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# SEO NEWSLETTER

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SEO

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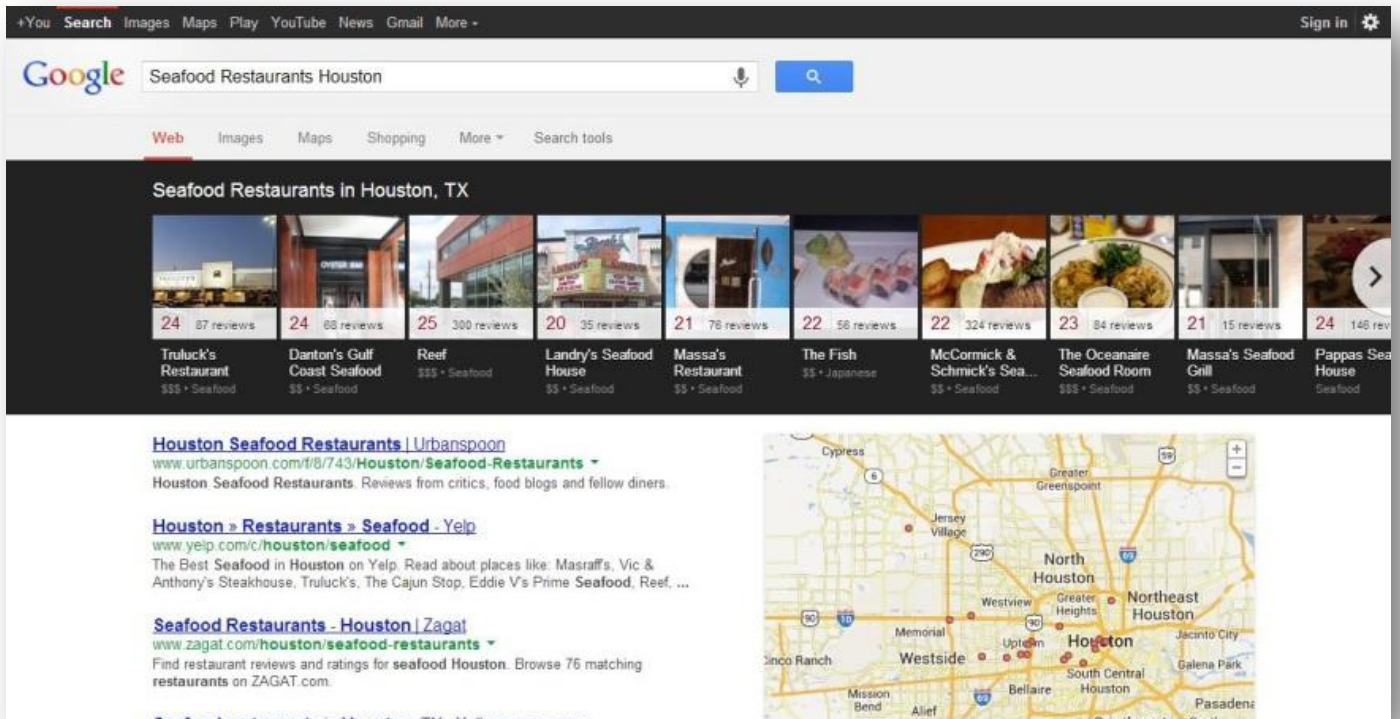
TWITTER OFFERS ANOTHER MARKETING TECHNIQUE: TWITTER CARDS

# 1 GOOGLE'S IMAGE CAROUSEL DOMINATING LOCAL SEARCH RESULTS

Google's Image Carousel is now live and seems to be dominating a large number of Local Queries via a desktop. The carousel strip appears to include a “condensed info card” for each business. Clicking on each card unveils much more information about that business below. Although it looks similar to the knowledge graph, the kind of additional information it provides eventually distinguishes it.

