

# RECENT NEWS

FEBRUARY 2016

MOBILE FRIENDLY  
WEBSITE



FULLY  
responsive  
webdesign.

WHY IS EVERYBODY SUDDENLY TALKING  
ABOUT THIS NEW APP - PEACH



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# 1 TOP 15 RECENT UPDATES IN LOCAL SEARCH – FEB, 2016

1. **Google has launched a pilot program that feeds information into the local knowledge panel via the Schema encoding on the brand website for *multi-location businesses*.** Google is recommending JSON-LD to code schema on the website & marking up everything.
2. This month, **Bing was spotted testing an expanded carousel on its search results.** A search result for a local search on dentists was showing a carousel of medical providers & a click on them redirected us to a page of results about that person. Also, it was good to see that the local pack shrank when the carousel appeared, thus making it easier for the users to browse. But as of now, it is limited to medical providers as search for other professionals like attorneys & engineers were showing normal results. So maybe Bing will roll out the full version of this new feature in the near future.

## Carousel Results

The screenshot shows a Google search for "dentists fairfield". The results include a carousel of five dentist profiles:

- Dr. Rashmi Bajoria**, General dentistry, (707) 429 - 4000, 1600 Travis Blvd, Fairfield, CA 94533
- Dr. Kevin Steven Adair**, Dentist, (707) 863 - 9950, 5041 Business Center ...
- Dr. Julius Mosley**, General dentistry, (707) 421 - 2161, 2750 N Texas St Suite 340, Fairfield, CA 94533
- Dr. Jacquelyn Noreen Averett**, General dentistry, ★★★★★ (5/5), (707) 426 - 2263, 550 Webster St Suite A...
- Dr. Oladir Sorunke**, General dentistry, (707) 422 - 2317, 1710 Pennsy Suite A, Fair...

Below the carousel, there are ads for "Fairfield Dentists.com" and "smilegeneration.com", and a map showing the location of Fairfield, CA.

## No Carousel Results

The screenshot shows Bing search results for "dentists fairfield". The results include a list of dental groups:

- Family Dental Group**, 320 Kings Hwy E, Fairfield, CT 06825, +1 (203) 337-6262
- Worthington Dentistry**, 1305 Post Rd Ste 104, Fairfield, CT 06824, +1 (203) 256-8073
- Dr Susan Levine**, 52 Beach Rd Ste 203, Fairfield, CT 06824, +1 (203) 259-7073
- Demartin Dental Associates**, 69 Sherman St, Fairfield, CT 06824, +1 (203) 255-0468
- Family Dental**, 2397 Black Rock Tpke, Fairfield, CT 06825, +1 (203) 336-4668

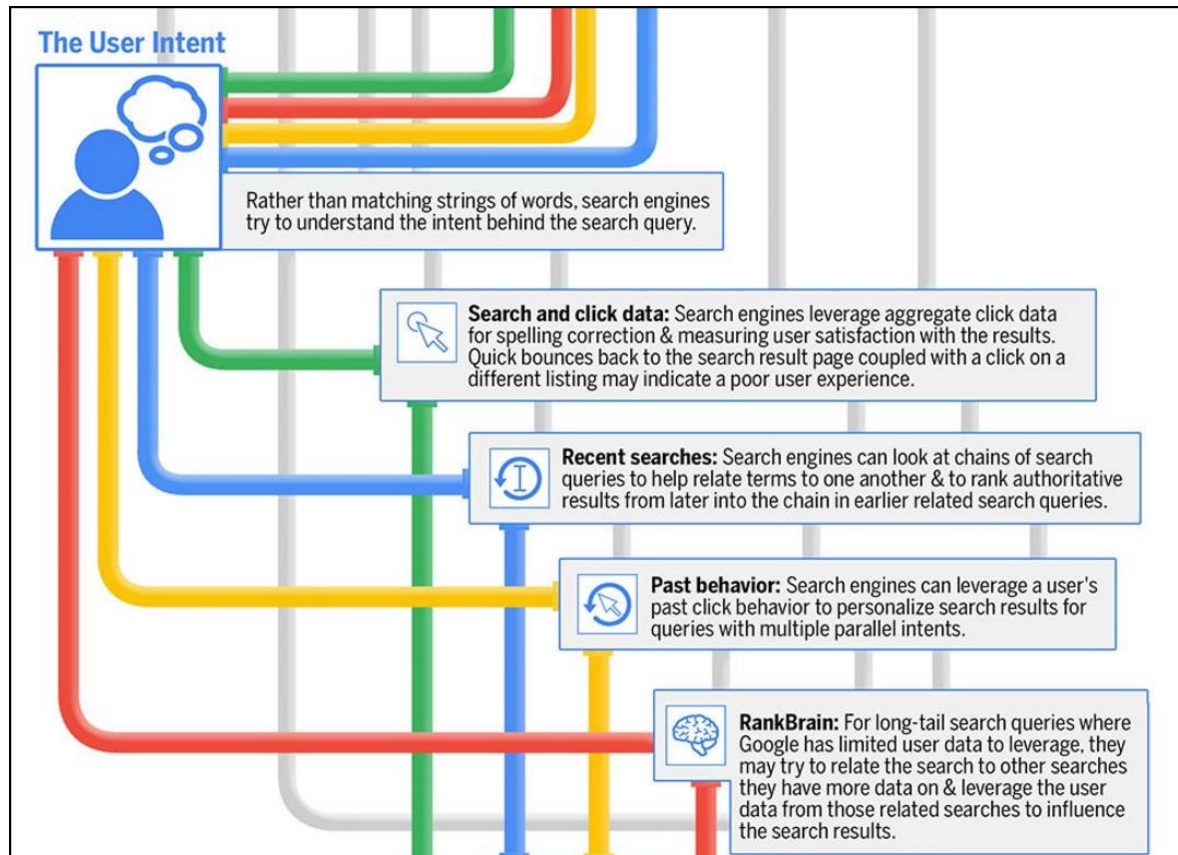
There is also a map showing the location of Fairfield, CT.

