

# NEW S L E T T E R

## SEPT 2015



DOES YOUR WEBSITE HAVE  
WHAT IT TAKES TO BE AMONG  
THE BEST? TOP RANKING  
FACTORS DEMYSTIFIED



ONLINE REVIEWS IMPACT  
MORE THAN HALF OF  
CONSUMERS BUYING  
DECISIONS: RECENT STUDY



TOP 15 SEARCH ENGINES UP-  
DATES FOR SEPTEMBER 2015  
THAT WILL MAKE YOUR DAY



GOOGLE NOW OFFICIALLY  
SHOWING TWEETS IN ITS  
DESKTOP SEARCH RESULTS

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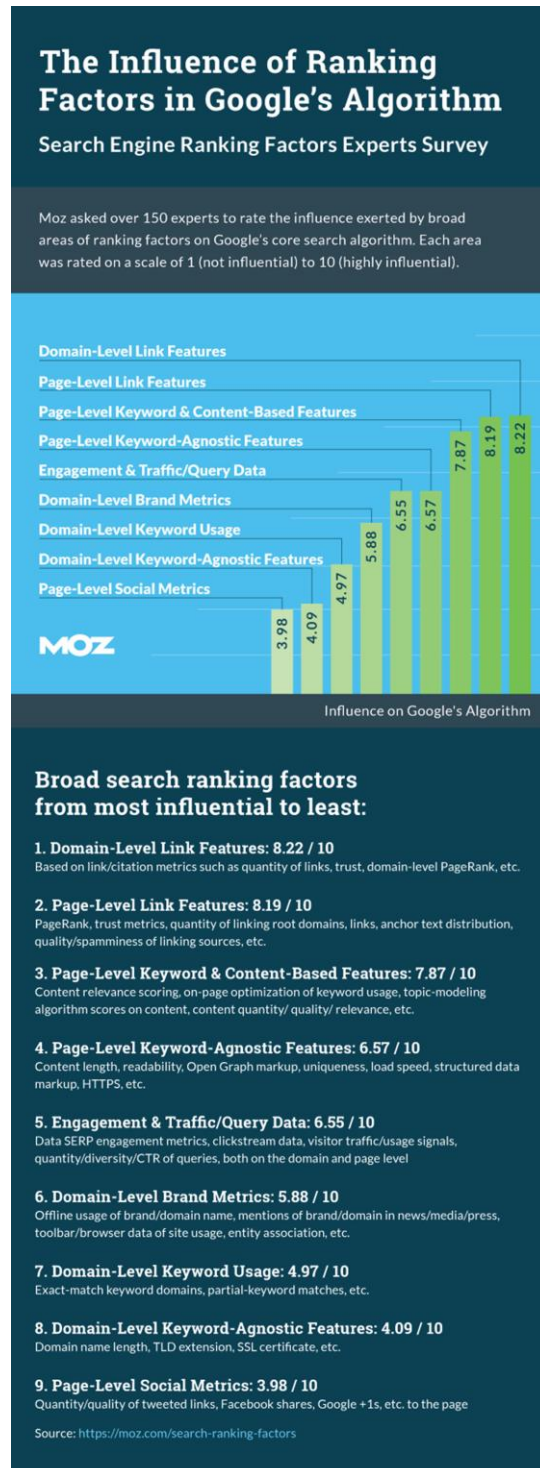
**NATIVE GMAIL ADS ARRIVE IN ADWORDS FOR ALL**

# 01

## DOES YOUR WEBSITE HAVE WHAT IT TAKES TO BE AMONG THE BEST? TOP RANKING FACTORS DEMYSTIFIED

The results of the precise survey on ranking factors of websites, conducted by two giants Moz and Searchmetrics are finally out. These industry tycoons had used the mammoth amount of data and took help of a panel of experts to come to a conclusion. With the help of enormous resources, they succeeded in pointing out the exact factors which influence the rankings for a website.

Below is the infographic by [Moz](#), illustrating the top ranking factors.



On the other hand, Searchmetrics defined the ranking factors in categories making it easier to understand and implement. The full study can be found [here](#). But if you are running out of time, we've clarified each point for you in short!

- **Technical:** It's still and will be the most important factor in determining the website ranking along with some great content.
- **User Experience:** If the website content is well structured and engaging, it will most likely receive a positive reaction from a user and also search engine bots, leading the website to achieve better rankings.
- **Content:** The study conducted on the content of top 30 pages last year shows that the average text limit exceeded by 25%. Also, the quality and relevancy of the content on websites has escalated significantly.
- **Social Signals:** Barring high correlations, there is an upward surge in average signal per URL and position.
- **Backlinks:** Backlinks remains a requisite to achieve higher ranks. But in near future, the influence of backlinks in improving website rankings may fade away and will be replaced by other relevant factors.

