

## Farhad Divecha Speaks At Eye For Travel

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London,UK - Farhad Divecha speaks on 'The Next Big Thing In Search' at the Eye For Travel conference.

Farhad Divecha, Managing Director of AccuraCast spoke at The Eye For Travel conference on "the next big thing in search" where he put a spotlight on RSS Marketing and Mobile Search Marketing.

Really Simple Syndication (RSS) is a technology used to create XML feeds that provide information, data and even streaming media, which can be published anywhere on the World Wide Web by simply feeding the XML to another website that is syndicating the content. In his speech Farhad threw light on the growing number of Internet users subscribing to RSS feeds and how subtle advertising via these feeds might be the way of the future to develop a high conversion channel for some businesses.

Mobile search engine advertising, as the name suggests, gives mobile Internet users access to a business' products and services even when the users are not at their desk or on a wired network.

Speaking at the conference, Farhad Divecha said, "The growth in mobile Internet usage is very encouraging. This growth indicates a definite need for companies to ensure that their products and services are accessible to users browsing the Internet from a mobile phone or handheld device. Mobile SEO will be extremely important for businesses in the travel and entertainment industries."

AccuraCast is one of the only search engine marketing companies pioneering mobile search marketing in the UK. The extensive range of search engine optimisation and advertising services offered by them ensures that their clients always stay one step ahead of the competition. RSS and Mobile search marketing are just two examples of the Directors' continued quest to stay on top of the Internet marketing field.

About AccuraCast:

AccuraCast is London's leading search engine marketing agency, providing search engine optimisation, online advertising, email marketing and website development services to businesses throughout the UK and Europe. Based in North London, AccuraCast has successfully implemented bespoke search engine marketing campaigns for customers throughout the world, in more than 7 languages.

For further information please contact:

AccuraCast Limited  
Tel: 0870 277 1371  
Fax: 0871 240 7847  
Email: [pr@accuracast.com](mailto:pr@accuracast.com)  
Website: [www.accuracast.com](http://www.accuracast.com)

Farhad Divecha,  
Director,  
Accuracast,UK

Search Engine Optimization

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