3. **Facebook was planning on offering free basic internet services in India.** As you can probably guess, this decision was solely driven by self-interest. Both Google and Facebook were trying to capture the market of over 1 billion people. But as of now, it has been put on hold as the free internet program of Facebook is against net neutrality.
4. **You might like this detailed guide on “How to deal with duplicate listings”.**
5. **Local search predictions from around a dozen people were uploaded on Yext's blog. Some of them are really interesting. Check it out.**
6. **Many experts are predicting that 2016 is going to be the year of reviews.**  
So in order to boost trust among visitors, one can link his site to the reviews on other websites. It is very unlikely that anyone will list bad reviews on their own website. However, to boost the authenticity of reviews, we recommend that you still publish testimonials on your own website & provide links to the reviews which are on the other websites. *FYI, we can also help you get more positive reviews in Google and Yelp by using our 'Review Widget'. 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. Contact us if you want to get started.*
7. **Google, along with SMX west blew new life into Google Dance, this spring.** It signals that happy days are soon to come for internet marketers.



8. **Google has made it easy for business owners to edit their business information by allowing direct editing of local knowledge panel.** However, this will hardly make the job easier for business owners who are running their business in multiple locations.
9. **To get complete information on how Google's duplicate filter works,** you can refer to this article. The article explains why sometimes competition research for big brands makes no sense.
10. **Google has recently rolled out a core algorithm update.** However, Google clarified that it isn't Panda, because Panda will roll out in upcoming days. Be informed that from now on it will be almost impossible to spot a Panda update, because it has been added into the core algorithm. If you noticed any changes, then most probably it was due to content quality issues.
11. **Did you know that only 36% people use search engine to search for local businesses?** To know more about how people find a local business refer to this article.
12. We all know how hard it is to track local results. And after the Pigeon update, the searchers have become centroid, thus turning **most of the methods of tracking local rankings into an educated guess**.

13. ahrefs recently published the results of their [study](#) on rankings & exact match keywords in link text. We have discovered that some links, including geographic terms can help you rank well for a specific location. But don't overdo it or you will be slammed with a link penalty.
14. Aaron Wall recently uploaded an **infographic that illustrates all the major algorithm updates from past 3-4 years**. It explains how things have been changed & what's needed to rank well.



15. The New York Times recently published an in-depth [article](#) on lead generation spam. It's a must read for every marketer.

# GET STARTED AND LEVERAGE STRUCTURED DATA FOR YOUR BUSINESS

2

We have all witnessed search results with auxiliary features like prices, reviews, recipes & events incorporated with the search listings. These eye catching listings are called Rich Snippets by Google.

**Straight Talk Apple iPhone 6 16GB 4G LTE ... - Walmart**  
[www.walmart.com/ip/Straight-Talk-Apple-iPhone-6-LTE.../39665237](http://www.walmart.com/ip/Straight-Talk-Apple-iPhone-6-LTE.../39665237) ▼  
 ★★★★★ Rating: 4.5 - 82 votes - US\$ 549.00 - In stock  
 Straight Talk Apple iPhone 6 16GB 4G LTE IOS isn't just bigger — it's better in every way. Larger, yet thinner, more powerful, yet power-efficient, it's a new ...

Product Rich Snippet with Reviews

The striking Rich Snippets entice visitors and boost traffic to your website. And this high traffic sends a signal to Google that the listing is relevant to the users.

It is very likely that you already know what Google Knowledge Graph looks like. But in case you don't, just search for any alpha company & you will see every single detail about the company listed on the right side of the search result.

Walmart


Retail company · [walmart.com](http://walmart.com)

Wal-Mart Stores, Inc., doing business as Walmart /ˈwɔːlmɑːrt/, is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores and grocery stores. [Wikipedia](#)

**Customer service:** +1 800-925-6278

**Credit card support:** +1 877-294-7880

**Stock price:** [WMT \(NYSE\)](#) \$66.41 +0.14 (+0.21%)  
Feb 4, 5:38 PM EST - Disclaimer

**Founder:** [Sam Walton](#)

**Founded:** July 2, 1962, [Rogers, Arkansas, United States](#)

**Headquarters:** [Bentonville, Arkansas, United States](#)

**Subsidiaries:** [Sam's Club](#), [Walmart Canada](#), [Asda Stores Limited](#), [More](#)

Walmart Knowledge Graph Listing

All the features that make a search listing look "Good", such as Rich Snippets & Knowledge Graph can be scored by adding the Schema formatted Structured Data of your website content.

Schema markup allows you to

- Bring forth search results Rich Snippets, Breadcrumbs, live blogs & search boxes.
- Drive data into Google's Knowledge Graph, Maps & even results.
- Make your content easier to understated for the search engine.

Structured Data Markup allows search engines to interpret content more efficiently & generate Rich Snippets.

Since the very beginning, programmers have been trying to understand human language using computers; but it is way too hard. For instance, we use so many different formats for date & time that it can be difficult to interpret.

- February 1<sup>st</sup>, 2016
- 1<sup>st</sup> February, 2016
- Feb 1, 2016
- 02-1-2016
- 1/2/16

Confusing, isn't it? Search engines also face the same problem.

Despite the fact that search engineers have done a tremendous job in this regard, they still need help & structured data does exactly that.

## History

Google started to use Structured Data Markup in 2009. They continually developed their support to multiple formats as technology advanced. In 2011, all the major search engines, including Bing, Google & Yahoo agreed to support one standard vocabulary named Schema, which consists of different standard options such as Microdata, RDFa & JSON-LD.

➔ You may want to bookmark the website "Schema.org", as it has all the supported Structured Data codes.

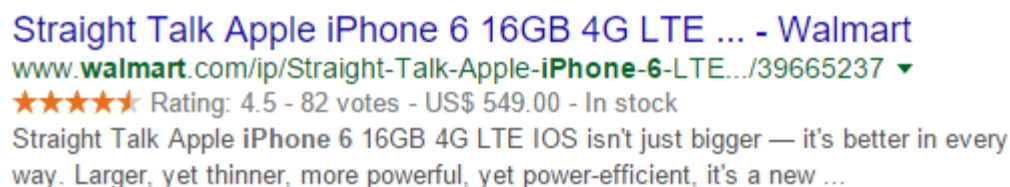
Coming back to the date & time instance, Schema requires them to be in a single format, specifically ISO 8601. (2016-02-10T22:00:00.)

