

Google

Search Console

EMAIL DIRECT
MARKETING

seo solutions
Strategic Search Engine & Internet Marketing Solutions

NEWSLETTER

JUNE 2015

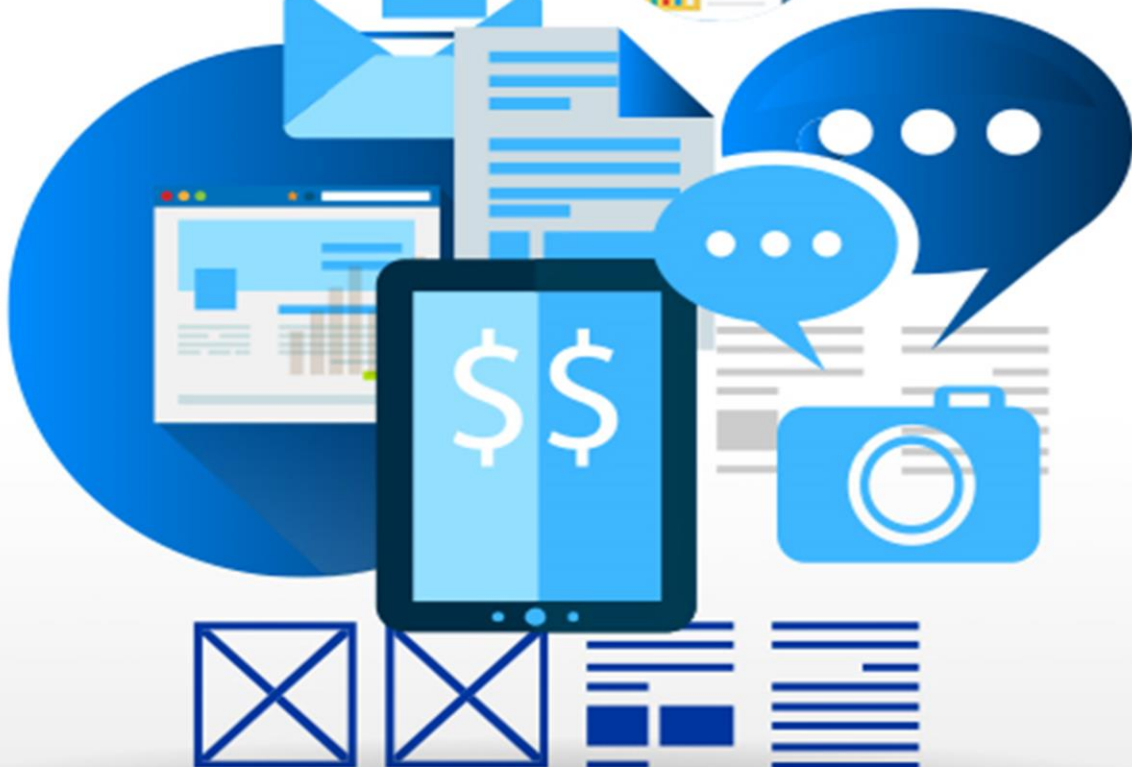
GOOGLE
WEBMASTER TOOLS



SHOPPING
ADS



SEARCH
ANALYTICS



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GOOGLE WEBMASTER TOOLS GETS A NEW NAME – GOOGLE SEARCH CONSOLE

Google recently announced the rebranding of Google Webmaster Tools in one of its [Google Webmaster Central blog post](#). Henceforth, it will be called as the [Google Search Console](#).



The cause for the rebranding is said to be more inclusive. Michael Fink from Google posted this in the blog –

It turns out that the traditional idea of the “webmaster” reflects only some of you. We have all kinds of Webmaster Tools fans: hobbyists, small business owners, SEO experts, marketers, programmers, designers, app developers, and, of course, webmasters as well. What you all share is a desire to make your work available online, and to make it findable through Google Search. So, to make sure that our product includes everyone who cares about Search, we've decided to rebrand Google Webmaster Tools as Google Search Console.

