important jobs to keep Agriya running and providing top quality solutions to our clients.

We are also hoping to make this a community driven newsletter, so we are keen to feature our clients and their websites. If you are interested in being interviewed or showcased for the next edition, get in touch with us!

Although we can't ignore the current economic climate, it's not something I want to dwell on. The internet is a vast space and full of opportunity. I truly believe that we haven't even begun to scratch the surface of things we can do with it.

One of my favourite websites to visit daily is called [KillerStartups.com](http://KillerStartups.com) which lists brand new websites that have just started up. It gives you a constant source of new ideas and is extremely useful at giving you an indication on what the current trends of website design and features are.

Other than that, I always make time to visit [SmashingMagazine.com](http://SmashingMagazine.com) which has some of the most incredible blog posts on design, photography, web development and tutorials that I've ever seen.

If you have any great websites you think I should know about, let me know.

Best regards,



**Peter Claridge**  
Online Marketing Manager  
[p.claridge@agriya.in](mailto:p.claridge@agriya.in)

## Top Tip: How To Avoid RSI

I don't know about you, but working on a computer for 8 straight hours (or more!) gives me some real problems with back ache, eye strain and aching wrists. Late last year I downloaded a program called [WorkRave](http://WorkRave) which is a free application for PC and Linux (sorry Mac fans!) which orders you to take frequent stops and breaks, rest your eyes and perform small exercises. I'm now encouraging all my staff to install it because it's been so helpful to prevent recurrences of RSI. It's absolutely free and can be download at [WorkRave](http://WorkRave).

## Online Support Has A New Face

It was not a secret for anybody who had contacted our helpdesk: our support service has been at times below our customer's expectations. It has been a black spot in Agriya and the subject of many internal meetings: the customers were satisfied with everything but the support desk.

We also knew that solving the issues that the customers are encountering is at the core of customer satisfaction, and, furthermore, is the core of any business. In fact, in the context of growing activity and of increasing number of customers for Agriya, the alternative was quite simple : making radical changes to support desk, or hoping that, magically, the customers will start to be happy about our support desk.

The solution that was chosen was not the simplest one. It involved a great deal of shifting and reallocating the staff (more polite answers, better level of English...) but it also involved modifications of the lines of communication between the different teams: having a better coordination and more feedback between the different employees, with different tasks, means having an increasing quality of support service. This is the way to be really competitive, and, furthermore, this is the way to impose ourselves as a leading firm in the IT outsourcing market.

We hope that if you have to contact the support desk for what ever reason now, you will find it much easier to get a response and less frustrating to get your questions answered.

**Thibaud Pardonnet**

Support Technician  
Agriya Infoway



# Anova: Product Showcase

Each month we will showcase different customer websites that are using our products and services.

This month we talk to Daymon Hoag, owner of [PhoneTVInternet.com](http://PhoneTVInternet.com)

**Agriya: Can you tell us a little bit about yourself and your background? Do you run any other sites?**

I started building and marketing websites in 2002. I don't have an extensive list of websites since I believe in putting all of my effort into one project at a time. This past summer I was offered a substantial amount of money for the sale of a three year old website. I took that capitol to start a new business, Phone TV Internet LLC and the business website, [PhoneTVInternet.com](http://PhoneTVInternet.com).

**Agriya: What do you think about Anova? Are you satisfied with the product?**

I think Anova is a great product with a lot of potential. I know the main focus of Anova is for Answers sites, but it can be used in any niche as demonstrated on my own site.

**Agriya: Why you have chosen Anova and Agriya?**

Anova was the only software on the market that provided exactly what I needed. Community is becoming increasingly important in online marketing, and static websites will not do much to compete with sites that have embraced community based applications.

**Agriya: Has Anova helped you to earn money? And does the amount satisfy you?**

It is too early for Anova to make a

lot of money for me, but with user generated traffic and content there really is no way one could not make money from using Anova, and the right marketing practices.