In daily use of Structured Data Markup, the Schema Markup that uses ISO 8601 time/date format for machines will look like this `<meta itemprop="startDate" content="2016-02-10T22:00">` & for humans it will be **Wednesday Night, February 10<sup>th</sup>**.

## Understanding the Terminology

To fully learn Structured Data you must understand the terminology used:

- ❖ The additional information like reviews, prices, events, images, etc. that are included in search listing are called Rich Snippets.



**Straight Talk Apple iPhone 6 16GB 4G LTE ... - Walmart**  
[www.walmart.com/ip/Straight-Talk-Apple-iPhone-6-LTE.../39665237](http://www.walmart.com/ip/Straight-Talk-Apple-iPhone-6-LTE.../39665237) ▼  
★★★★★ Rating: 4.5 - 82 votes - US\$ 549.00 - In stock  
Straight Talk Apple iPhone 6 16GB 4G LTE IOS isn't just bigger — it's better in every way. Larger, yet thinner, more powerful, yet power-efficient, it's a new ...

- ❖ Microdata & RDFa are the structured code formats which make it easy for search engines to understand visible data. They are mostly used to markup visible content such as phone numbers & addresses. The example below has Microdata Tags marked in yellow.

```

<div itemscope itemtype="http://schema.org/LocalBusiness">
<h1><span itemprop="name">The Phoenix Shop</span></h1>
<span itemprop="description">
A unique gift shop featuring exceptional merchandise from around the world as well
as from local artisans.
</span>
<div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">48510 Highway One</span>

```

```

<span itemprop="addressLocality">Big Sur</span>,
<span itemprop="addressRegion">CA</span>
</div>
Phone: <span itemprop="telephone">831-667-2347</span>
</div>

```

Example Microdata Markup for Local Business

- ❖ JSON-LD is based on JavaScript Markup & it remains hidden from the eyes of a visitor. This allows you to add content without troubling your on page layout text. Nevertheless, JSON-LD is NOT a short-cut for hiding marked up text. Google specifically says that markup should be same as what's on the page. For example:

```

<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Big Sur",
    "addressRegion": "CA",
    "streetAddress": "48510 Highway One"
  },
  "description": " A unique gift shop featuring exceptional merchandise from around
the world as well as from local artisans.",
  "name": " The Phoenix Shop",
  "telephone": "831-667-2347"
}
</script>

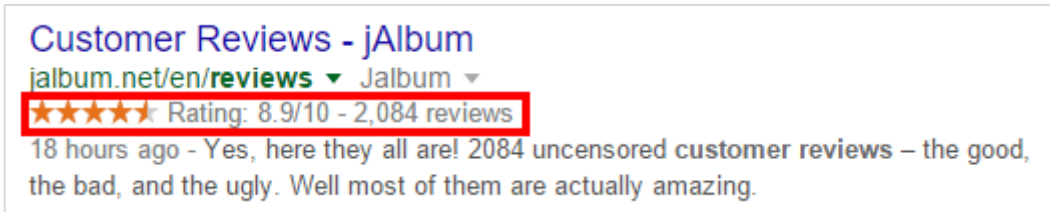
```



Tip:- If you are just getting started marking up your content, use Schema supported formats such as Microdata & JSON-LD because the search engines embrace it & Microdata is a part of HTML 5 standard.

## Types of Rich Snippets

### ❖ Reviews

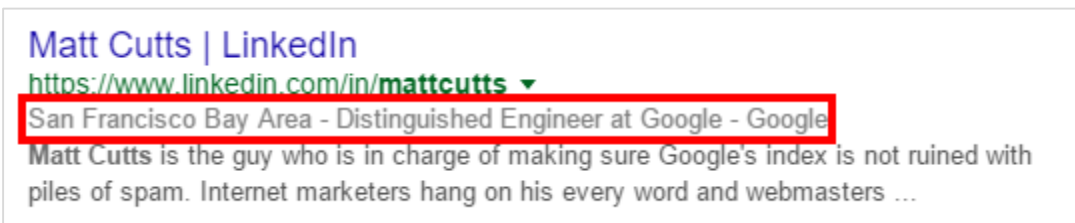


**Customer Reviews - jAlbum**  
[jalbum.net/en/reviews](http://jalbum.net/en/reviews) ▾ Jalbum ▾  
★★★★★ Rating: 8.9/10 - 2,084 reviews  
18 hours ago - Yes, here they all are! 2084 uncensored **customer reviews** – the good, the bad, and the ugly. Well most of them are actually amazing.

The star rating system affects the click through rates the maximum. But to get this Rich Snippet, you must have a real review or ratings on the page itself.

Reviews can be embedded within another schema type, such as product. For examples you can refer to [Schema.org/Reviews](http://Schema.org/Reviews) & for guidelines click [here](#).