For the categories we have researched (mostly hotels and restaurants), the info card includes:

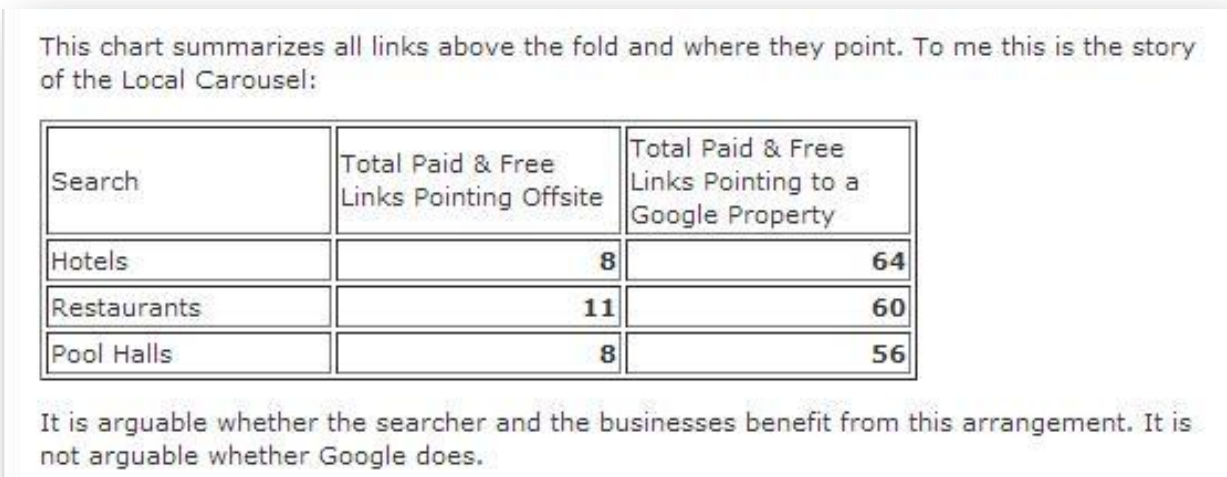
- Business Image
- Total Number of Reviews
- Price Range
- Business Category
- Zagat Ratings (for Restaurants)



The “Business Image” will play a very important role here. Make sure you've added compelling enough images that draw people to your business. It's obvious that these images will be mostly fetched from your Google+ Business listing. Also try to fill in as many details as possible and make your business profile 100% complete.

Keep in mind that users handle Images far differently than Text. Unlike text, images are most likely to be scrolled by users. However, unless we get some more information on carousel user behavior, it would not be possible to know if ranking at the top in the carousel will provide you with more traffic or not.

As Mike Blumenthal was quick to point out in his [blog post](#) - this change in the structure of local listings means more links (clicks) to Google property and less to outside Web sites (just like how Facebook Links / Ads work). Remember that 'Google Properties' still include Your Business Listing, so it's not worse either.



Mike Blumenthal listed over 300 keywords that trigger the local carousel. In addition, we did our own internal research to add to this list. We have compiled a list of **465 keywords** which cause the Local Image Carousel to appear in search results.

Below is the up to date list:

Accommodations	Family Fishing Trips	Nature
Adult Entertainment Club	Family Restaurant	Nature Preserves
Adult Video	Famous Books For Children	Night Clubs
Alcohol	Fast	Nightlife
Alleys	Fast Food	Organic Food
American Food Catering	Fast Food Restaurant	Organic Store
American Jazz Singers	Female Jazz Artist	Overnight Fishing Charters
American Restaurant	Female Jazz Singer	Parks
Amusement	Female Pop Singers	Party Painter
Amusement Center	Fine Art	Party Venue

