

Newsletter

March 2015

APRIL 21 IS GOOGLE MOBILE FRIENDLY DEADLINE. IS YOUR SITE PREPARED?



REAL-TIME TWEETS TO APPEAR IN GOOGLE RESULTS – AGAIN!

CHARGE UP YOUR PHONES WITH CALL-ONLY CAMPAIGNS



GENERATE LEADS FOR YOUR BUSINESS WITH TWITTER ADS

01

APRIL 21 IS GOOGLE MOBILE FRIENDLY DEADLINE. IS YOUR SITE PREPARED?

02

REAL-TIME TWEETS TO APPEAR IN GOOGLE RESULTS – AGAIN!

03

CHARGE UP YOUR PHONES WITH CALL-ONLY CAMPAIGNS

04

GENERATE LEADS FOR YOUR BUSINESS WITH TWITTER ADS

01

APRIL 21 IS GOOGLE MOBILE FRIENDLY DEADLINE. IS YOUR SITE PREPARED?



We reported back in December that Google has started rolling out its "Mobile-friendly" label in mobile search results and will affect mobile rankings. Google has just quietly but, very clearly announced that the [mobile search results](#) are about to change completely in favor of websites that are mobile-friendly. Here are the two important points from that announcement:

1. **More mobile-friendly websites in search results**

Starting April 21, we will be expanding our use of mobile-friendliness as a ranking signal.

This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results.

Consequently, users will find it easier to get relevant, high quality search results that are optimized for their devices...

2. **More relevant app content in search results**

Starting today (Feb 26th), we will begin to use information from indexed apps as a factor in ranking for signed-in users who have the app installed. As a result,

We may now surface content from indexed apps more prominently in search.

To find out how to implement App Indexing, which allows us to surface this information in search results, have a look at our [step-by-step guide](#) on the developer site.

To find out if your site qualifies for the 'Mobile-friendly' label and a listing in the top Google Mobile results, you can use Google's [Mobile-Friendly Test](#). The tool quickly analyzes if the page is mobile friendly and you'll either get a congratulations message or a list of improvements you'll need to make.

In addition, we also recommend checking your site's [Mobile Usability Report](#) in Google Webmaster Tools.

In conclusion; if your site is NOT mobile friendly (OR is mobile friendly but NOT recognized by Google), it will affect your rankings and ultimately business. It's time you get one done for your business right away.

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.
3. Advanced mobile lead tracking and analytics.

02

REAL-TIME TWEETS TO APPEAR IN GOOGLE RESULTS – AGAIN!



Twitter and Google have partnered to make your tweets more searchable online, according to [a Bloomberg report](#).

Within the first half of 2015, tweets will begin appearing in Google searches as soon as they are posted. The deal has been signed, but the companies have not officially announced it yet, according to Bloomberg.

The two companies reached [a similar deal](#) in 2009, but Google [let that deal expire](#) two years later after launching Google+.

Google thought its social network could provide the same real time information about what people are doing online as its deal with Twitter did. But Google+ never took off, and Google has revamped it into more of a general-purpose single sign-in platform across its services.

According to us, it's a win-win situation for both companies. In addition to potentially accelerating Twitter's growth, it's also good for Google because the ability to index real-time tweets is valuable for searchers.

And obviously, this deal also stands to greatly benefit businesses and publishers as well, as their search engine visibility and social media audience will be amplified.

For more details, here's a very good [article](#) on the best estimate of how the deal will play out.

03

CHARGE UP YOUR PHONES WITH CALL-ONLY CAMPAIGNS

People are living their lives online and engaging with their business in new ways. With smart phones in hand, consumers are increasingly looking for products or services while on the go and then placing a call right away. In fact, 70% of mobile searchers call a business directly from search results.

Google has introduced call-only campaigns, a new and easy way for businesses to reach potential customers by prominently showing your phone number, business description and call button -- right when people are searching.

