

I want a website and a app of android and iPhone. And a call center software with 5 user's .

It should contain

- yellow page (contact upload system)
- search option (Names A to Z , Category wise ,Names wise,area wise)
- Appointment hyper link and process for enlisted Doctors ,Advocates,CA etc
- E payment (Payment Gateway)for registration and renewal.
- Advertisement column .(still & rolling)optional
- Full page adds coming in middle.
- enquiry data.
- customer login facility
- customer logged in data recovery.
- pan India state selection process .
- bill payments facility. Electric bill, Gas bill, mobile bill, traffic challan, municipal taxes, school & collages feace , Event pass , Bus tickets , Rail tickets , flight tickets etc.

BUSINESS MODEL

CLASSIFIED ADS PLATFORM



Portal's Earning:

Premium Listing Fee + Revenue From Advertisements

- Anyone can list a product/service for sale.
- Creating a listing is absolutely free.
- Paid options to enhance your listing.
- Buyers can see product pictures and other details without registering.
- Buyer can directly get in touch with the seller.

1. Google Ads

Such platforms put Google ads on their website to generate income. The ads are placed on homepage as well as product pages. Each new product added to the website gets a new page. This means more products, more pages and hence greater revenue from Google AdSense.

2. Paid Options for Classified Ads

Apart from Google ads, classified ad portals offer some paid ad options as well. User can choose the paid services at the time of posting the advertisement. These paid services are basically used to enhance the visibility of the ad on the site. There are multiple package options to choose from, and the payment is securely handled by that particular website. Every classified ads website should have this feature.

3. For Business

This is meant for advertisers who want to buy advertising space on the website. Here advertisers can select a space to display their ads according to the available packages and can upload the banner on their own.

This feature can be integrated in your classified site at a later stage. Now, let's get acquainted with the biggest names in online classifieds industry.

Major Homepage Features

The homepage must be designed beautifully. The first fold can include an aptly planned banner that carries website's central message, and major classified categories. These categories can include:

- Business
- For sale
- Property
- Jobs
- Services
- Community and
- Pets.

The latest products should be displayed on the homepage along with filter options. Let's go through the most impressive homepage aspects and understand some sections one by one:

1. Display of Latest Ads in Different Sections

Latest ads can be listed in different sections with the functionality to change the category. This will help the user in quickly discovering ads most relevant to him.

2. Premium Ads

Make way for premium ads on the homepage. This will help generate a recurring stream of income. Add such a section of premium ads on your classified site's homepage to make additional dollars without ruining the user experience.

Create Account

Place the Register/Login links on top and make the provision to open them with a pop-up. This will make it prominent and help increase the number of sign-ups. Keep the sign up process explicit with fields like:

- Name
- Email ID
- Password
- Confirm Password
- Phone Number

Login

Just like registration feature, a special pop up can be dedicated for login purpose with fields like:

- Email Id
 - Password
- There should be an option to login with social media accounts also. This will further simplify the process of joining the site.

Features for Sellers

Everyone should be able to create an account and post an ad for free on the website. Let's see what features can make your platform unique and one of the most popular classified ads sites across the world.

1. Post an Ad

Like any other classified ads website, yours also needs a form to list their products. Below are the main highlights of this feature:

- Every ad requires a title.
- Images to be uploaded.
- YouTube videos can be added.
- A long description.
- Special price section.
- Paid option to make an ad stand out.
- Contact info (email and phone number) with contact person's name.

OWNER



Register on site

Create Ad Listing

Make payment for premium listing

Submit Advertisement

Ad gets posted on portal
(After Moderator Approval)

COMPONENTS OF AD LISTING

Ad Title	Photo
Ad Category	Contact Details - Name, Contact Number, Area/ City
Description	

EVENTS

2. Phone Verification

All ads posted on the website must undergo an account verification. This can be done through a code which sent to seller's mobile number. This feature helps fight spam to a great extent.

3. Manage Ad Tools/ User Profile

Once a seller has listed a product on the website, he should be provided a dashboard to manage the posted ads. Highlights of this ad management feature are:

- Posted ad can be edited, deleted or promoted.
- Sellers can see the number of views received on their ads.
- Detailed statistics including views, listing views, email replies & time bumped.