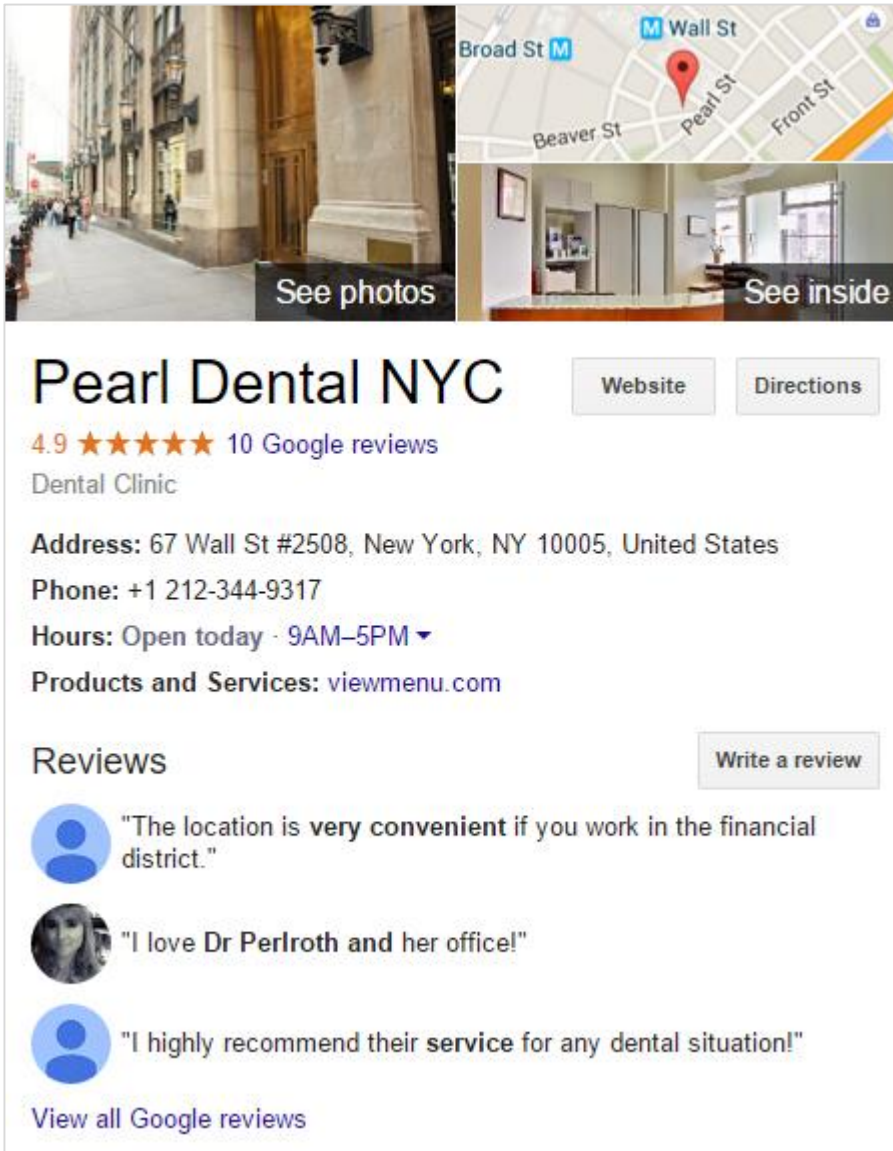
### ❖ Person



**Matt Cutts | LinkedIn**  
<https://www.linkedin.com/in/mattcutts> ▾  
San Francisco Bay Area - Distinguished Engineer at Google - Google  
Matt Cutts is the guy who is in charge of making sure Google's index is not ruined with piles of spam. Internet marketers hang on his every word and webmasters ...

Using hCard Markup you can generate Rich Snippets like LinkedIn. But be aware that hCard Markup is not Schema.org/person. They are very much similar, but it is not supported by Google. Use the [Microformats.org](http://Microformats.org) [hCard Creator](#) to generate such codes.

### ❖ Local Business



The image shows a Google Business Profile for Pearl Dental NYC. At the top, there are three images: a street view of the building, a map showing the location at the intersection of Wall St and Pearl St, and an interior view of the dental office. Below the images, the business name "Pearl Dental NYC" is displayed in large black text. To the right of the name are two buttons: "Website" and "Directions". Below the name, the rating is shown as 4.9 stars with 10 Google reviews. The business type is listed as "Dental Clinic". The address is "67 Wall St #2508, New York, NY 10005, United States". The phone number is "+1 212-344-9317". The hours are "Open today · 9AM–5PM". Below the hours, it says "Products and Services: viewmenu.com". There is a "Reviews" section with three reviews and a "Write a review" button. The first review says "The location is very convenient if you work in the financial district." The second review says "I love Dr Perloth and her office!". The third review says "I highly recommend their service for any dental situation!". At the bottom of the reviews section, there is a link "View all Google reviews".

**Pearl Dental NYC** Website Directions

4.9 ★★★★★ 10 Google reviews  
Dental Clinic

**Address:** 67 Wall St #2508, New York, NY 10005, United States  
**Phone:** +1 212-344-9317  
**Hours:** Open today · 9AM–5PM ▾  
**Products and Services:** viewmenu.com

Reviews Write a review

"The location is **very convenient** if you work in the financial district."

"I love **Dr Perloth** and her office!"

"I highly recommend their **service** for any dental situation!"

[View all Google reviews](#)

If you own a brick & mortar business then Schema [Schema.org/LocalBusiness](http://Schema.org/LocalBusiness) is very useful for you. Not necessarily for Rich Snippets, but for feeding data directly into the Knowledge Graph.

However, Google is testing this markup on few sites & hopefully they will roll it out to all sites in the future. This way they will get data directly from the website instead of a third party. It will also allow website owners to manage their Name, address, phone numbers, opening hours & menus with ease.

#### ❖ Video

### Apple Watch — Guided Tour: Welcome - YouTube




<https://www.youtube.com/watch?v=LHdVkJPrdRYg>

Apr 3, 2015 - Uploaded by Apple

An introduction to the unique technologies and interactions that make using **Apple Watch** a new, more ...

[Schema.org/VideoObject](#) is not of much use because Google will only generate Video thumbnail Rich Snippet for video focused websites such as Youtube & Vimeo. But yes, this will change in the near future.

### ❖ Apps

**Lyft - Taxi & Bus Alternative - Android Apps on Google Play**  
<https://play.google.com/store/apps/details?...lyft.android...> ▼  
 ★★★★★ Rating: 4.5 - 63,757 votes - Free  
 Need a lift? Use Lyft to get an affordable ride in minutes. Instead of hailing a cab or waiting for the bus, just request a car with the tap of a button, and get picked ...

If you own an app, then employ [Schema.org/SoftwareApplication](#) Markup & embed reviews to create such Rich Snippets:

### ❖ Products

**Straight Talk Apple iPhone 5S 16GB 4G LTE ... - Walmart**  
[www.walmart.com/ip/Straight-Talk\\_iPhone-5S\\_/33152937](http://www.walmart.com/ip/Straight-Talk_iPhone-5S_/33152937) ▼ Walmart ▼  
 ★★★★★ Rating: 4.5 - 25 votes - \$199.00 - In stock  
 The highly advanced Straight Talk Apple iPhone 5S 16GB 4G LTE IOS features the A7 chip with 64-bit architecture, the Touch ID fingerprint sensor, a new ...

One of the most popular content items to markup are product pages. By utilizing [Schema.org/Product](#) you can generate enhanced rich snippets. But make sure you read Google guidelines & policies before using it.