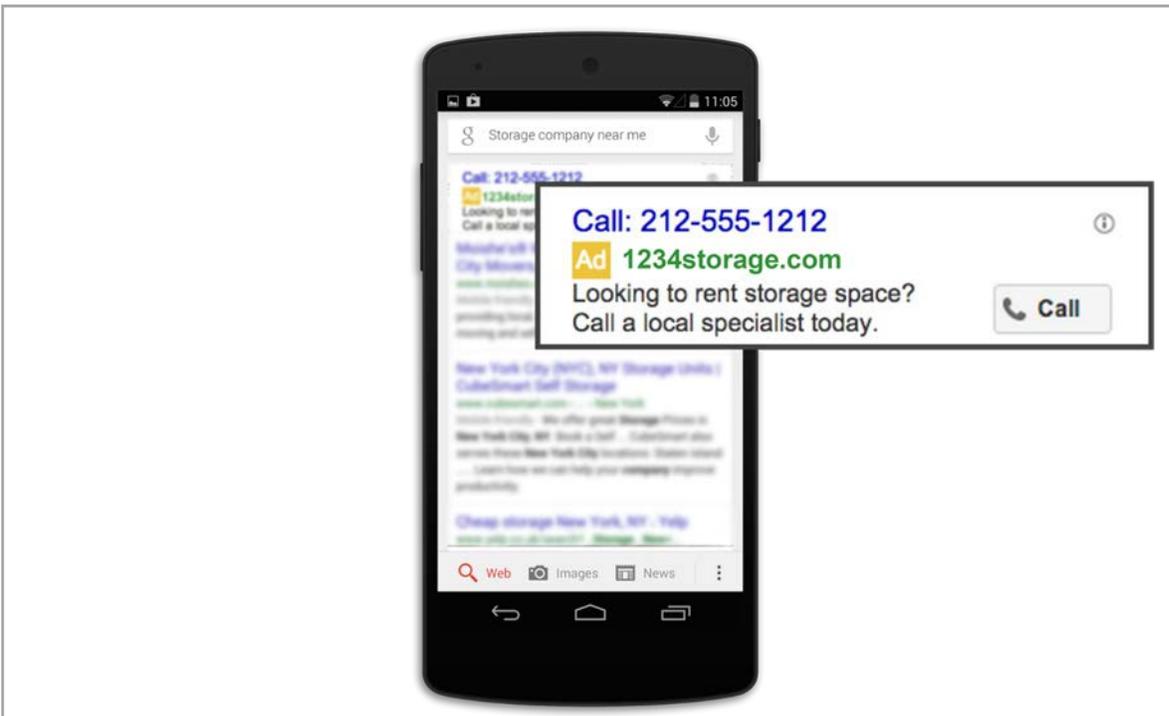
🔍 Type: **Search Network only - Call-only**

Campaign name

Type

- Standard** - Keyword-targeted text ads showing on Google search results ?
- All features** - All the features and options available for the Search Network ?
- Mobile app installs** - Ads encouraging people to download your app ?
- Mobile app engagement** - Ads that encourage actions within your app ?
- Dynamic Search Ads** - Ads targeted based on your website content ?
- Call-only** - Ads that encourage people to call your business ?

[Learn more about campaign types](#)



Call-only campaigns are specially designed to only show on mobile devices that can make phone calls. This means every click you pay for can be a phone call to your business.

Bid just for phone calls

Since every click goes towards a phone call, you can design a bidding strategy based specifically on your CPA or ROAS goal for calls. This helps you maximize the value of every call to your business.

Customize ads focused on a single call to action - phone calls

Tailor your ads for phone calls with creatives like "speak to a specialist today" or "call to make an appointment" to let people know they can easily reach your business without needing to visit your site.

Advertise on Twitter



Twitter is fun when we explore advertisement. Focusing from business perspective, Twitter has designed an awesome platform for marketers. Its mind blowing user-interface provides detailed analytics reports that include several important factors that are crucial to monitor.

Most of the advertisers use **Twitter** as it is **easy-to-use** and one of the best platforms for **lead generation**. Leads generated through Twitter can be tracked easily using its analytic feature.

It feels good when someone follows you. Go with **Twitter Ads** and you can feel the same. We focus on gaining a fair number of **followers** as it helps they are your **potential audience** for a **longer span of time** and are already interested in your business profile.

Some of the features that will attract you for advertising on Twitter are:

Targeting the correct audience: While advertising on Twitter, you can create your own custom audience that you think are your potential customers. Get those competitor's audiences too!



Get discovered: Be in the limelight by promoting your tweets & get your profile recognized to a larger audience.



Be on the controlling end: Get benefited with our advertising platform as you only pay for what you get. You need to pay only when users follow your account or retweet, favorite, reply, or click on your Promoted Tweets.



Know more about advertising on Twitter @ <http://bit.ly/YbVuCk>