Features for Buyers

It is very essential to attract a huge number of visitors on your classifieds website. Let's see what features will make your classified ad portal appealing to buyers.

1. Search Feature

The search feature is the backbone of every classified ads website. Professionals from Bridge Consultancy studied the search feature of leading classified ad platforms and came to the conclusions that yours should include:

- Instant suggestions
- Category suggestions along with keyword suggestions.
- Option to search a product in a particular category.
- Location filter as part of the search bar.
- Filter options to refine the search results.

BUYER



Visit Site

Search Product / Service

SEARCH FILTER

Category

Area / City

View Ads in Search Results

Select Ad listing

Review Ad listing

Go back to search results

Satisfied with product/ service listed in Ad ?

NO

YES

Contact owner on the contact number mentioned in the Ad listing

EVENTS

2. Favorites & Saved Searches

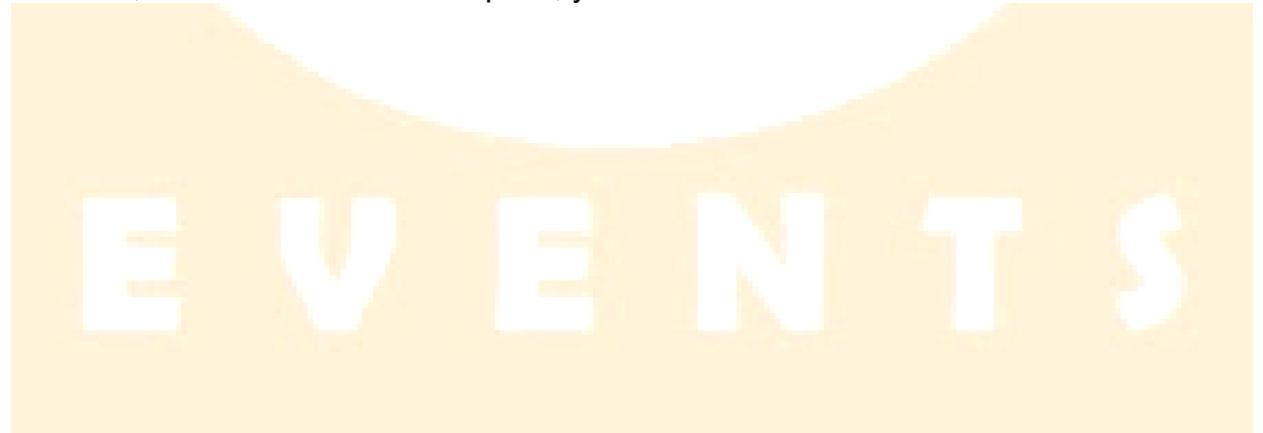
Favorites and saved searches help users to review the ads they have liked and saved, eliminating the need of searching through thousands of listings again. So, there should be the feature to save classified listings to wish list. All the listings marked as favorite should appear in the “Favorites” section which can be added in the top navigation. Make sure that your chosen classified ad clone script has this feature because popular names like Gum tree have it.

3. Map Integration on Ad Page

Map integration lets a buyer know the location of seller. The location should be marked automatically based on the area filled by the buyer while listing the product. This is yet another highly recommended feature for your classified ad clone.

4. Report a Classified Ad

Classified ad websites must take stringent measures to fight spam. Add a special “Report” form on each page which should allow users to report irrelevant or misleading ads. Some websites also have dedicated teams to find and remove spam content from sites. So, in addition to ‘mark as spam’, you can also take manual action.



EVENTS

BUSINESS MODEL CANVAS

ONLINE CLASSIFIED WEBSITES

CUSTOMER SEGMENTS



- **Internet Friendly Population**
- **Sellers/Owners**
Those who are willing to sell their used goods online.
Owners of goods like- mobiles, computers, electronic goods, household goods, cars, bikes, furniture etc.
- **Buyers**
Low income groups- Who cannot afford to buy brand new goods.
Youngsters/Students
- **On Page Advertisers**
Those who want run their ads on the portal.