One of the first proficiencies added under the new Search Console is **App Indexing** and **Analytics**. Now app developers can use the **Fetch as Google** tool. You can read more about these app capabilities at the [Google Webmaster Central Blog](#).

For now, the rebranding is in the name only with a couple new features. But we will keep you posted as Google Search Console develops and changes. You can directly visit the new Google Search Console via this link: g.co/SearchConsole.

Here's a video created by Google on the name change –





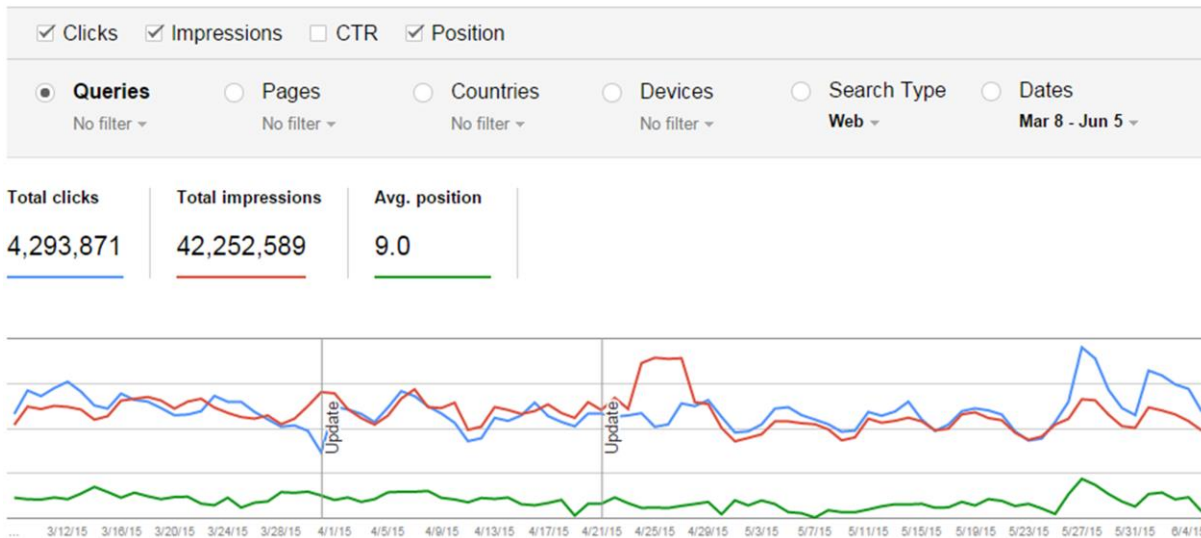
GOOGLE WEBMASTER TOOLS REPLACES SEARCH QUERIES WITH SEARCH ANALYTICS REPORT

Google Webmaster Tools aka "Google Search Console" has just released the [Search Analytics Report](#) replacing it with the "Search Queries" report. This new report is designed to take all of the guess work out of your organic search traffic. Unlike the previous **Search Queries** report, the **Search Analytics** report allows you to compare traffic and apply filters to get a very helpful perspective of the data. It also has a handy line showing official Google updates as can be seen in the screenshot below.

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more](#).

Go back to old "Search Queries" report.



For example, if you wanted to look at your site's **impressions** and **average positioning** filtered by **device** before and after the April 21st, mobile update you could easily do that. It's also especially useful to look at these factors filtered by country if you're working on a global site.

It's still in the **beta** stage but will soon replace the "Search Queries" report. For now, you can switch between the "Search Queries" report and "Search Analytics" report from the same section.

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more](#).