Here are some valuable tips to improve your website ranking from Searchmetrics -

- User-friendly and Relevant content will work wonders.
- Don't think about keywords; create useful content with impeccable quality.
- The content presented with solid facts and crafted around technical specifications will engage most of the audience. The copy and the design should complement each other and the whole structure should be well organized in order to provide the user a better experience.
- Assemble the topics as per their relevancy and decide whether you will list them on an individual page or on a landing page.

Understanding and Implementing the above tips and tactics can give your website and your business a much-awaited boost. But if you are not versed with the technical terms and like to invest your time and energy on something else, then we are here to help you. Contact us with your requirement and let our professionals do the work for you!

## ONLINE REVIEWS IMPACT MORE THAN HALF OF CONSUMERS BUYING DECISIONS: RECENT STUDY

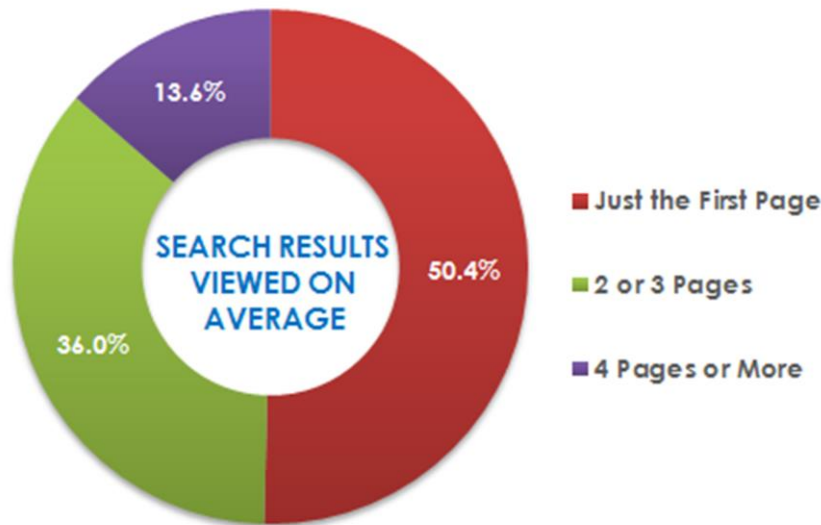
02

Google recently came out with some mind boggling revelations that it served more than 1 trillion search queries last year. If these stats are anything to by, it serves a reminder how much impact Google searches has on our day-to-day existence. Right from job hunting to shopping to eating out at a nearby restaurant, Google searches truly influence our purchase decisions.

To better summarize this influence; Google conducted a research survey on 1000 patrons to find out how the search giant and other major sites impact our buying decisions.

### DO CONSUMERS GO BEYOND GOOGLE PAGE 1?

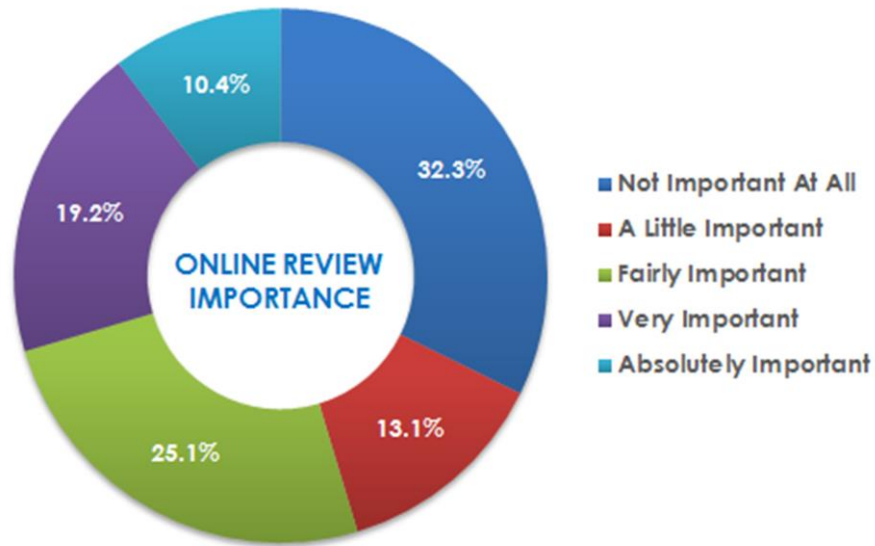
The study further went on to reveal that how much consumers neglected the search results beyond Page 1. So, how many pages were viewed, after going through page 1 results, gave a sneak peek about the perception of a particular brand's product or services.