Amusement Parks	Fine Dining	Party Venues
Aquariums	Fine Dining Restaurant	Pastry
Arcades	Fishing	Photography Gallery
Art	Fishing Area	Piano Classes
Art Galleries	Fishing Boats	Piano Instruction
Art Gallery	Fishing Charter	Piano Instructor
Asian Food	Fishing Charters	Piano Lessons
Asian Restaurant	Fishing Store	Piano Repair Service
Attractions	Fishing Supplies	Piano Repairs
Attractions Tickets	Fishing Tours	Piano Restoration
Auditorium	Floral	Piano School
Authentic French Cuisine	Florist	Piano Service
Authentic French Restaurant	Flower Delivery	Piano Tuner
Bagels	Flower Shop	Piano Tuning Service
Bakeries	Flowers	Pizza
Bakery	Food	Pizza Catering
Ballrooms	Food Baskets	Pizza Delivery Restaurant
Banquet Catering	Food Catering	Pizza Delivery Restaurants
Banquet Facilities	Food Consultant	Pizza Restaurant
Banquet Facility	Food Store	Pizza Takeout
Banquet Hall	Food Trucks	Polish
Barbecue	French Pastries	Polish Restaurant
Barbecue Catering	Fresh Bread	Pool Hall
Bars	Frisbee	Popular Children's Books
BBQ	Fugu Restaurant	Preserve
BBQ Restaurant	Galleries	Prime Rib
BBQ Ribs Restaurant	Gas Stations	Private Chef
Beach Motel	Gay Bar	Professional Recording Studio
Beach Resort	German	Psychic
Beachfront Weddings	German Restaurant	Psychic Medium
Bed & Breakfast	Gluten Free Foods	Psychic Reader
Bed And Breakfast	Gluten Free Produce Store	Psychic Readings
Beer	Go Go Dancers	Pub
Best Breakfast	Golf	Reception
Best Burgers	Golf Club	Reception Halls
Best Children's Books	Golf Club Wedding	Record Stores
Best Chinese Restaurant	Golf Club Weddings	Recording
Best Fajitas	Golf Course	Recording Studio
Best Mexican Restaurants	Golf Course Wedding	Recreation
Best Restaurant	Golf Courses	Rental
Best Restaurants	Golf Packages	Rental Halls

Best Sandwiches	Golf Tee Times	Resort
Best Seafood Restaurants	Golf Vacation	Resorts
Best Steakhouse	Golf Vacations	Restaurant
Best Tex Mex	Golfing	Restaurant Bakery
Best Vegetarian	Gourmet Coffee	Restaurant With A View
Big Band Swing Artists	Greek	Restaurants
Billiards	Greek Restaurant	Romantic Restaurants
Birthday Cake	Grills	Russian
Boat Charter Service	Grocery	Russian Restaurant
Boutique Hotels	Grocery Store	Saltwater Fishing
Bowling	Grocery Stores	Sandwich
Box Lunch Supplier	Guitar Instructor	Sandwich Catering
Breakfast	Guitar Lessons	Sandwich Restaurant
Breakfast Restaurant	Gun Range	Sandwiches
Breakfast Restaurants	Gun Safety	Scuba Diving
Breakfast Tacos	Guns For Sale	SCUBA Tour Agency
Brew Pub Restaurant	Hall Rental	Seafood
Breweries	Hamburgers	Seafood Restaurant
Brewery	Hiking	Seafood Restaurants
Brewpubs	Home Style Cooking	Shooting Range
Brunch	Honey Shop	Sightseeing Tour Agency
Brunch Restaurant	Horse Back Riding	Singing Lessons
Budget Hotel	Horse Boarding Stable	Small Luxury Hotels
Butcher Shop	Horse Riding School	Soup
Cafe	Hotel	South American Restaurant
Cafes	Hotel Conference Facility	Sport Fishing
Cakes	Hotel Deals	Sport Fishing Charters
Campground	Hotel Reservations	Sportfishing
Campgrounds	Hotels	Sports Fishing
Candy	Hotels Near	Spray Park
Caterer	Hotels Near Convention Center	Spring Break
Caterers	Hunting Club	Stadiums
Catering	Ice Cream	Steak House
Catering Businesses	Ice Delivery	Steak House Restaurant
Catering Hall	Indian	Steak Restaurants
Catering Services	Indian Cuisine	Steakhouse
Charter Fishing	Indian Food	Steakhouse Restaurant
Cheap Hotels	Indian Grocery Store	Steakhouse Restaurants
Chicken Wing Delivery	Indian Restaurant	Steakhouses
Chicken Wing Restaurant	Indoor Party Place	Steaks
Chicken Wings	Inn	Store
Children's Entertainment	Italian	Strip Clubs