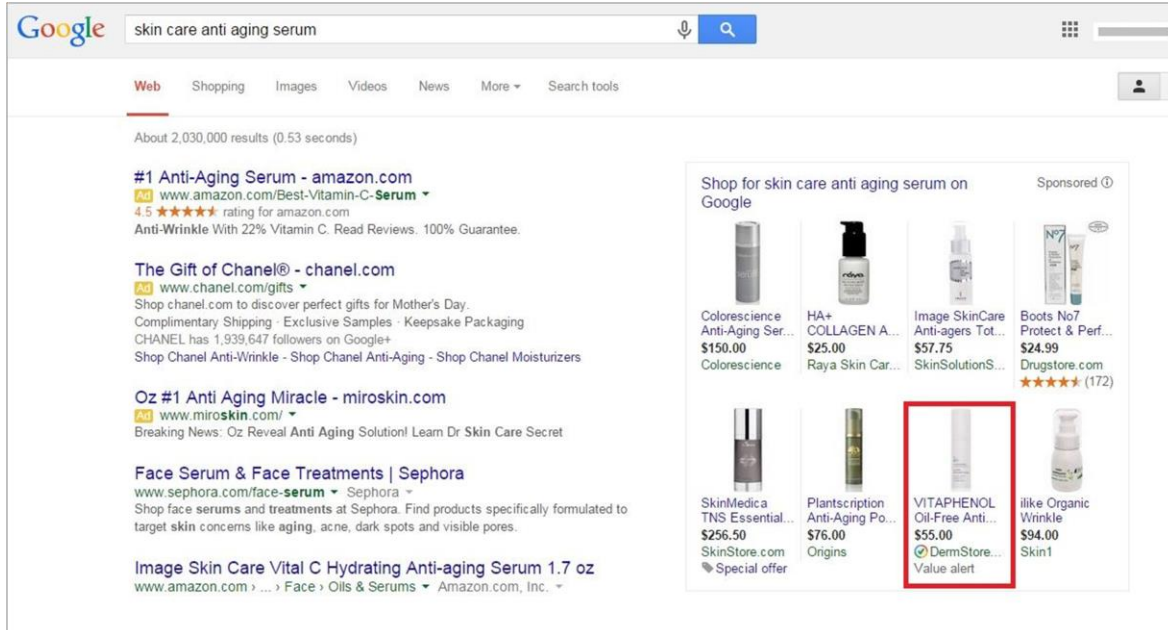
[Go back to old "Search Queries" report](#)

You can also go through this link as a reference guide: <https://goo.gl/LhdgO7> to the new Search Analytics report.

3

GOOGLE TESTING "VALUE ALERT" NOTICE IN GOOGLE SHOPPING ADS

Google has another test running on product listing ads, this time one that highlights "value" products.



The screenshot shows a Google search for "skin care anti aging serum". The search results include several organic listings and a sponsored shopping section. The sponsored section displays a grid of product listings with prices and a "Value alert" badge on the DermStore listing.

Product	Price	Additional Info
Colorescience Anti-Aging Serum	\$150.00	Colorescience
HA+ COLLAGEN A...	\$25.00	Raya Skin Car...
Image SkinCare Anti-agers Tot...	\$57.75	SkinSolutionS...
Boots No7 Protect & Perf...	\$24.99	Drugstore.com (172)
SkinMedica TNS Essential...	\$256.50	Special offer
Plantscription Anti-Aging Po...	\$76.00	Origins
VITAPHENOL Oil-Free Anti...	\$55.00	DermStore... Value alert
ilike Organic Winkle	\$94.00	Skin1

The test displays a **"Value alert"** message at the bottom of the ad. What's interesting is that the ad from the DermStore does not have the lowest product price among the ads shown. The ad shown from Raya Skin Care has by far the lowest price at \$25.00. Rather it may be that Google is testing a new way of showing items that are on sale or significantly discounted.

A look at the product page on DermStore.com does show sale prices on that brand (there is not a Vitaphenol serum listed on the site, though, and it's not clear which product is showing in the search results). The "Value alert" message may only trigger based on the size of the discount; the Vitaphenol products on sale are currently discounted by 52 percent. It's also not clear if the advertisers "TrustedStores" status has anything to do with inclusion in the test.