According to the study, 36 out of 100 consumers went past the first two pages of the search results. On the contrary, the search data findings suggests that only 2 out 100 consumers blinked past beyond the top five search entries. Comparing both results, it's evident that the actual consumer response differs from the search based findings.

### ONLINE CUSTOMER FEEDBACK IS CRUCIAL

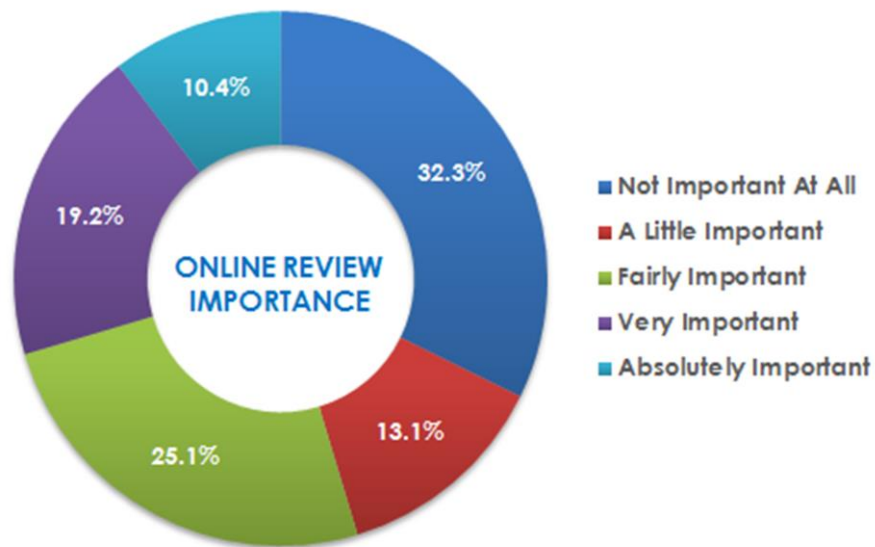
So, who do you turn to when contemplating to buy an electronic gadget, home appliances or even a four wheeler? When participating consumers were asked the same question that whether the online feedback does impact their buying decision? Take a look below.



The result further revealed that almost 68 out of 100 consumers look for an online review, before making a purchase. That means more than half of the consumers share the same opinion.

#### A NEGATIVE REVIEW IS ALL IT TAKES

So, what happens when you get a negative feedback about certain branded products or services?

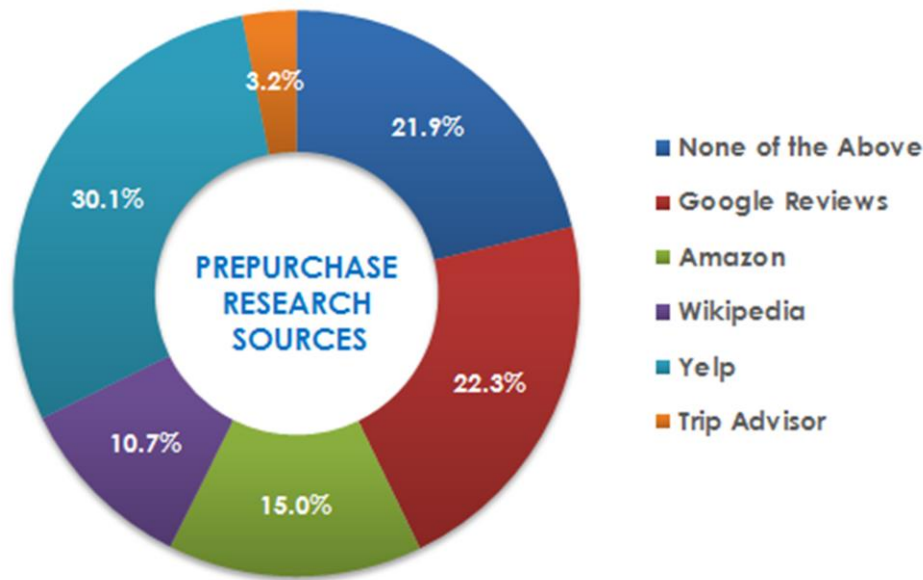


Well, the results showed that if there is one negative feedback, 22 out of 100 consumers get impacted negatively. If there are three negative comments then 60 out of 100 consumers feel negatively inclined about it as compared to four or more negatives, where 70 out of 100 consumers form a negative impression about the searched product or services.

#### MOST PREFERRED VISITING SITES BEFORE BUYING

So, which are the most preferred sites consumers visit before buying a purchase decision other than the No.1 ranked search engine?





