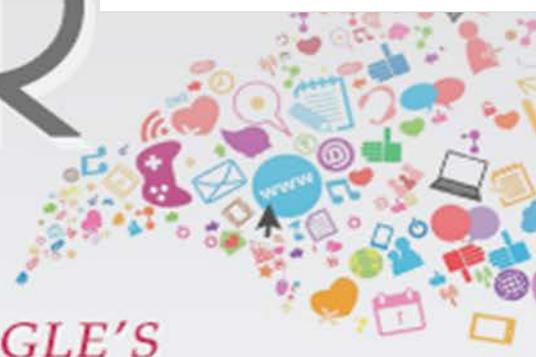


NEWSLETTER

APRIL 2015



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HOW BIG IS GOOGLE'S MOBILE-FRIENDLY UPDATE?

Google's Zineb Ait Bahajji from the Webmaster Trends team was quoted as saying at SMX Munich this morning that the upcoming [mobile-friendly ranking algorithm](#) that will launch on April 21st will have more of an impact on Google's search results than the Google Panda and Penguin update did.

Google did say when they announced the mobile-friendly ranking algorithm that this would have a "significant impact" on the mobile search results. This is the key, it is only impacting the mobile results and even so, it will have more of an impact than Panda or Penguin.

Zineb from Google did not specifically release a percentage of queries impacted. It is also believed that about 50% of all searches done on Google are on mobile devices.

The big takeaway from this is that if your site is not mobile-friendly, get to work now on it. If more than 40% of your traffic from Google comes from mobile devices, it sounds like if you are not mobile-friendly that virtually all of that traffic from mobile is at huge risk.

We also noticed that most of the top 10 mobile search results are Local listings or Informative websites. This makes it even more important to have proper local listings for your business on top local directories and review sites.

We are also pleased to announce that the SERP Tracking App within the Dashboard will now also be able to track Google Mobile Rankings. Here's a sneak peek into the dashboard.



In addition, we can also track non client website URLs. For example you have created a Yelp listing for client and it ranks instead of client website. We can track that. No other ranking software has this feature.

Below are the sources we track –



If you need any help in developing Google recognized mobile friendly websites, kindly get in touch with us.

We have been offering Google mobile friendly websites for more than 2 years. And, almost 100% of the websites we have developed are acknowledged by Google as “Mobile-friendly”.

Here are the top features of our Google Mobile Friendly website -

1. Responsive website recognized by Google as mobile friendly.
2. Click-to-Call, Click-to-Email and Click-to-Text features.

Advanced mobile lead tracking and analytics.

GOOGLE DOORWAY PAGES ALGORITHM & GUIDELINES UPDATED

Google [announced](#) they have updated their ranking algorithm to detect a larger and better set of doorway pages and thus wipe them out of the search results, as to improve search quality within Google's search results.

Google's Brian White said:

“Over time, we've seen sites try to maximize their “search footprint” without adding clear, unique value. These doorway campaigns manifest themselves as pages on a site, as a number of domains, or a combination thereof. To improve the quality of search results for our users, we'll soon launch a ranking adjustment to better address these types of pages. Sites with large and well-established doorway campaigns might see a broad impact from this change.”

We haven't noticed many complaints about doorway pages ranking well in Google. But I guess they were for Google to improve their algorithm for that.

Google quietly updated their doorway pages [guidelines page](#). Now it reads –

Doorways are sites or pages created to rank highly for specific search queries. They are bad for users because they can lead to multiple similar pages in user search results, where each result ends up taking the user to essentially the same destination. They can also lead users to intermediate pages that are not as useful as the final destination.

Here are some examples of doorways:

- Having multiple domain names or pages targeted at specific regions or cities that funnel users to one page
- Pages generated to funnel visitors into the actual usable or relevant portion of your site(s)
- Substantially similar pages that are closer to search results than a clearly defined, browseable hierarchy