The experiment does appear to be very limited at this point. Google declined to offer details when asked about it.

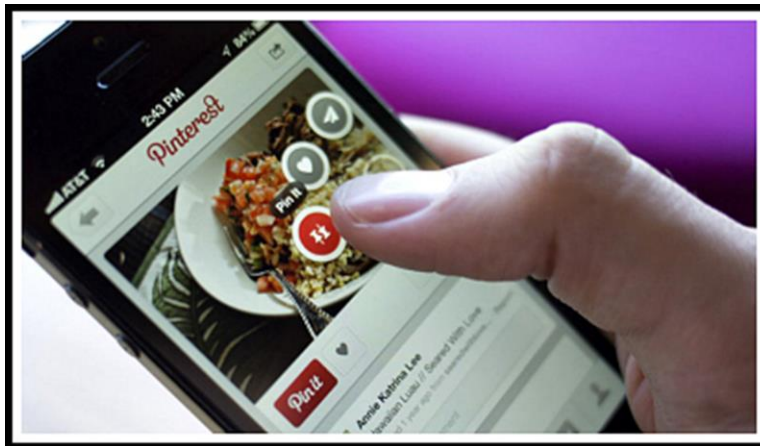
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PROMOTED PINS BY PINTEREST FOR BUSINESS

A picture is worth a thousand words! Well Pinterest has proved it with its success and again it has come up with brilliant ideas and features to help businesses and brands to promote their product.

Imagine a user (Pinner) planning his weekend with the help of pins from his home feed. He likes particular place where he can spend his weekend. He saves that pin to board and tries finding other accessories he might need for camping. He may also try to find a place where he can get tent on rent. In another case, a pinner who likes to read may save pin “Top 10 books to read” on his board.

These cases explain how pinner can be benefited by pinning / saving the pins and planning an action on them. With promoted pins, you can directly attract people who follow similar niche. This way you can present yourself in front of your potential clients.



After studying how users use Pinterest, they have come up with three different types of promoted pins.

- Awareness
- Intent
- Action

1. BRAND AWARENESS:

To increase your brand awareness, they have introduced some new features:

- **Cinematic Pins –**

For mobile users, cinematic pins are pure delight. You can control these pins with scrolling. If you would like to see the example of how these pins look, just look up for the following brands who are already using it.

