Clickindia.com improves categorization for easy access to classifieds

Clickindia.com, August 22, 2007

URL: http://www.pr9.net/business/ecommerce/6173august.html

India's free online classifieds service - Clickindia.com, after its successful Beta launch, has moved fast in acting on customer feedback. It has made significant visible improvements in its classified ads categorization structure to make ad posting and browsing more easy and simple. With its growing traffic and customer orientation, it is fast gaining popularity with the Indian net users.

PR9.NET August 22, 2007 - New Delhi: Clickindia.com – India's largest community notice board, has put in place a revised categorization for classified ads and offers in order to give easy browseability to its users.

"Based on the number and types of ads we were receiving in each of the main categories, we re-built the sub-category structure so that the ad-spread is more even thereby making the structure more simple and user friendly," says Pankaj Agarwal, Co-Founder-Clickindia.com. "User feedback also helped us create some newer sub-categories that were missing earlier. We have already started receiving emails form our users appreciating our new structure"

The users of the website are not complaining at the move. "I have never seen any website acting so fast on user feedback. No wonder they are getting so many ads on their website. Kudos to Clickindia team! says Mayank from Hyderabad who has been using the website since its launch in January 2007. "I came across Clickindia three months ago when I was looking for a PG room partner. Since then I have used the website to get a good deal for my MP3 player and to purchase an almost new bike with zero brokerage! The website is a blessing for people like me", says another user Rohit Balakrishnan, a student at Delhi University.

Clickindia.com team is further working on enriching user experience by improving user interface, enhancing website performance and adding features. Looking at its plans, Clickindia is poised to become the preferred way to 'spread the word' with the Indian net users.

# # #

About Clickindia.com

ClickIndia is your neighborhood classified ad posting site that aims at matchmaking opportunities... opportunities to buy or sell, to exchange, to interact for common or complementary interests within or across local communities in India.

It also helps you ‘spread your word’ by way of posting classified, easy to search ads, messages, announcements, offers, etc. that can be linked to your locality yet can be made visible across India and even abroad! To start with, on clickindia.com you one can easily search or post offers, ads, notifications, announcements, messages for anything ranging from personal profiles for matrimonial or friendship/dating, to offers in real-estate, or for selling new and old cars/auto parts & services, household or business services, educational avenues, jobs, pets for adoption to home appliances, electronics, and so on.

Phone:	+91-9810550304
Website:	http://www.clickindia.com
E-Mail:	amitgundh@clickindia.com
Address:	B-6, Sector 8, NOIDA, U.P. India

PR9.NET - Your Free Press Release Service