

Meesho Algorithm – Product Ranking & Importance of Reviews

Meesho uses a **strict performance-based algorithm** to decide **product visibility, ranking, and order flow**.

Unlike other marketplaces, Meesho focuses heavily on **customer experience, product quality, and seller reliability**.

The algorithm promotes products that **deliver consistent satisfaction at the right price**.

How Meesho Product Ranking Algorithm Works

Meesho evaluates products using **real-time performance signals**:

1 Product Quality & Listing Accuracy

Meesho checks:

- Correct category mapping
- Accurate title & description
- Clear images
- Proper attributes

Wrong information or misleading listings **instantly reduce visibility**.

2 Price Competitiveness

Meesho is a **price-sensitive platform**.

Products priced correctly compared to competitors get:

- More impressions
 - Higher ranking
 - Better order flow
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3 Conversion Rate (CR)

Meesho strongly promotes products that:

- Convert views into orders
- Have low cancellation rates

High CR = More exposure.

4 Ratings & Reviews Impact

Meesho gives **very high weight** to reviews.

The algorithm tracks:

- Average rating
- Review count
- Review freshness
- Verified buyer feedback
- Return & complaint ratio

Products with **low ratings or negative reviews** lose ranking quickly.

5 Seller Performance Metrics

Meesho evaluates:

- Order acceptance rate
- Dispatch speed
- Return ratio
- Customer complaints

Poor seller performance **directly blocks visibility**.

★ Why Reviews Are Critical on Meesho

On Meesho, reviews are **decision-makers**.

- Buyers rely heavily on star ratings
- Higher ratings boost trust instantly
- Good reviews reduce returns & complaints
- Products with strong reviews get algorithm push

☞ **4★+ products get priority visibility**

How The Melfort Group Works with Meesho Algorithm

At **The Melfort Group**, we understand Meesho's **zero-tolerance quality model**. Our strategies are designed to **match Meesho's algorithmic expectations**.

◆ **Step 1: Listing & Quality Audit**

We review:

- Listing accuracy
- Image quality
- Category correctness
- Pricing gaps

Then we fix issues that **block ranking**.

◆ **Step 2: Controlled Product Discovery**

We help generate:

- Natural browsing traffic
- Genuine product interest
- Platform-friendly engagement

This improves **CTR and conversion signals**.

◆ **Step 3: Authentic Reviews & Rating Growth**

We focus on:

- Verified buyer feedback
- Multiple buyer profiles
- Natural review pacing
- Platform-safe patterns

This builds **trust and algorithm confidence**.

◆ **Step 4: Return & Cancellation Control**

We help reduce:

- Negative reviews
- Returns
- Complaints

Lower risk = Higher visibility on Meesho.

◆ Step 5: Sales Stabilization & Ranking Boost

We ensure:

- Consistent daily orders
- Stable rating growth
- Category-safe expansion

Meesho reads this as **reliable product performance**.