Children's Books	Italian American Catering	Studios
Children's Story Books	Italian American Restaurants	Sub Shops
Chinese	Italian Catering	Suites
Chinese Food	Italian Delivery Restaurant	Sunday Brunch
Chinese Restaurant	Italian Food	Supermarket
Chinese Take Out	Italian Food Caterer	Surf City Motel
Chinese Universities	Italian Food Delivery	Sushi
Chocolates	Italian Food Restaurant	Sushi Restaurant
Classic Jazz Artists	Italian Pizza Restaurants	Swimming Pools
Clowns	Italian Restaurants	Tacos
Clubs	Japanese	Takeout
Cocktail Bar	Jazz Singers	Takeout Restaurant
Coffee	Kids Activities	Tamales
Coffee Roaster	Kids Entertainment	Tarot Card Reader
Coffee Shop	Kosher	Tarot Psychic
Coffee Shops	Kosher Food	Tarot Readings
Comedy Clubs	Kosher Restaurant	Tee Times
Comedy Night	Liquor	Tequila Restaurant
Concert Halls	Liquor Stores	Tex Mex
Conference Center	Live Music	Tex Mex Restaurants
Conference Facility	Local BBQ Restaurant	Thai
Conference Room	Local Diver Tours	Thai Restaurant
Convenience Stores	Local Produce Store	Thai Takeout
Cookies	Lodge	Theaters
Corporate Caterer	Lodging	Theme Parks
Corporate Catering	Lodgings	Things To Do
Corporate Entertainment	Luxury Boutique Hotels	Tourist Attraction
Corporate Fishing Charters	Luxury Hotel	Tourist Information Center
Corporate Framing	Magic Shows	Tours
Course	Magician	Universal Studios Tickets
Courses	Mediterranean	Universities
Croissants	Mediterranean Cuisine	Used Musical Instrument Store
Custom Cake Designer	Mediterranean Dining	Vacation Condos
Dance Company	Mediterranean Food	Venues
Deep Sea Charters	Mediterranean Food Restaurant	Video
Deep Sea Fishing	Mediterranean Lunch	Vietnamese
Deep Sea Fishing Charters	Mediterranean Restaurant	Vietnamese Restaurant
Deli	Mediterranean Vegetarian Food	Vinyl
Deli Catering Service	Meeting Caterer	Violin Lessons
Delicatessen Counter Services	Mexican	Voice Lessons
Delivery	Mexican Bar & Grill	Walt Disney World Magic Kingdom

Diners	Mexican Food	Wedding
Discount Hotels	Mexican Food Catering	Wedding At Golf Course
Dive Instructor	Mexican Restaurant	Wedding Bakery
Dive Trip	Mexican Restaurants	Wedding Cake
DJ	Mexican Takeout Restaurant	Wedding Caterer
Dog	Mobile DJ Service	Wedding Caterers
Dog Friendly Restaurant	Motel	Wedding Catering Halls
Dog Parks	Motels	Wedding Ceremonys
Donuts	Movie	Wedding Chapel
Driving Range	Movie Theaters	Wedding Halls
Entertainers	Museums	Wedding Planner
Entertainment Agency	Music	Wedding Reception Facilities
Ethiopian	Music Instruction	Wedding Receptions
Event Caterer	Music Instructor	Wedding Supplies
Event Catering	Music Lessons	Wedding Venue
Event Planner	Music School	Wedding Venues
Event Room	Music Studio	Weddings Venues
Event Venue	Musical Instrument Rental Service	Wholesale Mexican Food
Event Venues	Musical Instrument Repair Shop	Wine
Events	Musical Instrument Store	Wine Bar
Fair	Natural Foods Store	Wine Tasting

We have made this table as a downloadable spreadsheet available

in  and  format.

You can also take a look at some great tips posted by Googler Jade W about this Local Carousel [here](#).