CHANNELS



- **Website & Mobile Application**
- **Advertisement/Promotion**
Online Advertisement
TV Commercials
Radio
Email
Social Media

KEY PARTNERS



- **Investors**
- **Technology Partner**
Website & Mobile Application Developer & Designer
- **Payment Processing Merchant**
- **Brokers & Commission Agents**
- **Companies Dealing With Used Goods**
- **Telecom Partners**
- **Logistic Partners**

KEY ACTIVITIES



- **Uploading Classified Ad Listings on Site**
- **Verifying Contact Details Of Sellers**
- **Managing Product Categories**
- **Adding New Product Categories**
- **Marketing Activities**
- **Website Maintenance & Support Activities**

VALUE PROPOSITION



- **Bringing Sellers And Buyers On One Platform**
- **Extremely Cost Effective Way Of Advertisement**
Sellers can post advertisements free of cost
- **Easy & Quick Method Of Publishing An Advertisement**
Much easier and quicker than the traditional advertisement channels like newspaper and radio
- **Option To Make Your Advertisement Stand Out**
By paying premium fee, sellers can position their ads on top

CUSTOMER RELATIONSHIPS



- **SMS**
- **Email**
- **Service & Content Policy**
- **Customer Support Service**

KEY RESOURCES



- **Database of Classified Ads listed on site**
- **Human Resource**
- **Technical Resource**
Web Server
Internet Service
- **Physical Resources**
Office Building, furniture, general office equipment and supplies

COST STRUCTURE



- **Cost Of Human Resources**
- **Cost Of Operations**
- **Cost Of Physical Resources**
- **Website & Mobile Application Development And Designing Cost**
- **Marketing Cost**
- **Maintenance Cost Of Technical Resources**
- **Cost Of Managing Partners**

Business Model of Online Classified Marketplace

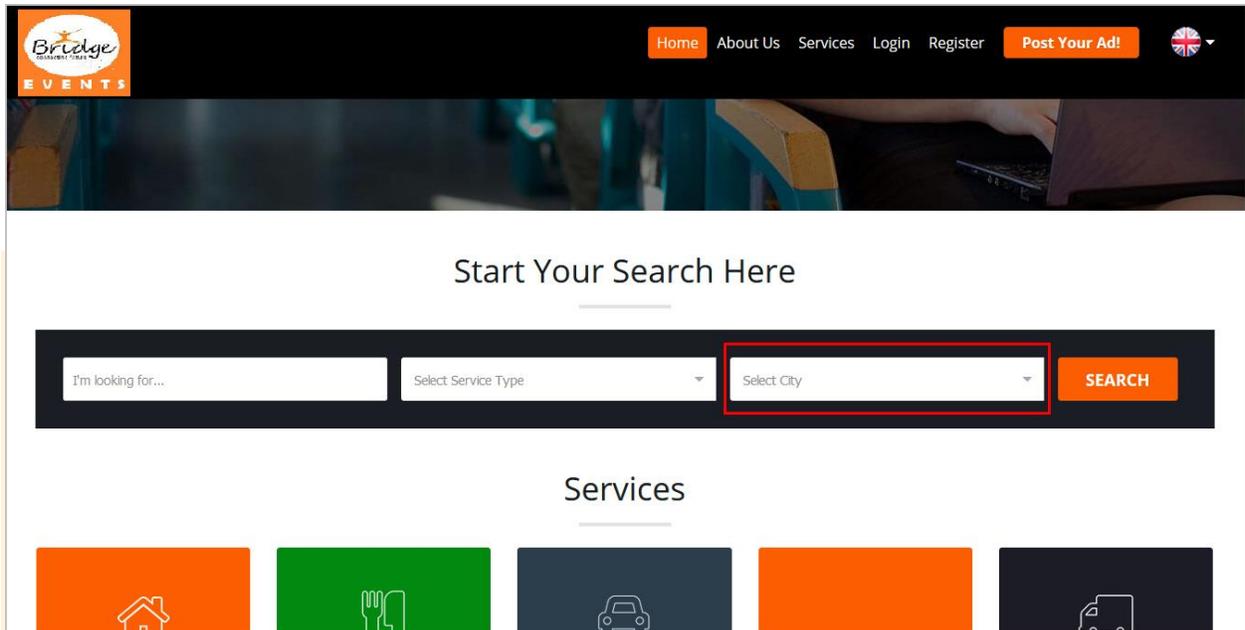
Such classifieds/listing websites are free to use, you can search for products available for sale and list what you want to sell for free. If the main service is free, then how do you think the website would make any substantial money? Read on and you will come to know!

