

NEWSLETTER

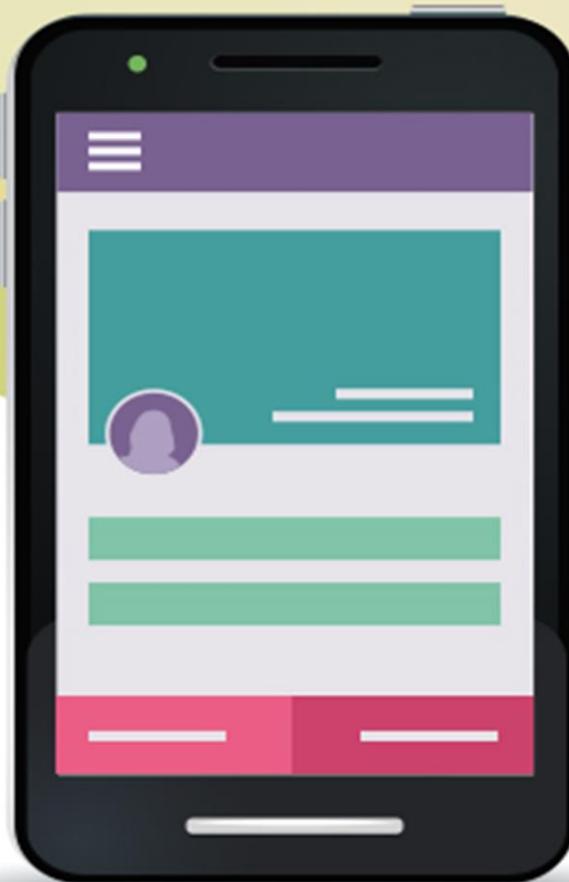
MAY 2015

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**GOOGLE'S MOBILE UPDATE
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#TAGS AND MUSIC CHANNEL**

01

GOOGLE'S MOBILE UPDATE SLOWLY ROLLING OUT

Google [announced](#) that their Mobile Update went live, as promised, on April 21st. Those of us watching at that time were left ...well disillusioned with the lack of a dramatic or even in some case a noticeable change in mobile traffic.

Google's John Mueller confirmed on Friday, April 24th in a Google Hangout video that the update had begun to be released:



As of May 1st, Google announced that the Mobile update had been completely rolled out to all of its data centers. We know that a lot of industries did not experience the type of fluctuations that were promised. However, there were many that saw a dramatic shift, including many big brands. To read more about that see Graham Charlton's report [here](#).

If this update is news to you then please see our previous coverage to get caught up on the facts and learn what it takes to get the Mobile Friendly tag for your site. Here are a few quick facts to remember about this update:

- It only affects search rankings on mobile devices.
- It will affect search results in all languages globally.
- It will be applied to individual pages, not entire websites.
- The algorithm runs in real-time, so you won't have to wait for a refresh.

Again, 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 -

- Responsive website recognized by Google as mobile friendly.
- Click-to-Call, Click-to-Email and Click-to-Text features.
- Advanced mobile lead tracking and analytics.

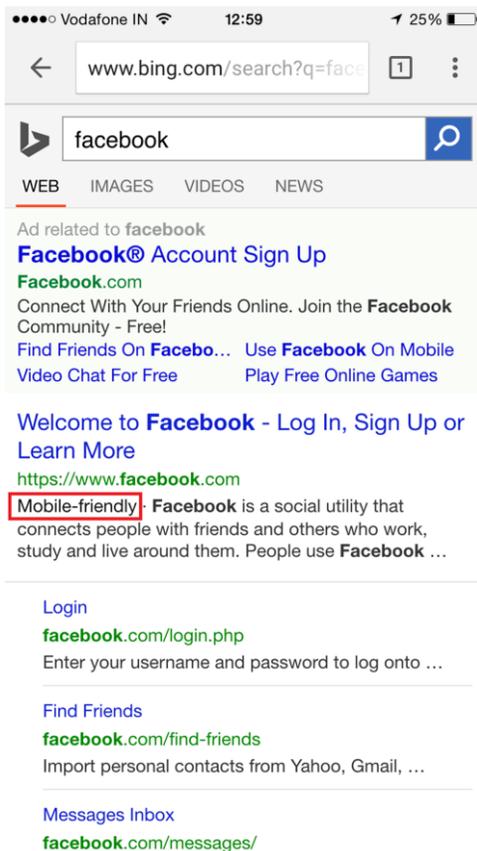
BING TO RANK MOBILE FRIENDLY WEB PAGES BETTER

Bing [announced](#) they will be launching their own version of a mobile friendly algorithm in the upcoming months for the Bing mobile search results.