**Agriya: What is the best feature of Anova product?**

The best feature is its ability to engage visitors.

**Agriya: What makes Anova better than other products?**

It's hard to say, because there really isn't anything like it. It took me a long time to find it, and there just are no other Answers software for the average site owner that can even come close to the features provided by Anova.

**Agriya: How did you reach Agriya and Anova product? Did someone recommend it to you ?**

I remember thinking how valuable it could be if I could run software on my site similar to Yahoo Answers. It took me some time searching the Internet, but I eventually found what I was looking for.

**Agriya: What do you think about pricing of Anova?**

The price is great. The money paid for the software can easily

be made back by the use and implementation of the software. Price really is not an issue.

**Agriya: Do you recommend Agriya products to the people around you?**

No. Simply because Anova gives my business an edge that I do not want others to have. Right now it's my little secret and I'd like to keep it that way.

**Agriya: Can you summarize**

Anova is fully functional Answers software that can be used as a stand alone website, or integrated into an existing website. It is packed with community based

straight out of the box. With a little customization it can be made to work with any existing campaign or website in any niche. Anova looks good, works well, and is engaging.

**Agriya: Will you choose Agriya products again?**

Yes, I'm certain I'll use other Agriya products in the future.

Visit Daymons website here:

[www.phonetvinternet.com](http://www.phonetvinternet.com)

Interview conducted by Hakan Arslan. If you would like to be featured in our newsletter, contact Agriya: [info@agriya.com](mailto:info@agriya.com)



## Targeting The Niches For Success

Everyday we get enquiries from people who want to make a site 'just like facebook' or 'exactly like youtube, with all the features'.

We often regard these as low quality leads because they are usually from individuals who have no business experience but have seen how successful the large internet companies are and think by copying them they can have the same kind of success.

Our best enquiry to date was when a person asked for a complete copy of Yahoo and all its features on a budget of less than \$5,000.

But in order to be successful on the internet in this day and age, businesses need to be looking at the niche markets.

Web giants like Google, Facebook and Amazon have already cornered the general market, and only billions of dollars in marketing can make a dent in that.

Some of our most successful clients are those that target niche markets. For example, we have one client who earns a full time income by running a music site dedicated to Blues music, or another client that employs 5 people on an IT Support site that runs Anova.

There are still untold riches to be made on the internet, and using our software as a platform creates a spring board to catapult your business.

But we must stop looking at the general and generic and focus more on the millions of profitable niches that the web giants fail to cater to.

**Sheerin Banu**  
Vice President Marketing  
Agriya infoway

## Search Engine Marketing Strategies

Long Tail pertains to the string of searched words that are used after a more popular search keyword. The words that comprise the "tail" are usually below the radar of keyword popularity rankings because the people who think of using these words are few and the frequency of their usage is too low.

Long Tail Optimisation is the concept of using less popular keywords for your site content to appeal to a niche market that uses uncommon words to search for particular items. In the marketing battlefield however, victories are made where the enemies are absent.

Niche marketing is the most cost-effective route with bigger returns. While knowing the competition inside out can help your marketing strategies, it doesn't mean that you have to counter every effort they make. Knowing the competition means knowing where they are absent and what they are not doing.

This is where Long Tail Optimisation separates your site from the crowd of search results generated by a very common keyword. The more targeted your efforts, the better quality of clients you attract. Remember

that 80% of your profits come from 20% of your most loyal and best-spending customers.

Here are 3 ways you can use Long Tail Optimisation to bring your best customers to your website.

**User generated content is certain to hit home.**

Allowing free-flowing discussion among site users can give you valuable insights and ideas on how to hit the sweet spot. Moreover, only users can tell you how they talk about your product and how they search for your product. Why fight with 10 other companies for one common keyword when you can funnel your efforts to unpopular keywords that cost less while bringing higher returns?