### ❖ Recipes

**Basic cupcake recipe - goodtoknow**  
 [www.goodtoknow.co.uk](http://www.goodtoknow.co.uk) > Recipes ▼  
 ★★★★★ Rating: 4 - 658 votes - 40 min - 376 cal  
 Learn how to make basic cupcakes with our quick and easy cupcake recipe that comes out perfectly every time. This simple recipe makes a batch of 24 ...

[Schema.org/Recipe](#) is mostly used by Food bloggers & recipe sites. But again, before using it you must read the [usage guidelines and policies](#) of Google.

### ❖ Events

**Tomorrowland 2016 FAQs – Festicket Magazine**  
<https://www.festicket.com/magazine/tomorrowland-belgium-2016-faqs/> ▼  
 3 days ago - Ticket prices, availability and everything else you need to know about Tomorrowland 2016.

Mar 31 - Apr 3	Annie Mac Presents: Lost ...	Multiple Venues, Malta
May 28 - May 29	We Are FSTVL 2016	Upminster, United Kingdom
Jun 25 - Jun 26	Awakenings Festival 2016	Spaarnwoude, Netherlands

To generate an event Rich Snippet, use [Schema.org/Event](https://schema.org/Event). It also displays the event time & location info.

#### ❖ Forum Listings

WordPress › Support » Google Analytics Dashboard for WP  
<https://wordpress.org/.../google-analytics-dashboard-for-wp> WordPress

30+ items - Displays Google Analytics reports in your WordPress ...

Topic	Posts	Last Poster	Freshness
[resolved] Privacy Compliance	2	Alin Marcu	2 hours.
Dashboard Not showing anything	1	brendonstevens	11 hours.

Forums generally use software like PHPbb and vBulletin as they can generate Rich Snippet without any markup.

#### ❖ Breadcrumbs

Women Shoes | Reebok US  
[www.reebok.com](http://www.reebok.com) › Home › Women Reebok

Shop Women Shoes from the Official Reebok Store. Free Shipping on all orders over \$49. Shop Today!

A “breadcrumb” is a type of secondary navigation scheme that reveals a user’s location in a website. Google might automatically generate these, but in case they don’t, you can use [Schema.org/BreadcrumbList](https://schema.org/BreadcrumbList).

#### Is Structured Data Markup useful for your website?

With every passing day, more & more small websites are getting Rich Snippets displayed in search results. So if your website features any of the following, you should start utilizing them right away:

- If your business involves dealing with local customers then you can utilize [Schema.org/LocalBusiness](https://schema.org/LocalBusiness)
- Content with Reviews & Ratings
- Recipes
- Business Directories
- Any website that has more than one level can employ Breadcrumbs.
- Selling individual products.
- Event Information or Calendars.
- Social Networking or Communities.

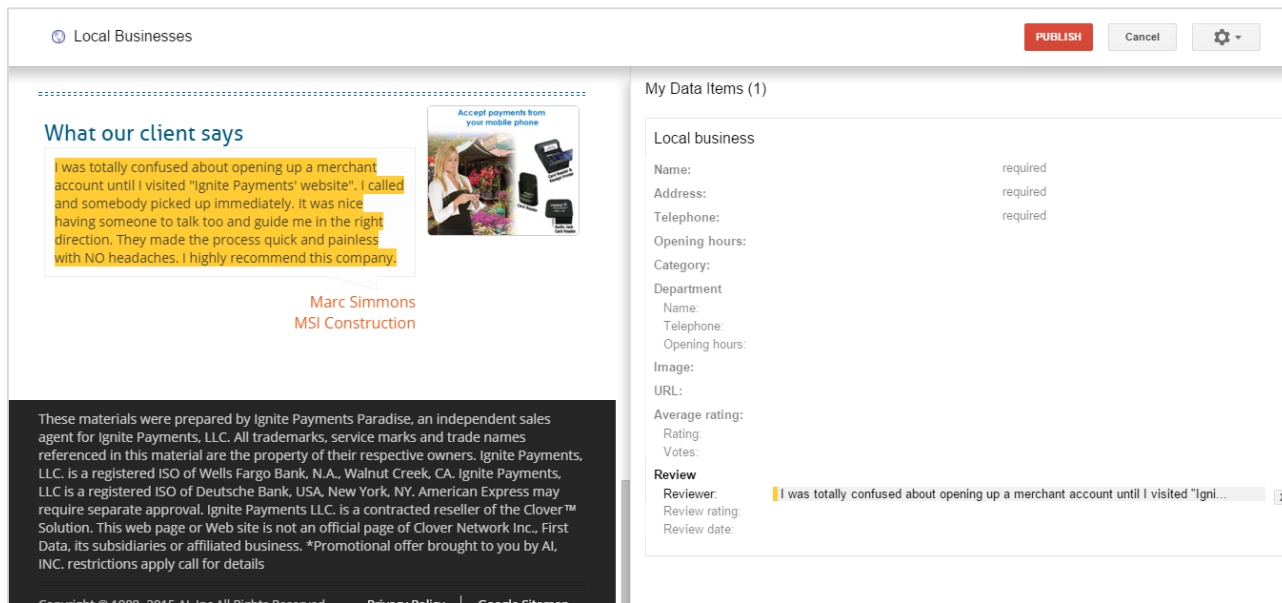
#### Prerequisites to get your Rich Snippets displayed.

In order to get your Rich Snippets displayed on search result listings, your code has to first pass the [Structured Data Tester](#). If you have any doubts regarding your code passing the test, review their guidelines & ensure that following is applied:

- Error free website
- *Product Data* is not always supported without reviews.
- No Hidden Markup Data
- The marked up Structured Data must represent the main content of the page.
- Don't name your CSS classes the same as Microdata markup tags.
- Make sure your marked up code passes Google's [Structured Data Testing Tool](#).

## Structured Data Markup Helper

Google's [Structured Data Markup Helper Tool](#) makes it easy to markup up your HTML code. This tool generates sample Microdata Markup & allows you to tag elements of your page.



Local Businesses PUBLISH Cancel Settings

What our client says

I was totally confused about opening up a merchant account until I visited "Ignite Payments' website". I called and somebody picked up immediately. It was nice having someone to talk too and guide me in the right direction. They made the process quick and painless with NO headaches. I highly recommend this company.