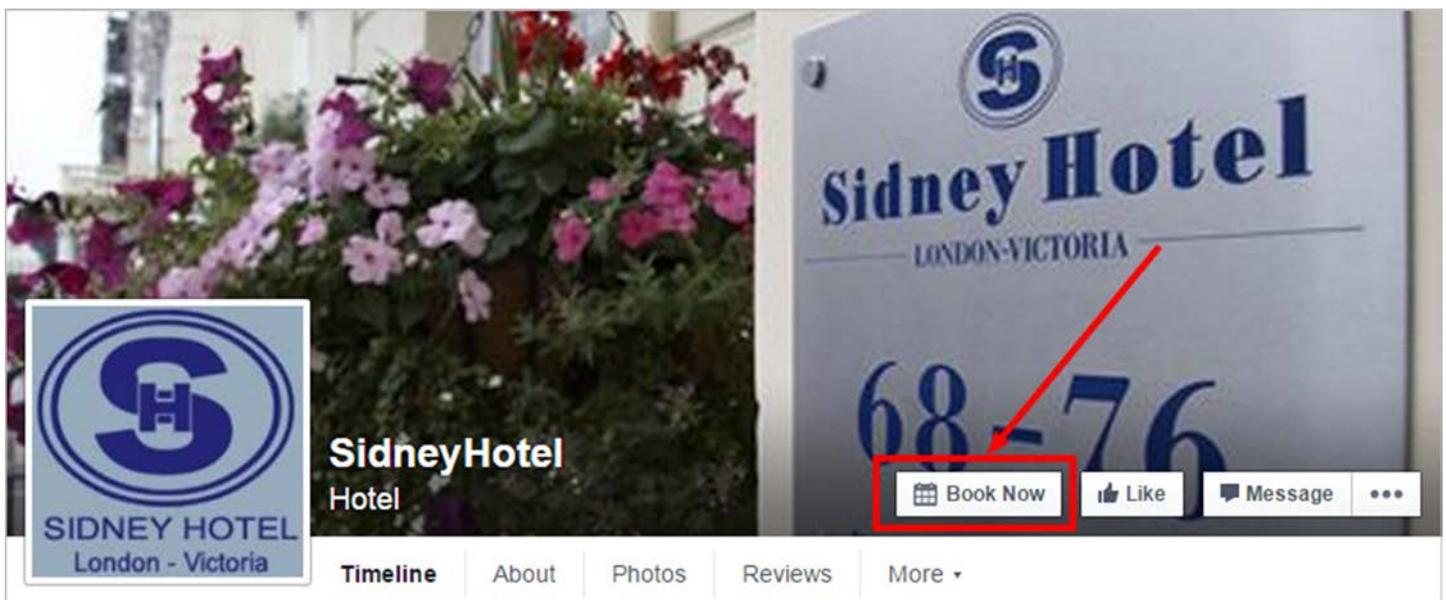
How do you know if your web pages are classified as a “doorway page?” Google said asked yourself these questions:

- Is the purpose to optimize for search engines and funnel visitors into the actual usable or relevant portion of your site, or are they an integral part of your site's user experience?
- Are the pages intended to rank on generic terms yet the content presented on the page is very specific?
- Do the pages duplicate useful aggregations of items (locations, products, etc.) that already exist on the site for the purpose of capturing more search traffic?
- Are these pages made solely for drawing affiliate traffic and sending users along without creating unique value in content or functionality?
- Do these pages exist as an “island?” Are they difficult or impossible to navigate to from other parts of your site? Are links to such pages from other pages within the site or network of sites created just for search engines?

FACEBOOK INTRODUCES CALL TO ACTION BUTTON ON PAGES

Why Facebook still remains at the top position and becomes unbeatable? No wonder, this is because of their amazing capability of coming up with many impressive and handy updates for the users. The Call-To-Action button- Facebook's recent update was certainly a key for brands and businesses to drive more traffic through their Fanpage.

Here's what the Facebook Call-to-Action button looks like –



In total, there are 7 Call-to-Action buttons available for users.

- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video

Only the page Admins can add a specific CTA button to the page as per their choice and it's anytime editable and can be deleted by just hovering over the button and selecting "Edit call-to-action" or "Delete call-to-action". Facebook will also show how many people have clicked the button next to the cover image.

Haven't you added a CTA button on your business page yet? If not, then don't be late to add one on your Fanpage as it could drag the users to a surface where they want. It is indeed a useful option for all the businesses as they can drive people from Facebook to take actions.

ADWORDS TO REQUIRE VERIFICATION FOR CALL AND LOCATION EXTENSION PHONE NUMBERS



If you've checked the new call-only campaigns in AdWords, you've probably noticed the phone verification piece to prove the phone number is associated with the business that's advertising. Google has announced that verification will also be rolling out to all call and location extension phone numbers starting in June 2015.

Phone numbers that haven't been approved will be listed as "Unverified" or "Unverified phone" in the Ad extensions tab.

To get phone numbers verified, you'll need to take one of these steps.

- Have the phone number being used in the extension listed on the website (in text)
- Link your AdWords and Google Webmaster Tools accounts.
- Add your AdWords conversion code snippet to the landing page in your ad.

Note: If you're using 3rd party call tracking you can still use options 2 and 3 to verify your numbers. If applicable, your account team may update your account's verification status on your behalf.

If your phone numbers aren't verified, your ads will be disapproved. Again, this goes into effect June 2015.