**Stop talking about yourself.**

The more you talk about your company using the keywords common to your product category, the less likely that your niche market would be able to find you. Optimize your site from within. You can still talk about your company but incorporate related topics into your content. The more things you talk about, the more opportunities you get for Long Tail Optimisation.

Offer more of what your niche market looks for, and less of what everyone else does.

A basic tenet of the law of supply and demand states that when demand is inversely proportional to supply, the value of the supply increases. The same principle applies to your online business. Don't offer the same things your competition offers. Serve your niche market what they cannot easily find from your competition. Not only would this increase your relevance to them, this can also encourage them to spread word to their peers, adding to your roster of best customers. Long Tail Optimisation is simple to apply. However, it is overlooked by most companies who obsess too much on beating the competition head on. Applying Long Tail Optimisation can give you the leverage to set yourself apart and make yourself noticeable to those that matter to your bottom line.

**This article was written by Craig Edmonds who is an experienced internet marketing professional offering search engine marketing services to clients across Europe from his base in Marbella, Spain.**

**Please visit Craig's Business Site at <http://www.123marbella.net/>**

### Top Tip: Google AdWords

The quickest way to get traffic to your website is to sign up to Google AdWords account, but many people don't realize that you can get coupons that give you up to \$100 in free advertising. Simply do a search for Adwords Coupons before you sign up and you will find lots of people willing to give you these free advertising credits! You can then find out if Search Engine Marketing is right for you and all on Google's tab!

## Outsourcing Successfully

As a successful outsourcing company, we are aware that at times projects don't go as smoothly as planned, or hoped for. There are often a number of reasons for this and over the years, we have come to recognize the projects that have a high level of success against those that have problems.

In this regular column, I will discuss the many facets that can affect the outcome of a project.

### The Language Barrier

This month I'm going to talk about the language barrier, why it is there and how we can overcome it.

Every school child in India gets taught English. Amongst themselves, they could carry a conversation very well with very few misunderstandings.

However, because English will always be the 2<sup>nd</sup> language for a vast majority of people, their understanding is fairly basic.

You may not realize it, but when you speak or write, you are using colloquialisms (how many of us say 'yeah' or 'yep' for Yes?), sayings ('went down like a lead balloon') or phrases ('hell no, that sucks') which are understood by English speaking people, but not by people who speak English as a second language.

The way you phrase your questions is equally important.

For example, yesterday I was on a conference call with a client and the developer was listening in. The client asked the developer if he "had a grasp of the situation". The developer replied "OK" because the word 'grasp' is uncommon. When the question was rephrased to "do you understand the problem?" the developer was able to reply.

**Peter Claridge**  
Online Marketing Manager  
Agriya Infoway

## Meet The Rayzz Team



The positive news just keeps streaming out of Agriya. What you are looking at above is a screenshot of the forthcoming Rayzz 3.0.

The <Source Code/> team caught up with the Rayzz developers to get the low down on the new version.

The project manager for Rayzz is Sridharan. Under his guidance, Rayzz has grown from a client project back in 2006 to one of the most used video sharing sites, powering intranets for Cisco, news websites for Kompas TV and niche sites for business owners all over the world.

Team Rayzz consists of 10 people, most of whom work behind the scenes to bring you the product that you see being used and sold today.

There are 4 full time developers, who work on bug fixes [**editors note:** please make sure you report bugs so that we can get them fixed], new features and modules.

There is one designer, who comes up with all the fabulous

templates and does all your custom design requests. He's been with us since September and proved to be a real hit with our customers!

Next there is the CSS developer. It's her job to ensure that Rayzz looks pixel perfect in every browser and to integrate all the templates done by our designer. She showed us some examples of her work, and we have to say, she's a complete perfectionist! Nothing less will do!

You then have the support staff, Soma, Uma and Prem, with whom many of you may have already interacted. It's their job to fix your problems, help out with your questions and generally make sure our clients are totally satisfied!