## 2 HAVING A STRONG MOBILE PRESENCE WILL BE CONSIDERED AS A FUTURE

Last month, Google released a [blog post](#) covering common mistakes found on mobile sites and how to fix them. According to the post, they're getting ready to roll out an update that will most probably de-list sites performing below par on mobile devices.



This update also means a preference and boost in rankings for businesses that have invested in their mobile presence. The below statement from the blog confirms this.

“To improve the search experience for smartphone users and address their pain points, we plan to roll out several ranking changes in the near future that address sites that are misconfigured for smartphone users.”

This shift didn't surprise us at all and we had predicted this earlier that having a mobile presence will be a very important factor. According to recent studies, more than 90% of adults in the US now have mobile phones and over 60% of those are smartphones. Research also predicts an incredible 80%+ smartphone adoption within the US by 2015.

Apart from site speed on mobile devices, the other common negative issues found on mobile sites they outlined were:

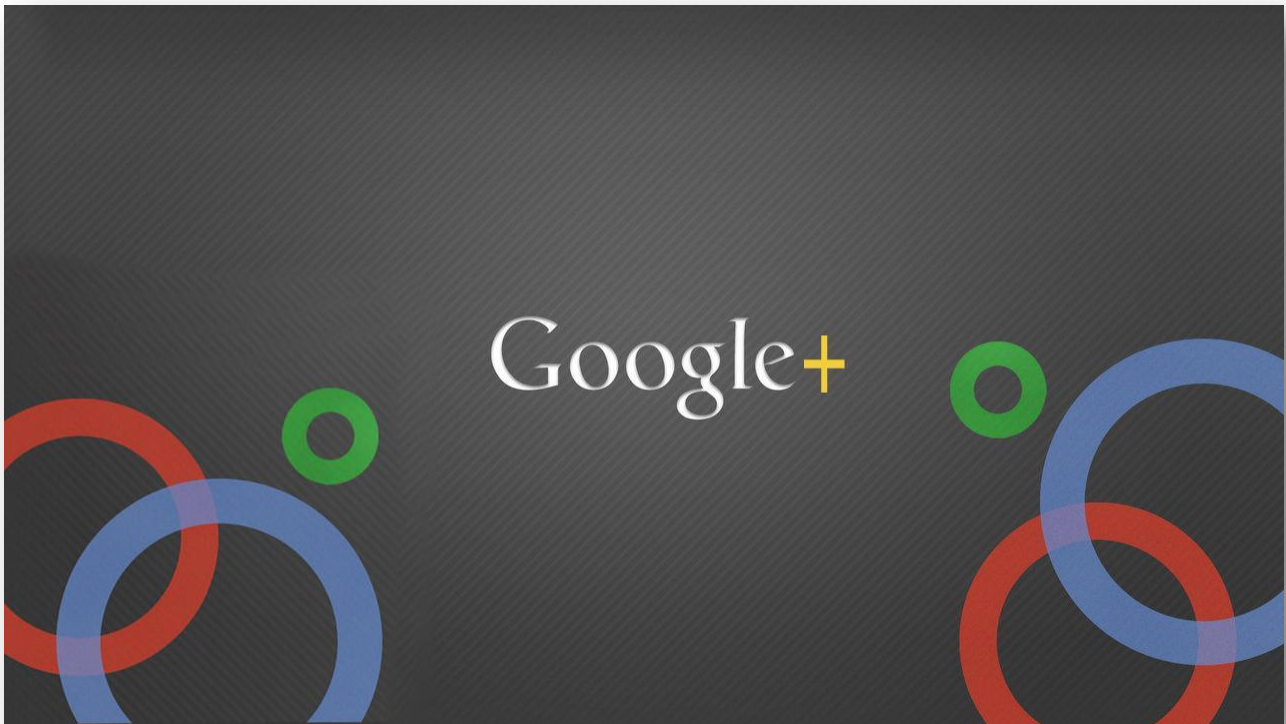
- Faulty redirects.
- Serving up 404s.
- Slow or unresponsive pages.
- Incorrectly handling Googlebot-Mobile.
- Unplayable videos on smartphone devices.
- Be sure your smartphone-friendly page itself is not an error page.