Gap Inc, L'Oreal USA, Nestlé

- **Audience Targeting –**

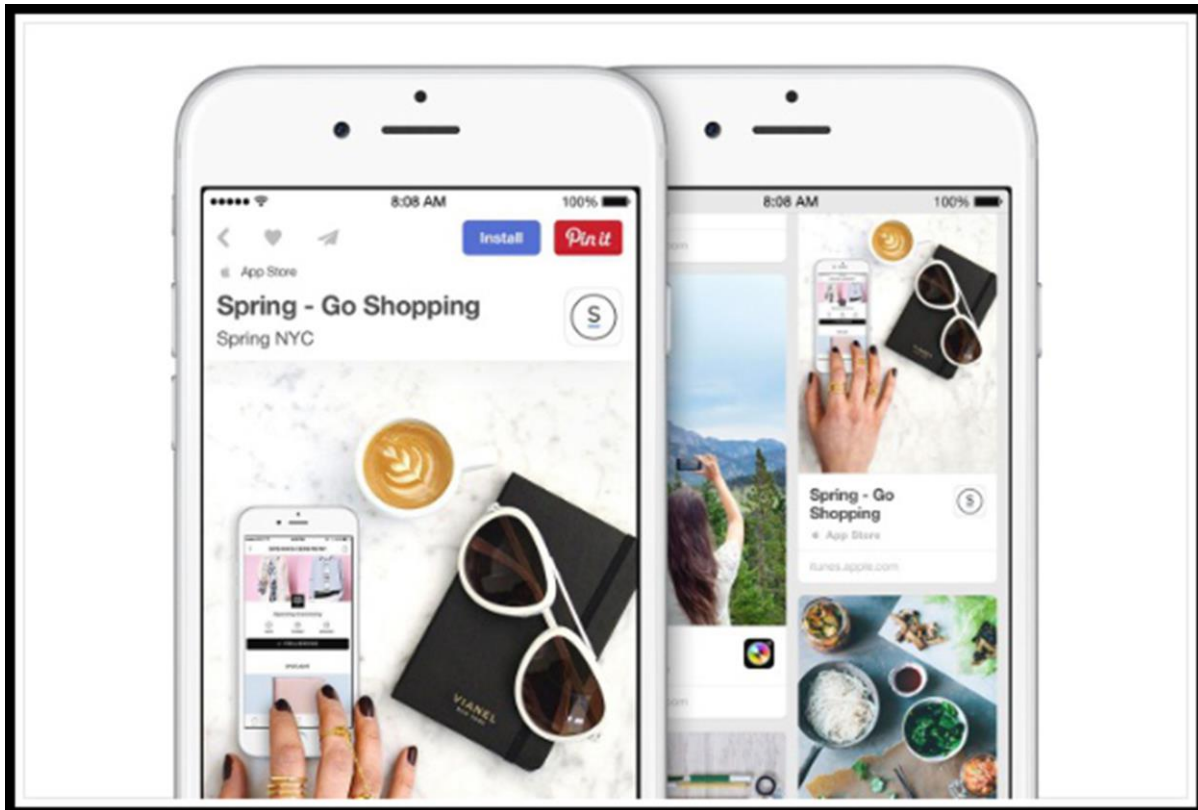
It allows you to target people based on interests, celebrities that you follow.

2. FIND OUT WHAT YOUR AUDIENCE LIKE:

Best way to find out if your audience likes your pins, is to track the amount engagement received on your pins. Number of re-pins on pins can tell you if your work is really paying off. Along with CPM and CPC promoted pins, they are now bringing up Cost- Per- Engagement model which can help to predict user activities.

3. HELP AUDIENCE TO USE YOUR APP (APP PROMOTION):

As per the studies, 80% users use Pinterest on their mobile so that they can pin on the go. This has led Pinterest to introduce "App Pins". They will be available with Cost-Per-Action basis. This pin will have information about the app and user can directly install it without leaving the Pinterest.



11 MOST COMMON EMAIL MARKETING BLUNDERS AND HOW TO OVERCOME THEM



If you are an email marketer or handle email campaigns on a regular basis then this article is certainly for you. Here, we have tried to address the 11 most common blunders committed by email marketers. These are small mistakes that can have a huge impact on your overall campaign. The real pain starts after we have realized our mistakes. As you read further, we will list out each of these terrible blunders and tell you how you can fix them.

We have executed many email marketing campaigns and figured out the best practices to ensure a smooth email campaign. So, if you are planning to send your next campaign, we bet you would want to read this article before you begin –

1. NOT CHECKING THE DEFAULT EMAIL SENDER NAME AND SUBJECT LINE:

Popular brand is the email's best friend. If you are a popular brand then people will recognize you by your brand name and it will support your actions. There are different category lists, so the email will go from different email ids. Sometimes we forgot to change the sender's email id and name. This directly affects the open rate.

Sender name and subject lines determine the open rate. What are the mistakes that happen in subject lines? Do you check the subject line length? When you have to personalize the subject line, we add a dynamic field into it. This is where the mistake happens when we do not insert the proper code or the dynamic field doesn't work. In this case, the email can go with the wrong dynamic field or even without it.

We can fix these mistakes by sending a live campaign to team members to crosscheck if everything is working properly and if the subject line doesn't look too long.

2. NON-FUNCTIONING OF DYNAMIC TAGS:

We have to be very careful here because this is the most important element of a successful email marketing campaign. Any campaign may fail due to this simple mistake. Sometimes the software doesn't pull up the dynamic field or it may pull up a wrong field.