Marc Simmons  
MSI Construction

My Data Items (1)

Local business

Name: required  
 Address: required  
 Telephone: required  
 Opening hours:  
 Category:  
 Department  
 Name:  
 Telephone:  
 Opening hours:  
 Image:  
 URL:  
 Average rating:  
 Rating:  
 Votes:  
 Review  
 Reviewer: I was totally confused about opening up a merchant account until I visited "Igni...  
 Review rating:  
 Review date:

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## Use GoodRelations Vocabulary for enhanced Markup

By integrating [GoodRelations e-commerce schemas](#), Schema.org enhances the level of information you can add for companies, products, stores, etc. The insane level of detail that GoodRelations offers is astonishing. From product weight, to its condition (new or used), payment types & almost about everything.

The issue is that both Google & Bing are not using this additional level of data markup. Although, GoodRelations RDFa will be supported by Google, GoodRelations Schema tags do not offer the advantage of a Rich Snippet result in search like the Microdata.

Click on the links below for further information on Rich Snippets

- [Schema.org](#)
- [Google's Structured Data Support Page](#)
- [Google's Quality Guidelines for Structured Data](#)
- [Google's Structured Data Testing Tool](#)
- [Google Search Console Structured Data Report](#)
- [Bing's Markup Validator](#)
- [Yandex Structured Data Validator](#)

We think now you have a fair idea about Structured Data Markup. We know it is a little difficult to implement it, but if you do so, it will provide you with fruitful results in the near future. However, if you need assistance with the same, feel free to reach out to us.

### 3

## FRESH WEBMASTER GUIDELINES ISSUED BY GOOGLE



Google recently released fresh [guidelines](#) for webmasters. At first we thought that they just revamped the format, but after reading further we realized that they have added some brand new guidelines, which we have outlined below.

**Design your site for all device types and sizes, including desktops, tablets, and smartphones. Use the mobile friendly testing tool to test how well your pages work on mobile devices, and get feedback on what needs to be fixed.**

For the first time they have mentioned in their guidelines that a responsive design is crucial. So if you haven't opted for responsive design yet, do it now; or you will be left far, far behind.

**Make your site's important content visible by default. Google is able to crawl HTML content hidden inside navigational elements such as tabs or expanding sections, however we consider this content less accessible to users, and believe that you should make your most important information visible in the default page view.**

Seems legit that your most important information should be on the default page view. However, it has also made it clear that up to which extent Googlebot is able to index & crawl.

**If possible, secure your site's connections with HTTPS. Encrypting interactions between the user and your website is a good practice for communication on the web.**

Shifting to a secure website is a no brainer. Google has already made it clear that they want to see all websites within their search results as HTTPS. They took their HTTPS obsession one step further & started rewarding the HTTPS websites, while shaming the ones who haven't opted for HTTPS yet.

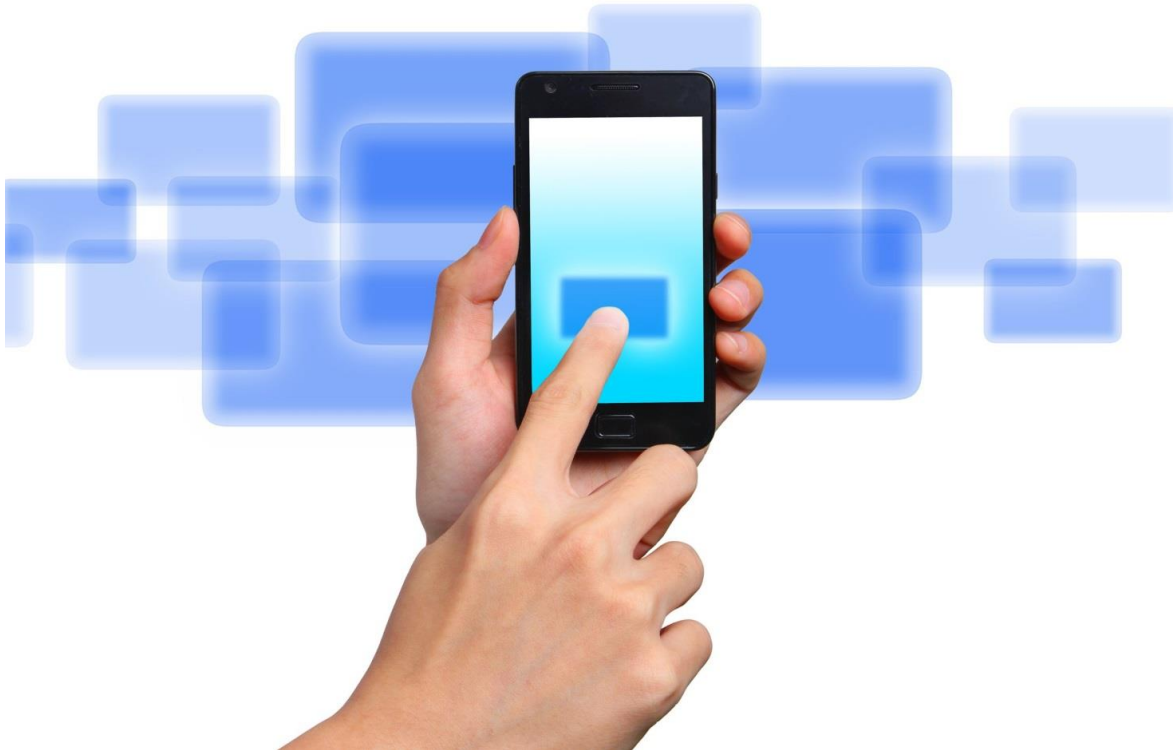
**Ensure that your pages are useful for readers with visual impairments, for example, by testing usability with a screen-reader.**

A great reminder to the webmasters! Google never shed light on the importance of generating content for users with disabilities. But as you can see, it could become a trend in the upcoming years.

This time, Google cleaned up & clarified some of the existing guidelines, so that they can be understood easily. We highly recommend you to read Google's Webmaster Guidelines because it hardly takes 30 minutes to read, and in return offers immense rewards. If you have any issues understanding any of these guidelines, feel free to contact us.