**Did You Know:** Agriya handles over 300 tickets a month ranging from support, installations, pre-sales and general enquiries.

The final link in the chain is the always charismatic and charming Varun. He is the Business Development Executive for Rayzz, and if you have ever had to do any customization, he's the gentleman you will have spoken to.

So who else is involved in the development of Rayzz? Sridharan tells us "the clients are the biggest team involved with Rayzz, they are the ones helping to drive

innovation and identify bugs in the system."

### What Can We Look Forward To?

This is the question we posed to the team, and boy were we in for a surprise!

Straight off the bat, we have a brand new design, and I think you'll all agree that it is a monumental improvement over the current design.

### External Smarty Templating

We know many customers will be overjoyed to hear this, but Rayzz 3.0 will be coming with a Smarty templating system, completely separating design from code.

The audio player has been completely redesigned and now every user can have unlimited playlists. Music for all!

The blog and forums features have been reworked too. They will now work more like popular software already available like phpBB and SMF.

There are apparently well over one hundred under the hood tweaks and every file has been modified.

So when can you expect to get your grubby hands on the latest version of Rayzz?

The developers are keeping tight lipped, but keep a look out around the end of March ;-)

## This Month's Q&A SEO Tip

**Q: Why is my Google PageRank not updating?**

**I've done lots of link building!**

A: Pagerank is a system developed by Larry Page while they were trying to develop a way to figure out which pages were more relevant than others. Pagerank is based on an empirical scale of 1 to 10. The more pages that were linking to a website, the higher the pagerank number assigned to a page. Pagerank is assigned to individual pages, not just on the website.

The Pagerank most of us see is in the Google Toolbar. You visit a website and it tells you the pagerank for that page.



**Stop chasing pagerank and start creating great content for your site!**

However, Google only updates this date 3 or 4 times a year, and when it does, it's already 3 months out of date. So if you don't see your pagerank change after 3 months, don't fret, Google hasn't updated the toolbar yet!

It's far better to concentrate on building relevant links to your site rather than chasing pagerank.

## Well, I Didn't Know That!

Facebook was originally called TheFacebook, they bought the Facebook.com domain for \$200,000 later on.

MySpace was founded in 2003 by two guys and purchased for \$580m in 2005 – now that's what I call a nice pay day! Google then paid \$900m to be the sole advertising provider.

Amazon was originally called Cadabra.com but changed its name to take advantage of the A-Z search results!

Google is named after the mathematical term Googol which is a 1 followed by one hundred zeros after it. That's a lot!

13 hours of new video footage are uploaded to YouTube every minute and it costs over \$1m a day in bandwidth

Ebay transacts \$2,000 of sales per second making it the most popular e-commerce site. The most expensive item sold was a \$4.9m private jet.

It would take 7,000 years for all the photos on Flickr to be developed at a one-hour photo!

There were more visitors to Yahoo.com in one month than all the visitors to Las Vegas in 2007

Skype's 370 million registered users have made more than 100 billion minutes worth of free Skype-to-Skype calls.

PayPal conducted an incredible \$72.5bn worth of transactions in 2008 – by my estimations, that makes a revenue of over \$1.45bn

The most expensive .com ever sold was sex.com when it was sold for \$11m back in 2006

According to Radicati Group, in August 2008 they estimated that 183bn emails were sent each day

## More Resources Than You Can Shake A Stick At

At Agriya, our browser bookmarks are jam packed with useful and intriguing websites. The <source code /> team sent out an email to all Agriyans, asking them to send us their most useful resource and so this list was born.

### Web 2.0

[ReadWriteWeb.com](#) – This blog has grown to become the biggest source of Web 2.0 and internet startup news. With indepth and useful features, few sites are able to compete with the editorial quality on internet issues.

[Mashable.com](#) – This is another Web 2.0 blog that rivals ReadWriteWeb. Although some of its editorials are not quite as business orientated, it's still jam packed with useful information.