Below are some references that they provided to help fix these issues:

- [Building Mobile-Optimized Websites Best Practices](#)
- [Common mistakes in smartphone sites](#)

If you haven't taken the time to create a mobile website for your local business and want support to ensure your site ranks well for mobile devices then feel free to **contact us at <add\_your\_email\_id> for a Mobile Website Design quote.**

Google Authorship / Author Rank is something we've mentioned about numerous times trying to emphasize its importance in the long run. Author Rank is Google's way of rating and then eventually ranking content based on who wrote it. Right now it balances on the proper use of **rel="author"** and **rel="publisher"** tags.



Google is currently so focused on this that they're not only pulling authorship from web pages but they're also indexing authorship from within non html pages like: Microsoft Office files, PDFs, RTF files, SVG image files and Google docs. Refer this [post](#) for more information on this.

We are writing this yet again because Matt Cutts has officially given a word that **it will be a ranking factor** if it isn't already. The future of Google's algorithm will be strongly controlled by “**who wrote what**”. Here's the [video](#) explaining the importance of Authorship by Matt Cutts himself.

Marking up your content has become vital because it offers benefits like:

- It brings with a future ranking boost.
- You build authority as an expert with every new piece of content.
- Your image within the search results creates a higher click through rate.
- It protects your content from being hijacked by someone else.
- You build up your G+ profile exposure and PageRank which in turn creates more authority and solid social signals.

Google announced the beta release of **AdWords Review Extensions**, which allow advertisers to include blurbs of third-party reviews in their search ads. The extension could prove especially useful to local businesses and to advertisers who don't have access to seller rating extensions to add validation to their ads.

Richer information about your business can help potential customers understand why your product or service is right for them. Advertisers have long found it valuable to show positive reviews, awards, or accolades in their ads.

Advertisers can submit quotes or summaries of third party reviews to be displayed in their search ads.



### What can I use in my reviews?

As the two examples above show, the review snippets can either be a direct quote or a summary from a review. Of course, you'll need to have permission to use the review from the source publication.

### The Publication Name link?

The publication name (in blue) is a link to the publisher's website. Advertisers can set the destination URL to the page where the review snippet is sourced from on the publisher's site.

## **Charges for clicks on the publisher's name?**

Advertisers are not charged for clicks on links to publisher sites.

## **Character limit on Review Extensions?**

The character limit on Review Extensions is 67, and that includes the name of the publication.

According to the policy, each review must come from a “reputable 3rd party source”. Google also states that “automated and human-based systems” will be used to review and validate all review extensions.

As of now the extensions are in beta and available globally in English only. If you have an AdWords representative you can request to be included in the beta. If not you'll have to wait just a little bit longer for this new feature.

So the Tweepers are going gaga over this new feature being rolled out - Twitter cards! What are these? Another business card in the making? Or a new marketing gimmick?

This is how a Twitter Card will appear:



Well, these aren't the regular business cards. In a layman's term, Twitter cards are for websites who want specific content to be seen when a user shares their website link on Twitter. Now, let's have a look at the different types of cards available, both for web & mobile clients:

1. **Summary card:** Comprising of title, description & thumbnail
2. **Large Image summary card:** It is just like summary card but it gives an option to showcase a large image.
3. **Photo card:** The image will appear just like other Twitter photos.

4. **Gallery card:** Showcasing several photos together (max. 4). This will let the users know that there are more images to the URL mentioned rather than just 1.
5. **App card:** This will drive users to install your app as it will feature Name, description, icon & other attributes like rating & the price.
6. **Player card:** This card requires special approval but can't be approved immediately. This will include media experiences like video & audio, unlike photo or summary card you have total control over the content.
7. **Product card:** This card has an added advantage to drive sales as it will display image, description, & also key points about your product. Not only these, you can also add size, availability, price etc.

Let's get going with this new feature! You can find the official word from twitter [here](#).