## 3 REASONS WHY YOU MUST HAVE A MOBILE FRIENDLY WEBSITE

4



Mobile usage has escalated enormously in the past few years. In fact many experts stated that 2015 was the year of mobiles. Google also announced that Mobile searches have surpassed desktop searches. And it is estimated that nearly 75% of the US population now owns a smartphone.

All these statistics clearly indicate how crucial it has become to have a mobile marketing strategy. Despite that, many B2B marketers are still uninterested in adding mobile marketing to their overall marketing efforts. If you are one of them, then read the following three reasons & you will be able to figure out why you need to embrace mobile....NOW!

### 1. **Mobile influences your overall marketing efforts.**

Many experts were predicting that Mobilegeddon will turn the digital marketing world upside down. But it didn't happen as Mobilegeddon did affect digital marketing, but not to a drastic extent. But still a B2B marketer is taking significant & fundamental risks by not opting for a mobile-friendly website.

Be informed that if you will not provide a solid mobile experience then you will face the following:

- A massive drop in organic ranking.
- A huge loss in mobile site traffic.
- An enormous increase in bounce rate.

By providing less than optimal mobile experience you're imperilling the visibility & traffic of your website.

### 2. **Mobile-friendly websites boost customer engagement & loyalty.**

Mobile-friendly websites not only boost the visibility & drive traffic to your website, but also increase customer loyalty. Below are the facts from a Google study on what users expect from a mobile website:



- 74% said that they will most likely return to a website if it is mobile friendly.
- 48% people get annoyed if a company doesn't have a mobile friendly website.
- 52% will not even engage with a website that offers poor mobile experience.

These dramatic statistics show why having a mobile-friendly website has become an absolute must.

### **3. B2B decision makers are using mobile more often than ever.**

Business buyers solely rely on the internet for their research & selection process, & they mostly use mobile for the same.

Recently Google joined hands with Millward Brown Digital to find out the purchase & research habits of B2B decision makers. Below are the findings from the study:

- 42% B2B researchers use mobile for purchasing.
- Google has reported a massive 3X growth in mobile searches.
- Mobile is being used not only outside but also inside the workplace. A whopping 49% researchers prefer mobile even while at work.

You must understand that these days your customers, prospects & buyers are all using mobile more often than ever. They are not only researching, but making crucial business decisions as well.

#### **Where to start**

To determine the current mobile experience that your website is offering, take the following two steps:

- ❖ Evaluate & boost your Mobile PageSpeed.
- ❖ Understand & employ Mobile Design Best Practices.

Along with the PageSpeed Score, Google will also provide recommendations on what you must fix to enhance the mobile experience.

For instance: To boost the page load speed, you may need to leverage browser caching, enable compression, optimize pictures & avert landing page redirects.

And to improve your mobile design use readable font sizes, simplify the navigation & avert plugins.

#### **Why you must opt for a mobile- friendly website:**

- Your search ranking might suffer if you don't.
- 80% of internet users are using smartphones to search & buy.
- A great mobile experience has become a prerequisite to engage prospects & drive sales & leads.
- The decision makers are now using smartphones across all phases of the buy cycle.

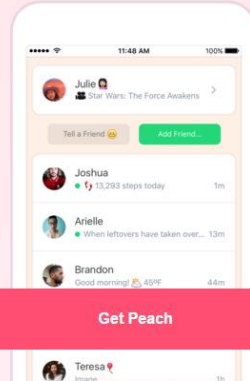
**So, if you haven't been focusing on improving your mobile experience, you'd better prioritize it. Now!**

5

# WHY IS EVERYBODY SUDDENLY TALKING ABOUT THIS NEW APP - PEACH

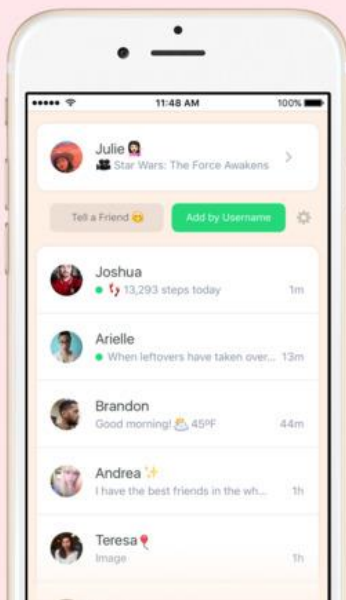


Peach is a fun, simple way to keep up with friends and be yourself.