This is similar to [Google's mobile friendly algorithm](#) in so many ways but in Bing's case, they won't be giving a date with this announcement and they are saying relevancy, no matter what, will always be more important than if a site renders nicely on mobile devices.

Here are some details:

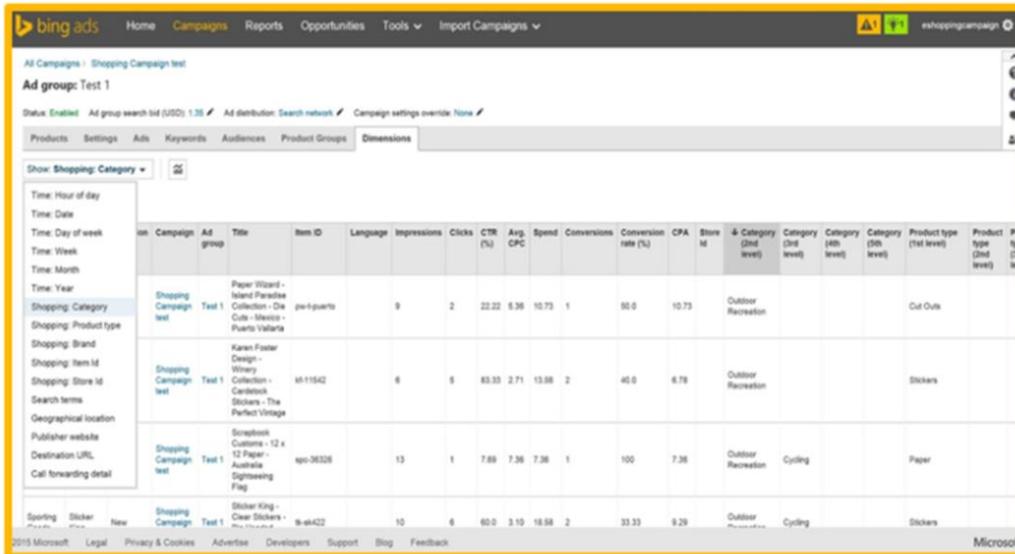
- The Bing mobile friendly algorithm will launch in the upcoming months, we don't know when, but they promised to give us a date prior to launching it.
- It looks at UX (user experience) on mobile devices like Google's algorithm does, so make sure your site works well on mobile.
- If you have the mobile friendly label on Bing mobile, you are set:



The screenshot shows a mobile browser interface with the following content:

- Address bar: www.bing.com/search?q=facebook
- Search bar:
- Navigation tabs: WEB, IMAGES, VIDEOS, NEWS
- Ad related to facebook: **Facebook® Account Sign Up**, Facebook.com, Connect With Your Friends Online. Join the Facebook Community - Free!
- Search result: **Welcome to Facebook - Log In, Sign Up or Learn More**, <https://www.facebook.com>
- Snippet: **Mobile-friendly** Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook ...
- Links: [Login](#) (facebook.com/login.php), [Find Friends](#) (facebook.com/find-friends), [Messages Inbox](#) (facebook.com/messages/)

- A new tool will be coming out from Bing also to tell you if you are mobile friendly or not, and if not, how to get mobile friendly.
- It seems Bing and Google care about the same UX aspects when it comes to mobile friendly.
- Sites that do not render on mobile devices will suffer (i.e. fully Flash sites).
- It is on/off, you are either mobile friendly or not.
- It is real time, so as soon as BingBot crawls the page, it will be picked up.
- Bing wants to communicate that this will NOT be a geddon, it will be rolled out with a lot of communication and feedback from the webmasters. So give them feedback at [Bing Listens](#).



The screenshot shows the Bing Ads interface for a Shopping Campaign. The main table displays performance metrics for several products, including impressions, clicks, CTR, Avg. CPC, Speed, Conversions, Conversion rate, CPA, Store ID, and various category and product type levels.

Time: Hour of day	Time: Date	Time: Day of week	Time: Week	Time: Month	Time: Year	Shopping: Category	Shopping: Product type	Shopping: Brand	Shopping: Item Id	Shopping: Store Id	Search terms	Geographical location	Publisher website	Destination URL	Call forwarding detail
						Shopping Campaign test			Paper Wizard - Island Paradise Collection - Die Cuts - Matsis - Puerto Vallarta						
						Shopping Campaign test			Karen Foster Design - Winery Collection - Capriello Stickers - The Perfect Vintage						
						Shopping Campaign test			Scratchbook Customs - 12 x 12 Paper - Australia Digressing Flip						
						Shopping Campaign test			Sticker King - Clear Stickers - The Perfect Vintage						

Bing Ads is now testing the waters with the Shopping Campaigns. The team announced that the beta round of Shopping Campaigns is rolling out now.