The findings showed that Google+ Local reviews topped the charts followed by Amazon at No.2. The finding also revealed that consumers preferred Wikipedia more than Yelp or Trip Advisor, when searching for further information about a company.

### The Final Outcome

The study findings revealed that the online feedback plays a major role in the consumers buying habits. The stats further claim that the online buyers are hardly ready to beyond the first two pages of the search results.

Google+ Local coming out as the most favoured information gathering site, with more negative customer feedback generating product or a service negatively impacting the sales performance of that particular brand.

This brings to us a further conclusion that whatever online image you have of a brand, it will in turn positively or negatively impact the buyer's perception of a particular brands product or services. And this will further be the determining factor impacting the profit margins of the company.

### So how do you filter negative reviews and push more positive reviews?

We have a solution for you. Introducing our Review Widget, which will give you a chance to get more positive reviews on Google and Yelp for your business. This will help not only your Local SEO efforts but also attract new business. The best part is, you can filter negative reviews from the back end. So if someone leaves a positive review, you request them to post the review on Google or Yelp. If the review is negative, we don't ask them to post the review to third party sites and handle the customer in a way that it does not become a bigger issue.

If you like, we would be happy to give you a demo of our Review Widget so that you know how it works and its features. Contact our Sales team at 888-736-0541 Toll Free for assistance.

# 03

## LATEST ON THE MOVE FROM LOCAL 7 PACK TO 3 PACK IN GOOGLE

Google's new 3 pack curtailed look may have surprised some local businesses as such, but it isn't surprising that the initiative is an indirect Advertisement to promote Google's own premium Advertising service "AdWords". The move serves a further notice to local businesses to get prominently listed on Google My Business (for better local rankings) or else perish (won't even feature in the local search results).

This further means that the new local search display may show up some surprising results. Here are some mismatching results for some local search queries.

- A search query for local businesses, which earlier showed up for "auto repair" may less likely show up for "transmission repair".
- A local dentist search, which earlier showed up for "dentist" may less likely show up for an "emergency dentist" or "pediatric dentist".
- And the local landscaper that topped the ranking for "landscaping" may less likely to top the "patios" search query, to list a few.

All these search facts clearly explain Google's monogamous attitude to rake in some moolah by serving indirect notification to the local businesses to sign up with its premium advertising service.

Further, Brian Barwig has pointed out and confirmed the mismatched search results pertaining to some search results. In short, you need to be an online specialist to hold on to your previous local search rankings but that certainly isn't a surety that you will rank for every relevant term.

### Here are a few points to think through –

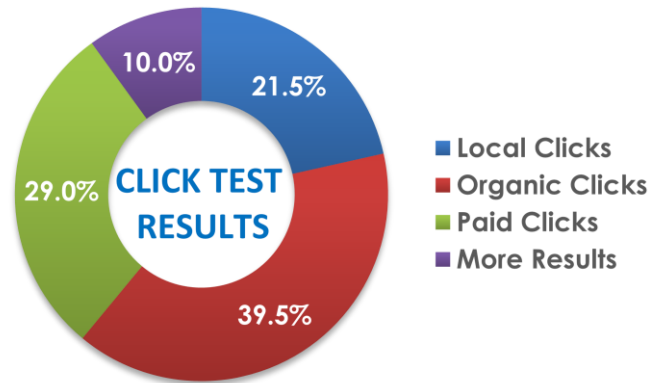
1. Few consumers searched for niche terms, which generally attract quality traffic and lead generation. But those, who didn't were clueless
2. Those who previously ranked in top 7, currently, missed out in the top 3
3. Less competition means easy to rank
4. Specific term ranking is easier than for many
5. Optimizing your given web page is easier for some special category ( one or two) than many
6. Focusing towards one Specialized re-branding is easier than for many
7. Renaming your business will ensure more clicks, which is further confirmed by Darren Shaw that it can influence rankings
8. Businesses with keywords in their business name ranked well by Google. Hasn't Google followed through as it did over 8 months ago by scrapping descriptors from business names? This is due to the fact that the name probably helps Google segment better. Which is why search related to "ABC Transmission Repair" may show up for "transmission" related terms, than for "auto repair"
9. You show up in more cities or even in statewide search terms, but few local competitors mean Google will fill up the 3 pack with only relevant entries
10. Ranking ahead is getting quicker but that doesn't mean that your local SEO can pull it off at one go or wait to probably rank for some specialized category such as doctor, banker or even a stock broker
11. It's easier now to create concentrated and better "city pages"
12. SEO will have a great time ahead
13. You can later extend your target audience
14. In case, you missed out on the 3 pack keyword ranking than don't worry organic rankings and AdWords can be of great help
15. The way things have been going and if you don't rank well in 3 pack rankings then just pay up to get in