We can fix these mistakes by sending a live campaign to team members and check if the dynamic data is being properly pulled up or not.

3. AVOIDING CROSS BROWSER AND EMAIL CLIENT COMPATIBILITY CHECK:

Emails can't look the same on all email clients. If you design an email template in your own html code then it will face compatibility issue with different browsers and email clients. According to statistics, 34% people check their emails in outlook and most of the times the emails don't look too good. One major drawback is that people have to manually right-click and download images in outlook.

Browser compatibility can be fixed by using a responsive coding technique and email client issue can be solved by following the guidelines and testing emails in third party software such as **Litmus** or **Email on Acid**.

4. IGNORANCE OF CAN-SPAM ACT:

If a campaign gets marked as spam or they are reported as abuse, then we are losing people from our lists.

We can fix this by following can-spam act or we need to add the company name in the 'from' field, company address at the bottom of the email and an unsubscribe link.

5. AVOIDING HYPERLINKS TESTING:

We use hyperlinks in call-to-action, email ids, unsubscribe, 'open in browser' link. Sometime we miss out on placing a hyperlink on an image or any clickable element in the body. Wrong links can take the visitor to a wrong destination which will have a very bad impact on our subscribers.

We can fix this error by actually clicking each hyperlink and checking if it's working properly. We should continue to host landing pages or email links for around 4-5 months so that even a subscriber who opens the email months later can check that email.

6. INCORRECT CONTACT NUMBER:

When you want to measure the performance of a campaign by calls, email marketers use third party numbers— toll-free or local. There are chances that the email template and landing page designer might put the wrong number.

We can fix this by manually checking the contact numbers on both email templates as well as on landing page.

7. NOT VERIFYING THE DEFINED CALL-TO-ACTION:

Call-to-action is one of the most important elements of a successful email marketing campaign. Let me tell you some of the silly mistakes one can make. There are chances we might forget to add the destination link (landing page or website) on the call-to-action button. Or we might forget to hyperlink the contact number and/or email address. I have even observed email marketers who insert a broken link on the call-to-action button.

By clicking on the actual call-to-action button and calling the actual number using a cellphone or tablet, we can fix the call-to-action mistakes.

8. LACK OF ATTENTION TO THE CONTACT FORM:

In an email campaign where we use contact forms on the landing page to capture leads, we might forget to add some important fields or we do not test them. Such mistakes happen mainly due to carelessness or deadline pressure.

We can fix this problem by testing the contact form on live landing pages.

9. INACCURATE LIST SELECTION:

Sending emails to an irrelevant list can reduce the open rate and conversions. Each and every step is equally important for an email campaign's success. Before sending a campaign, every marketer must have data segregated into different lists. Lists can be categorized as per interest, product, service, response, etc. Selecting the right list is also a very important action. If we select the wrong list then we can lose the market goodwill and it will dampen the company's image. People might even end up unsubscribing.

We can fix this issue by selecting a proper category of list and updating it.

10. NOT CHECKING THE SENDER AND RECIPIENT EMAIL ID:

Sometimes we forget to check senders and recipients email id. Most of ESP by default pulls up account email id. There are different types of campaigns that need to be sent from an account such as welcome email, Promotional campaigns, etc. So based on the category, we use sender's email id. If we do not check the sender's and recipient's email id then the campaign might go from a different email id.

By sending a live email campaign and replying to that email can fix this mistake.

11. NOT UTILIZING THE BENEFITS SOCIAL MEDIA:

All email campaigns should be shared on social media. There are some avid subscribers who like to share and forward content on their social profile. People often forget to add social sharing, forwarding button on their emails.

Involving your social media team and relevant team members can fix this problem.

Finally, the best solution to these common mistakes is to live test your campaign before executing. Before launching the campaign, we can send an actual email campaign to internal team members to cross check each element of the email.

Hope you find this article helpful. If you need any help in managing email marketing campaigns for you or your clients business, feel free to contact us.