- **Premium listings:** classified marketplaces offer their core service free of cost, but if a user feels that he needs more coverage for his listing (as a seller), then, the option of featured listing is available.
- **Advertising:** Contextual ads or Branding largely for large advertisers via Google AdSense.
- **Pay per lead model:** Targeted at Small and medium size businesses
There are platforms that earn revenue only through advertising, while other offer premium services that allow sellers to feature their advertisement in search results. However, for most of the sellers these services come free of cost. The intent is quite simple – the percentage of users who would actually be opting in for the “Featured ads” would be very small, and so the idea is to keep your overall user-base so high that even that small percentage translates into a significant number thereby bringing in a decent revenue.

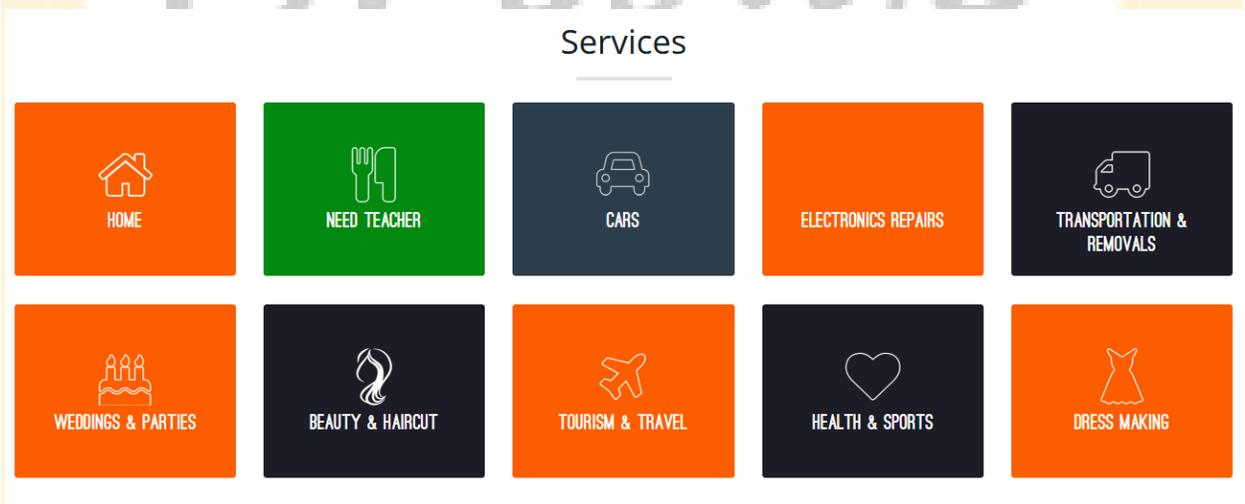
Website Overview:

The first and foremost criteria of creating a website is to have a clean interface and the same should be visible on the homepage. Bridge analysts have few suggestions that would result in an immersive homepage design:

- A dedicated search bar for location selection as well as products.
- The top navigation that contains an option to change the language pertaining to local user base.
- you can also have a banner image on the homepage which can display the core characteristics of the website and what is it all about.
- Just below the search bar, you can have links to all the categories in a grid.



Homepage Categories



Being a large marketplace offering products in various categories, the biggest challenge in front of you website can be to highlight these categories without cluttering the homepage. As the overall theme across the website needs to be kept minimal, the only options in front of you would be to either put a menu bar housing all the categories or showcase all the categories in a grid. If you choose the former, then all you need is a menu bar, but if you choose later, you need to have a dedicated section highlighting all the categories.

Why Choose Us?