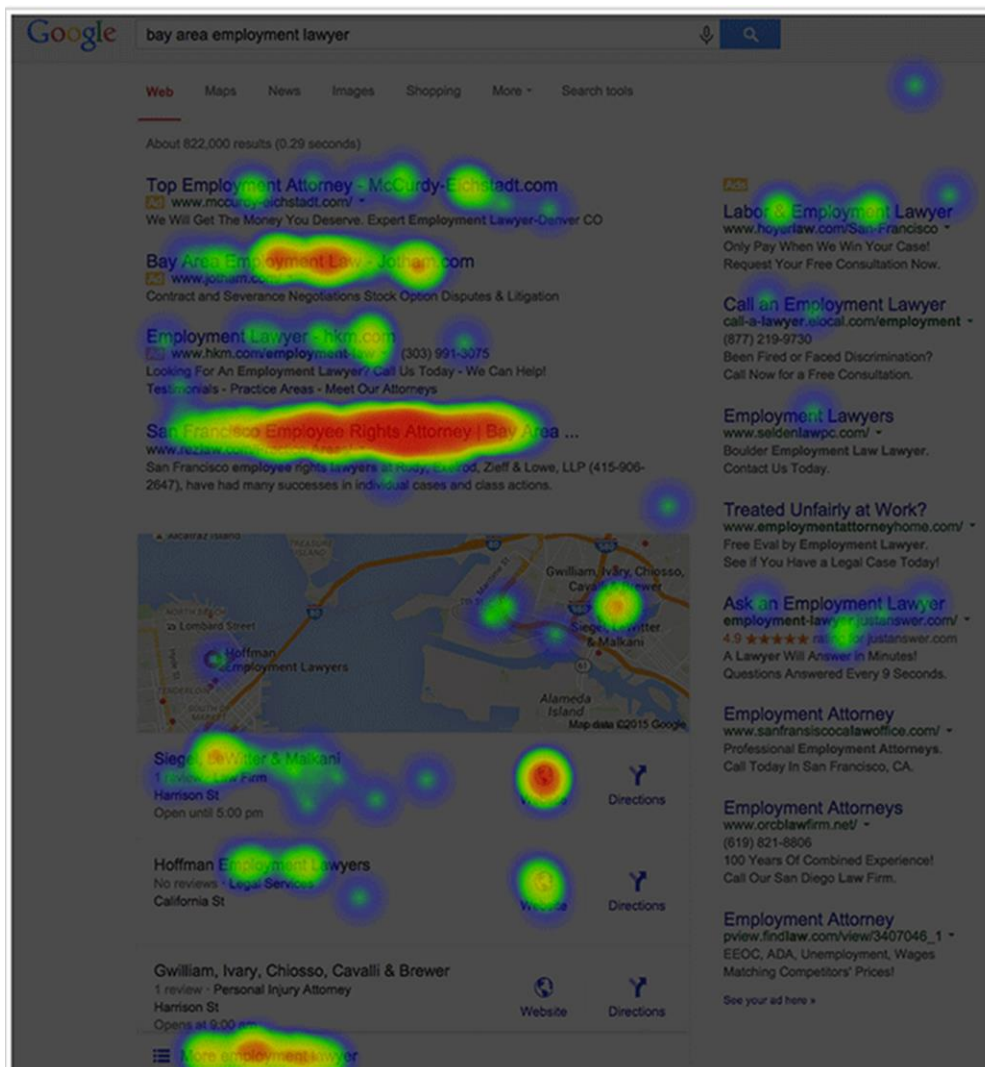
In short, if you are feeling left out from the current 3 pack display then just specializing for a particular niche category may or may not work for you. And if you do consider the option then it may make your life a bit easier at least the industry experts have that opinion.

Before that, you can also do well to further go through the click through research published on JurisDigital [blog](#) by Casey Meraz to form a final opinion on the current 3-pack for local display.

The study results favored Organic results with 39.5% as the clear No.1 which included 6% of local clicks.