Campaign organization, prioritization and the ability to see the product catalog in the interface flows from AdWords Shopping Campaigns.

A nice feature in Bing Ads, however, is in the reporting from the Dimensions tab. A set of Shopping-specific dimensions make it easy to view and sort performance by specific Category and Product Type levels as well as by Brand, Item Id or Store Id.

Additionally, there is competitive benchmark and other reporting data specific to Shopping Campaigns to help advertisers optimize campaign performance.

As with other AdWords campaigns, advertisers can import Google Shopping Campaigns into Bing Ads. There is also API support; the Microsoft Developer Network site has more on that.

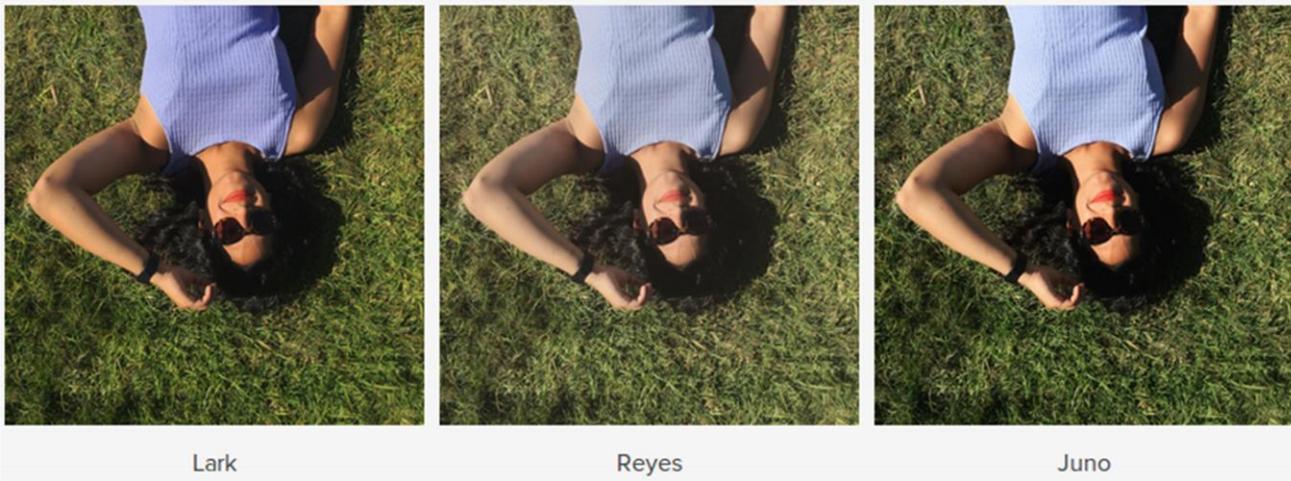
If you want to get in on the beta, you'll have to have a dedicated account rep at this point. The program is expected to open up to more advertisers this summer.

INSTA'S NEW FILTERS, EMOJI #TAGS AND MUSIC CHANNEL

Instagram is one of the top notch social media platform which still thrives to step ahead of its competitors. The growth of Instagram is remarkable as it already has gotten more than 300 million users since it launched four years ago. We could say that Instagram has added more meaning to the quote “images speak louder than words”. The reason behind the successful journey of Instagram is not only because of its an image sharing site, but also making those images more appealing with its tools.

To add with Instagram's last launch of 5 amazing filters in December, they have come up with **3 new filters** for the users. The names are respectively followed as “**Lark**”, “**Reyes**” and “**Juno**”. These 3 filters can enhance your images by adjusting the brightness and color. To know more specific about the filters, read below.

- **Lark**- It desaturates reds while punching up blues and greens to bring your landscapes to life.
- **Reyes**- It would bring a dusty, vintage look to your moments.
- **Juno**- This feature tints cool tones green while making warm tones pop and whites glow for vibrant photos of people.



Another interesting update which took place is the introduction of **emoji hashtags** and their new **@music** channel. we use emoji to communicate emotions and feelings in ways that anyone can understand, regardless of language or background. With emoji hashtags, you can discover even more by adding them to your own photos and videos, searching them on the Explore page and tapping on them when you see them in captions.

The **@music** channel is all about helping the users to explore music around the globe. This feature would show the users with different side of artists they know and love.

As instagram is bringing new things more frequently, marketers would find this social channel more useful in the upcoming days. #StayTuned!