Provide Free Ad Post Feature



Easy And User Friendly Design



Focusing On Services Ads



Ad Promotions On Best Rate



Support English/Arabic Free Translation For Ads



See Your Ad Progress

he platform works on a peer-to-peer business model that allows sellers to sell their items. This is why you should also put a dedicated section on the homepage stating the ease of submitting an ad on. Moreover users also do not have to register to post an ad.

Footer

The focus of footer section should also be a minimal design with maximum functionality. You should try to keep the footer as neat as possible. It only houses important links to Mobile Apps, How it Works, Terms of Use, and Social Networking pages.

Submit a free classified

James Franklin

Post Your Ad

English Arabic

AD DETAILS

Choose Ad Category * :

Ad Title * :

Ad Description * :

ADD PRODUCT IMAGES- MAX: 10

- Title of the ad (minimum 15 characters)
- Category Ad Description (minimum 20 characters)
- Photographs (maximum 8 photos)
- Location
- Contact details like name, phone number and email

The 'Submit an ad' form need to be pretty well designed and easy to use. Make sure your Clone Script offers an intuitive 'Submit an Ad' feature.

Verification

You can also put an efficient process in place to get rid of spam, and provide users with only relevant ads. Every ad that is posted on the website can go through a thorough check before it is made active. However, users can preview their ad beforehand and edit them if necessary. In order to manage the ad as well as replies, users need to create an account on the website.

Create Account

Create Your Account

<input type="text" value="First Name*"/>	<input type="text" value="Last Name*"/>
<input type="text" value="Select Gender*"/>	<input type="text" value="Email Id*"/>
<input type="text" value="Password*"/>	<input type="text" value="Password Confirm*"/>
<input type="text" value="Select City"/>	<input type="text" value="Contact Number*"/>
<input type="text" value="Address*"/>	
<input type="text" value="Code*"/>	 

REGISTER

Already Have An Account ? [Log In Here](#)

Similar to “submit an ad” form, the account creation form also needs to be simple and precise. Some of the features of this form includes

- A simple account creation form requiring email and password.
- Either a dedicated page or popup for sign-up form.
- Clearly emphasises on the benefits of account creation.

- A user is sent an email confirmation link to activate the account. This helps in handling spam.

Advertisement Preview

As discussed earlier, before the ad is made active on the platform, it should go through a screening process to eliminate spam ads. But you can provide users an option to preview the ad beforehand. The advertisement preview should show:

- Title of the ad
- Location of the product
- Time of submission
- Unique Advertisement ID
- Product images
- Description

Moving ahead, let's discuss the necessary features that should be provided to registered users

Account Section

Although the platform should not bind users to create an account in order to use the services, you can motivate users to create a profile by offering additional features. These features can be accessed under my account section. Let's check out these features and their uniqueness one by one:

Manage Ads: You can make it easy for users to create and publish ads on its platform, but these ads can only be managed if the user creates an account. Under the ads section, users can view all the ads created by them. They can preview these ads and even delete the expired ones.

Messages: You can also put an easy peer-to-peer communication tool for users to interact with each other. Using this, buyers can easily contact the seller and vice versa. All these messages are easily available under the messages section.

Settings: This section can include option to change contact details, password, and

even delete account if necessary.

Rather than incorporating several features, you should focus on basic features that are essential in creating a peer to peer connection between seller and buyer. This probably is one of the biggest reasons that would result in the success of your online marketplace

Product Listing

The screenshot shows a product listing interface. At the top, there is a search bar with the text "I'm looking for...", a dropdown menu currently set to "Beauty & Haircut", and a "Select City" button. Below the search bar, there are two tabs: "English (14)" and "Arabic (14)". On the left side, there is a "REFINE YOUR SEARCH" sidebar. It includes a "Clear All" button, a "CATEGORY" section with a minus sign, and a list of categories: Home, Need Teacher, Cars, Electronics Repairs, Transportation & Removals, Weddings & Parties, Beauty & Haircut (which is expanded to show "Beauty & Haircut Salon"), Tourism & Travel, Health & Sports, and Dress making. Below the categories is an "AD TYPE" section with a plus sign. The main content area displays three product listings. The first listing is for "Arabic Makeup Salon" with a photo of two women in traditional makeup, a description, a location of "New Delhi", and a user profile for "John Doe" who posted it "573 Days ago". The second listing is for "Bridal Beauty Salon" with a photo of a woman in a red and white headpiece, a description, a location of "Gurgaon", and a user profile for "John Doe" who posted it "573 Days ago". The third listing is for "Shanaya Haircut Salon" with a photo of a woman getting a haircut, a description, and a user profile for "John Doe" who posted it "573 Days ago".