See the click through data with an eye tracking heat map with the new 3-pack as below –

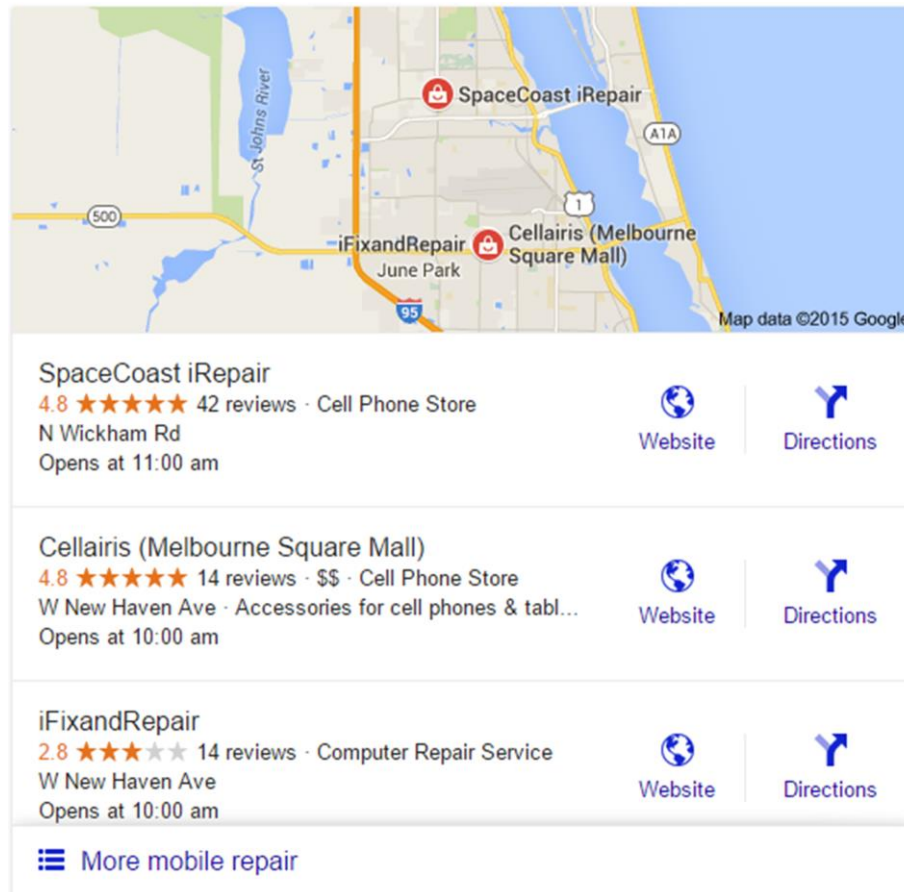


This data throws some more light on the change in the local search behavior as such, which needs to be further analyzed before attempting to make a move in the right direction.

## TOP 15 SEARCH ENGINES UPDATES FOR SEPTEMBER 2015 THAT WILL MAKE YOUR DAY

04

- Google has introduced a new local pack which displays only 3 results instead of 7 with minimal information, excluding the mandates like phone numbers or street addresses which were earlier visible in the 7 pack.



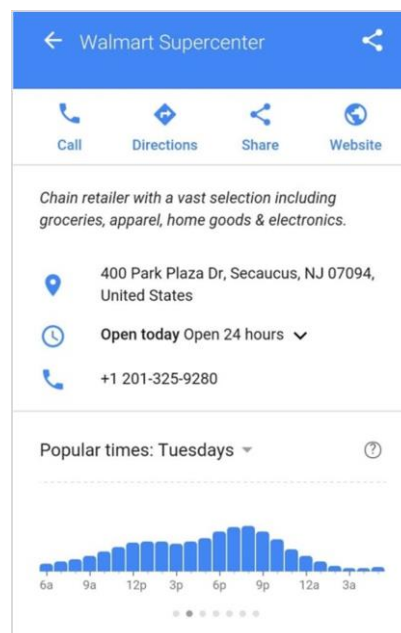
- Google has made it easy to file a complaint against marketers who are violating its guidelines. You can simply use [this URL](#) to file your complaint. You can navigate to Contact Us button (top right) > Email > Complaint about a Partner.

What does your issue relate to? \*

Select one

- AdWords Promotional Offers
- Certification & Exams
- Complaint About a Partner
- Individual Signup & Account Management
- Marketing Events
- Google Partner Search
- My company's Partner status/badge
- Other

3. Google Maps changes its manual verification process for businesses. You will now no longer be able to call the Google Maps team and have them manually verify your business over the phone. You'll be instead directed to the normal [verification methods](#).
4. A long tail search indicates that a customer is close to a point-of-purchase; hence it creates excellent opportunities for local businesses. Here is the complete [study](#) from BrightLocal.
5. Now business listings will show verification check-marks in Google maps.
6. Bing started showing reviews in its results exactly when Yahoo stopped it. Coincidence? Maybe!
7. Google will not force a new user to make Google+ account to sign up for Google services. \*Sigh. Here is the [official statement](#) from Bradley Horowitz – “We want to formally retire the notion that a Google+ membership is required for anything at Google... other than using Google+ itself.”
8. Google will take down unverified and inactive plus pages associated with business listings. So make sure to get your business pages verified and keep them active by sharing content regularly.
9. Google has introduced a feature that will inform you about the peak time of the business so you can avoid the rush. But many have doubts about the usefulness of this update.