[TechCrunch.com](#) – This site provides information on new startups and features editorials on various enterprise 2.0 tools and demonstrates how it can be used in a business environment.

### Web Design

[SmashingMagazine.com](#) – This is my personal favourite website, it features everything a designer needs and gives you inspiration when you have the creative block. It also shows business owners what is possible.

[BoxesAndArrows.com](#) – This is a great site for usability purposes. It features some indepth articles on usability and accessibility that is essential for any business owner to know!

[CSSClip](#) – A showcase of CSS based designs, an absolute must for any web designer or someone looking to find out what the current trends in website design are.

[ColourLovers.com](#) – The perfect place to go to find fantastic colour schemes. Using this site you can find colours that perfectly contrast and complement one another.

### Web Forums

[DigitalPoint](#) – The largest forum dedicated to webmasters, online marketers, developers, seo's and people looking for help with their websites.

[SitePoint](#) – A slightly more upmarket version of DigitalPoint, with the same kind of discussion going on.

[WebMasterWorld](#) – A more technical forum which is useful when you have a web question or advice on what to do with your website.

[WarriorForum](#) – This forum is dedicated to internet marketers and online entrepreneurs. You can get advice on promoting your business, earning money on the internet and information on how to increase your sales.

### Top Open Source Platforms

[Wordpress.org](#) – The standard when it comes to blogs for both corporations and personal use. Wordpress is highly customizable with plugins and templates.

[Joomla.com](#) – This CMS has gained a huge following thanks to its easy to use features and active development team and community. Agriya has built Volume on the Joomla framework

[Drupal.org](#) – The geeks CMS. Drupal is very well built, but fairly difficult to customize and personalize for the average webmaster, it requires people who dream in 1's and 0's to effectively work with it.

[Magento](#) – The new kid on the block when it comes to open source e-Commerce sites. Magento is a step ahead of osCommerce which is often criticised for being 'clunky' and not very customizable.

## Get In Touch With Us

We like to think that we're quite approachable and easy to get in touch with.

Our preferred method of contact is by email or instant messenger.

**Email:** [info@agriya.com](mailto:info@agriya.com)

**Yahoo:** [agriya2k](mailto:agriya2k@yahoo.com)

**MSN:** [pradeep\\_19@hotmail.com](mailto:pradeep_19@hotmail.com)

**AOL:** [agriya2k](mailto:agriya2k@aol.com)

**ICQ:** 331 018 564

**Skype:** [agriya2k](https://www.skype.com/people/agriya2k)

**Gtalk:** [agriya2k@gmail.com](mailto:agriya2k@gmail.com)

**For a project quote, use:**

<http://www.agriya.com/quote>

**For general enquiries, use:**

<http://www.agriya.com/contacts-general-enquiries>

**For press and media, use:**

<http://www.agriya.com/contacts-media>

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# About Agriya



## *Developers hard at work in one of our offices in Chennai*

Agriya is a successful software development company with over 150 employees spread across two development centres in India. Our head office is located in Chennai, South India and we have a second branch in India's IT capital Bangalore.

Established in 2000, Agriya has seen double and sometimes triple digit growth as the outsourcing phenomenon took off. We are consistently adding new staff and more office space as well as looking to improve our knowledge and expertise in various domains.

We have often been asked what the word Agriya means, so we'll make a deal with you. If you contact us, we'll tell you!

## About This Newsletter

This newsletter has been prepared by the marketing team in Chennai to reach out to current and future customers. We would like to feature our clients in future issues, so if you are interested in having an article written about your site developed by Agriya or would like to be interviewed, please get in touch with us! Our email address is: [newsletter@agriya.com](mailto:newsletter@agriya.com)

If you have any other feedback, or would like to see us cover other areas in future issues, please do let us know!

## Contacting Us

On the left, we have included all the different methods we have available to contact us. For your own reference, our addresses are listed below:

### Head Office

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