Just like various eCommerce sites, you should also have a well-defined products listing page. you can also offer filters to buyers for streamlining the search.

- The products in the listing can be marked as Favorite which can be later viewed in the Favorites section.

- You can also provide a sorting option based on most recent ads and price.
- Your online marketplace should care for user experience which is why it should only showcases ads with descriptive photos. However, you can have a dedicated tab where buyers can also view ads without photographs.
- Search filters are one of the most important features for product discovery. This is why you need to incorporate advanced search filters to help people find right products.

Product page

The screenshot shows a product page for a white Ford Fiesta 2015. At the top, there is a search bar with the text "I'm looking for...", a dropdown menu for "Select Service Type", another dropdown menu for "Select City", and a "SEARCH" button. Below the search bar, the product title is "Vendo um Fista 2015 Branco" (Note: typo in image). To the right of the title are two buttons: "View Arabic Version" and "Unmark As Favorite". Below the title, it says "Posted On : 02 July 2016 Last Edited On : 21 July 2016 Visits : 206". The main image is a white Ford Fiesta sedan. To the right of the image is a sidebar with a user profile for "James Franklin", member since 03 July 2015, with contact number +5563992928110 and location New Delhi. Below the profile are "Send Message" and "Report Ad" buttons. Further down is a "Write A Review" section with a "Rating *" field (5 stars), a "Write A Review*" text area, and a "SUBMIT" button. At the bottom of the sidebar is a section titled "You May Like To View Ads :".

Unlike websites that rely heavily of feature driven product pages, you need to focus on providing relevant information to the users. This is why you product page should include options like:

- Product title
- Contact Us
- Price Contact details of seller
- Product image
- Product description
- Communication tool to contact seller

Favorites

As discussed earlier, you can incorporate a favorites feature in your website that allows users to bookmark products. This feature can be used to save classified listings to wish list. All the listings marked as favorite appear in this section.

- Any ad can be added to the favorite list.
- These ads get listed under the favorite tab.
- Searches can also be saved as favorites
- Favorite list can be accessed from the “Account” drop down.

Popular Search Phrases

Being an online marketplace driven by search, you can adopt a unique approach by providing a dedicated page of popular searches. This page should house all the popular search which can be sorted based on city as well as category.

Mobile Apps

With mobility coming to the forefront and smartphones becoming prime source of online shopping, it has become necessary for all online portals to have a mobile presence. With the same approach, you should also have a native mobile app for all major platforms making it easier for sellers and buyers to connect with each other on the go.

Ads for buying

Other than buying you should also provides sellers the option for posting an ad. This approach only caters to half of the market. This approach would bridge the gap between buyer and seller.

Estimated selling price

As this is a used items marketplace, there are no set guidelines of the price. Time and again, we have found that both sellers and buyers are unsure about what a reasonable price should be and very often the transaction value ends up being lower or higher. In that aspect you can have a dedicated tool that would use advanced algorithms to determine the tentative selling price of the item. This can be a great feature for your online classified clone website.

Product alerts

In order to increase user engagement, you can add an alert feature which notifies the buyer if the item they are looking for is available for sale.

Final Thoughts

OLX and Quikr are one of the most popular classified ads website in India. With the growing popularity of online shopping and ecommerce, this is the best time to start a clone website with advanced features. However, make sure you hire an experienced team of designers and developers for your classified site. Else it will have a difficult time competing with popular classified ads platforms.

Remember it's easy to build an online classified marketplace clone but far difficult to make it stand out of the competition without unique features.