10. Updating a new address in Google Maps can be tricky especially while displaying driving directions. To understand why this happens and how to fix it, you can simply refer this [guide](#).
11. Google is testing out a new feature that will connect people who are looking for home service professionals in their area.

### Qualified plumbers serving San Francisco


Connect with trusted and experienced professionals in your area ▾

Sponsored ⓘ




**Rooter Strong**  
4.3 ★★★★★ · San Francisco

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**Whistle Plumbing**  
4.0 ★★★★★ · Daly City

(415) 997-0611



**Magic Plumbing**  
4.5 ★★★★★ · San Francisco



(415) 997-0639






[More plumbers](#)




12. Expect more accurate maps in coming days, as Google Mapmaker makes a comeback in few countries which includes the U.S. They are also expanding their map making team and will also take the help of volunteers.
13. If you have businesses in multiple locations and struggling to setup correct addresses on your local Facebook pages, [this](#) is what you need to read.
14. Searchers will still go for organic results rather than the newly introduced local pack by Google. This is as per the recent [study](#) by Nifty Marketing. However, with the new local packs lacking much information than earlier, it's difficult to tell how this will play out.
15. Google has now started listing amenities in its knowledge graph for hotels.

[View more rates](#)


#### Amenities

 Free Wi-Fi
  Free breakfast
  Accessible facilities

 Laundry service
  Business center
  Pets allowed

[View more amenities](#)

#### Review summary



4.2  
★★★★☆  
21 reviews

[Write a review](#)

# 05

## GOOGLE NOW OFFICIALLY SHOWING TWEETS IN ITS DESKTOP SEARCH RESULTS

The next time, when you do some Google search and find "tweets" being displayed as part of the search entries, don't be surprised because Google has now expanded its search by including Twitter content as part of the organic desktop search results.

Google has even officially confirmed this development on Twitter handle and recently in an [updated post](#) on the Google blog post.



This move by Google was seen as coming, after it started experimenting with tweets on Google's desktop search results. This was a natural progression, since Google in May this year, already had begun showing [Tweets in mobile's](#) SERP. After the official confirmation, Google has made this feature live for all English desktop searches globally.

And just like the mobile's SERP, Google will now be showing tweets in a carousel in the main column of the organic search results. These search tweets will show up, when Google finds them relevant and rank-able to the searched content. Also, Users don't need to have a Twitter account to see or click on them. Google further denied any involvement of advertisement behind this move and claimed it's a continuous evolving process and will go on improving.

## FACEBOOK ROLLS OUT TWO EXCLUSIVE UPDATES

06

As you know, Facebook is already a well-known social platform for introducing new useful stuffs to expand its capabilities. Now they have come up with 2 new exclusive updates –

1. FACEBOOK GIVES PAGE ADMINS A QUICK VIEW OF REACH & CLICK STATS
2. FACEBOOK INTRODUCING B2B TARGETING ON ADS

### FACEBOOK GIVES PAGE ADMINS QUICK VIEW OF REACH & CLICK STATS

Facebook makes it easy for users monitoring the performance of a Post by letting them see the results just beneath of the post itself.



Though users can view the detailed report in the Insight section, the new update has already turned out to be handy as the post displays the accurate data in terms of reach and clicks on the timeline. So a user doesn't have to dig more into the analytics to collect the data and would be able to have them in hand by just a quick glance over the posts.



## FACEBOOK INTRODUCING B2B TARGETING ON ADS

Finally, Facebook is going to add B2B targeting to its ad features and hopefully soon B2B marketers can experiment the same targeting options that they used to get in the so called business social profile LinkedIn. Even though LinkedIn platform is very expensive, earlier users had to choose LinkedIn as their first choice to outreach their business goals. Now that seems to be changed with the launch of Facebook B2B targeting.