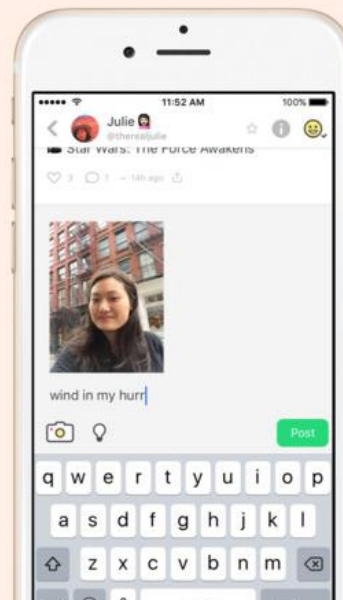


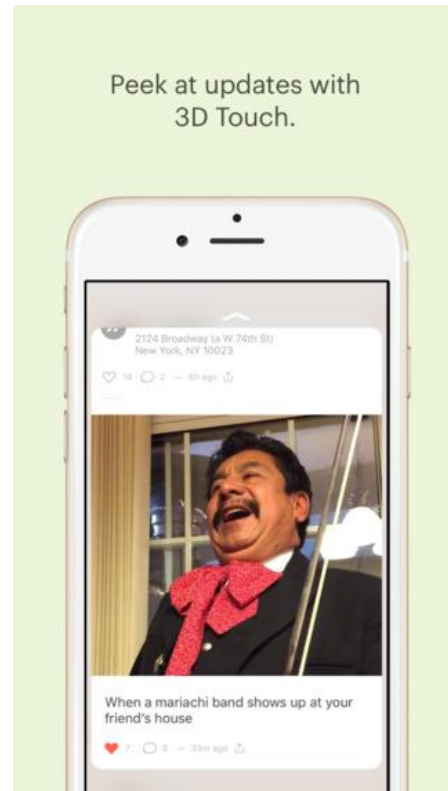
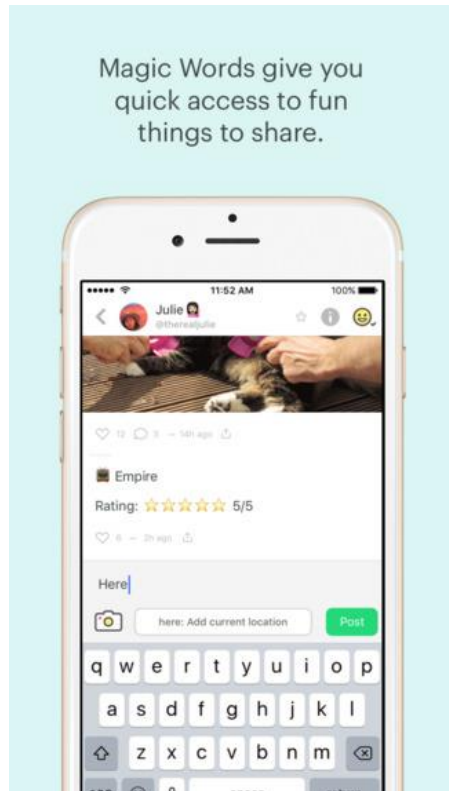
Got bored of using the same social platforms which you used to? Want to explore something New? Here is **Peach** the new emerging Social Network for you. What comes to your mind when you hear the word "Peach"? The delicious Fruit or the funny emoji? If you are a social media fanatic, then you would be fonder of the second one. Now this word has recognition of yet another powerful meaning with the launch of this new social network.

See what's new with your favorite people.



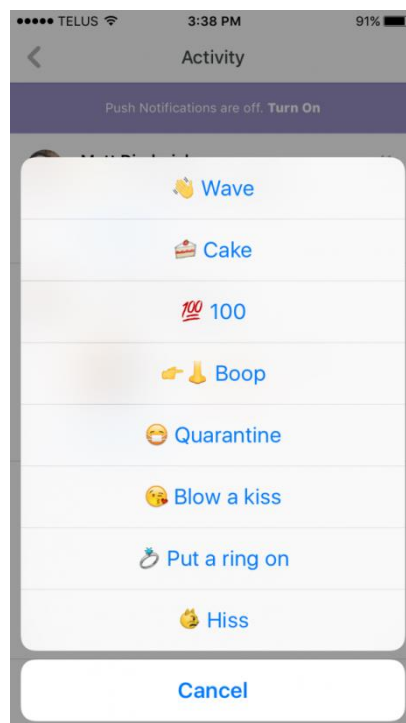
Posting little updates is as easy as texting.





### What is this Peach App?

It is perhaps going to be the next great social network or a massive flop. Nobody has much idea about the future of Peach and that makes it more interesting one. Just like the established social platforms "Facebook & Twitter" Peach also has some entertaining activities for you but they seem to be a bizarre set.



Peach is currently available on Apple's app store. You can download it by visiting this [link](#).

One of the interesting Features of Peach App could be sharing #GIF with your friends. Its GIF selector allows you to search by keyword and quickly populates your feed with a carousel of GIF options to choose from. When Facebook & Twitter simply ask you "What's on your mind" and "What's happening?" respectively, Peach has an array of creative prompts like "What's something you can't live without?", "What would you love to win a lifetime supply of?".

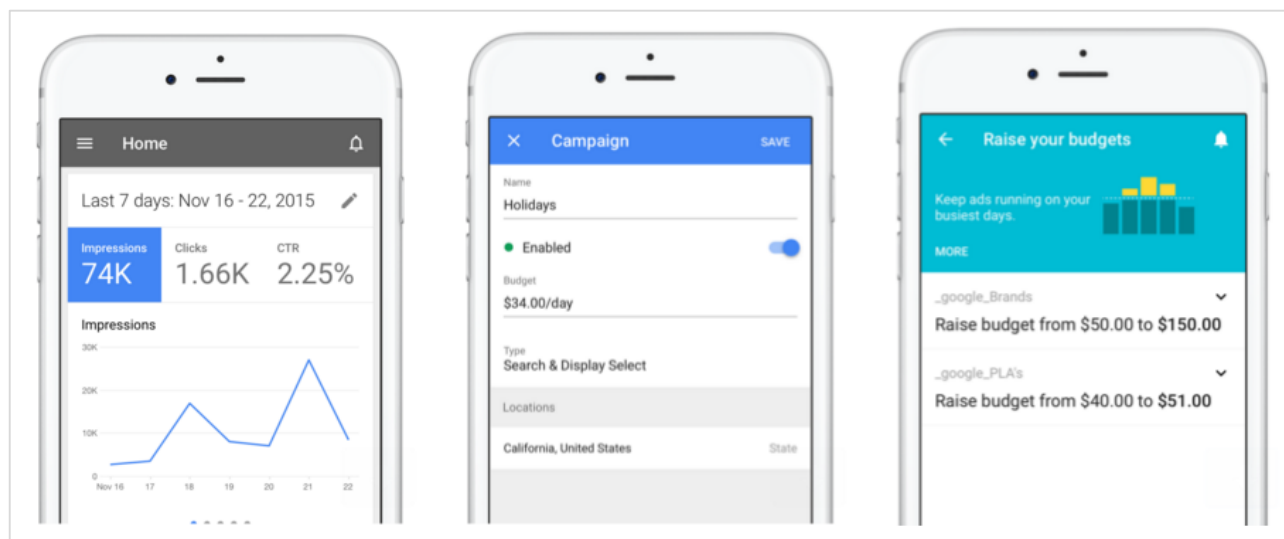
The future will reveal how Peach can be helpful to Brands and small businesses alike.

To know more about this unknown App, start using [Peach!!!](#)

# IPHONE USERS, THE ADWORDS APP FOR iOS HAS ARRIVED



Check AdWords campaign performance, change bids and adjust budgets from your phone.



The AdWords app for iPhone users is finally available for everyone. Google announced that the AdWords app for iOS is now available globally.

In early December, Google had invited advertisers to join the iOS app beta through the holidays. With the app, you can get campaign performance stats and update budgets and bids on the go.

You can also take action on campaign suggestions and get billing and ad status notifications from the app & you can call an AdWords rep if you need support.