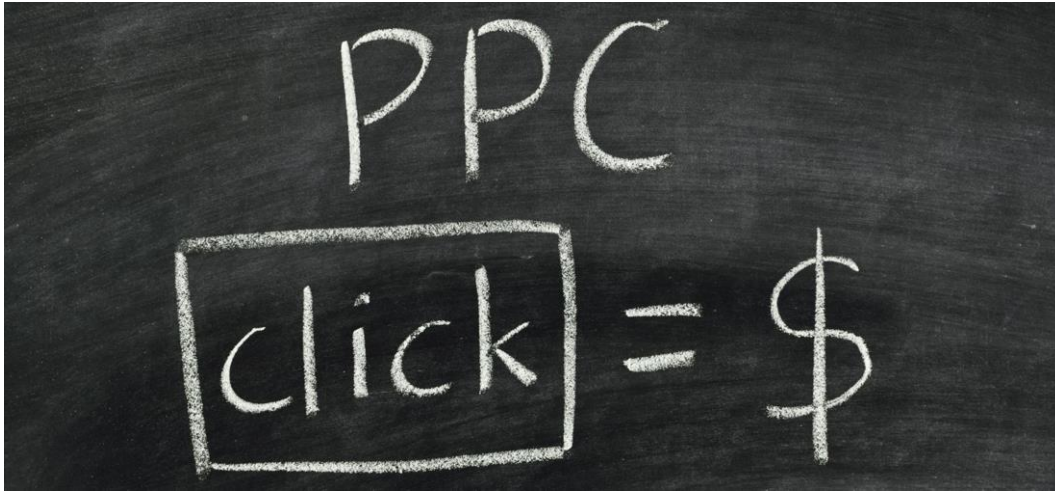
Facebook advertisers can target by industry (outside of industry targeting found under More Demographics), seniority, and company sizes by way of third party data provider, Datalogix.

The screenshot displays the Facebook Ads targeting interface. On the left, there are three main sections: **Behaviors**, **Connections**, and **Interests**. The **Behaviors** section is expanded, showing a search bar with 'Search behaviors' and a 'Browse' button. Below the search bar, a dropdown menu is open, showing 'B2B' as the selected category. Under 'B2B', there are several sub-categories: 'Company size', 'Industry', 'Seniority', 'Charitable donations', 'Digital activities', and 'Expats'. The **Interests** section shows a search bar with 'Business and industry > Online' and a list of interests: 'Digital marketing', 'Display advertising', 'Email marketing', 'Online advertising', and 'Social media marketing'. Below the list are 'Search interests', 'Suggestions', and 'Browse' buttons. The **Connections** section shows a search bar with 'Facebook Pages' and a 'Browse' button. On the right side, the **Audience Definition** section is visible. It features a gauge with a needle pointing to 'Specific' (labeled 'Your audience is defined.') and 'Broad'. Below the gauge, the **Audience Details** are listed: Location: United States; Interests: Digital marketing, Display advertising, Email marketing, Online advertising or Social media marketing; Behaviors: Executive/C-Suite; Age: 30 - 63. At the bottom, the **Potential Reach** is shown as 320,000 people.

The main advantage of Facebook targeting is the ability to mashup both personal and professional targeting attributes. Let us wait and see how much this is going to affect LinkedIn Platform.

## 07

## NATIVE GMAIL ADS ARRIVE IN ADWORDS FOR ALL



Email is a big part of our everyday routines as a go-to place for staying in touch with family, friends and colleagues. It's also a great way to get the latest updates from our favorite brands, whether we're hearing about a huge weekend sale, getting deals on vacation packages, or learning about a new cutting-edge product. Starting today, these native Gmail ads are now available for all advertisers directly in AdWords.

### Rich and interactive ad formats

As we've developed Gmail ads, we've tested various formats to see what users find most engaging. One improvement we've made is to remove standard text ads from Gmail and show fewer, higher-quality native ads that integrate more seamlessly with the inbox experience.

With today's announcement, advertisers can manage native Gmail ads right in AdWords by setting up a Display Network campaign and creating a Gmail ads format in the Ad gallery. The ad has two main parts:

- The collapsed ad that users initially see that matches the look and feel of the Gmail inbox. Users can click on this to expand it and get more details.
- The expanded ad unit is triggered by a click on the collapsed ad. This is a full-page native ad that recreates the informational and visual richness of a landing page. After users click to expand, any subsequent clicks on your content are free, including clicks to save the ad to your inbox or forward it to others.

Advertisers can choose from several customizable Gmail ads templates for the expanded ad unit. They can feature a single image, highlight a promotion that combines an image with a description and call-to-action button, or showcase multiple products at once. The custom HTML format offers the greatest amount of flexibility in how you configure your assets and allows you to create an even richer ad experience by including videos, forms, phone numbers, and multiple links and calls-to-action.

### Reach your audience with advanced display targeting

You can use most of the display targeting options you're already familiar with like keywords, affinity audiences, demographics, and topics. For example, a sports apparel advertiser could select relevant topics like "Fitness" and "Sporting Goods" or reach people in the "Health & Fitness Buffs" or "Running Enthusiasts" affinity audiences.

As Gmail ads have evolved, Google has continued to give users the ability to actively control the types of ads they see. As with other Google ads, users can manage their ad settings to remove unwanted ads from specific advertisers. They can also opt out of interest-based ads entirely.