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GOOGLE

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1 NOW GET YOUR GOOGLE MY BUSINESS LISTING INSTANTLY VERIFIED VIA WEBMASTER TOOLS

On August 1, Google's Jade Wang **announced** in the Business Forum that you can now instantly verify your Google My Business listing, formerly known as Google Places and Google+ Local Listing, via Google Webmaster Tools.

Considering all the previous hassles of verifying a business in Google, we welcome this move by Google. However, you need to make sure that you're signed in to Google My Business with the same account you've verified your site with Webmaster Tools. Note that <u>not all business categories</u> may not be eligible for instant verification. Google hasn't either given a list of categories eligible for verification

Here if the official statement from Jade –

"Good news -- starting today, if you're verifying a page for your business, you may be instantly verified on Google My Business if you've already verified your business's website with Google Webmaster Tools. The verification will happen automatically, if applicable, when you attempt to verify a page for your business.

If you'd like to try instant verification, please make sure you're signed in to Google My Business with the same account you used to verify your site with Webmaster Tools

Not all businesses with websites verified using Google Webmaster Tools will have instant verification, since not all business categories are eligible. If that's the case, please use one of our other methods of verification (https://support.google.com/business/answer/2911778)."

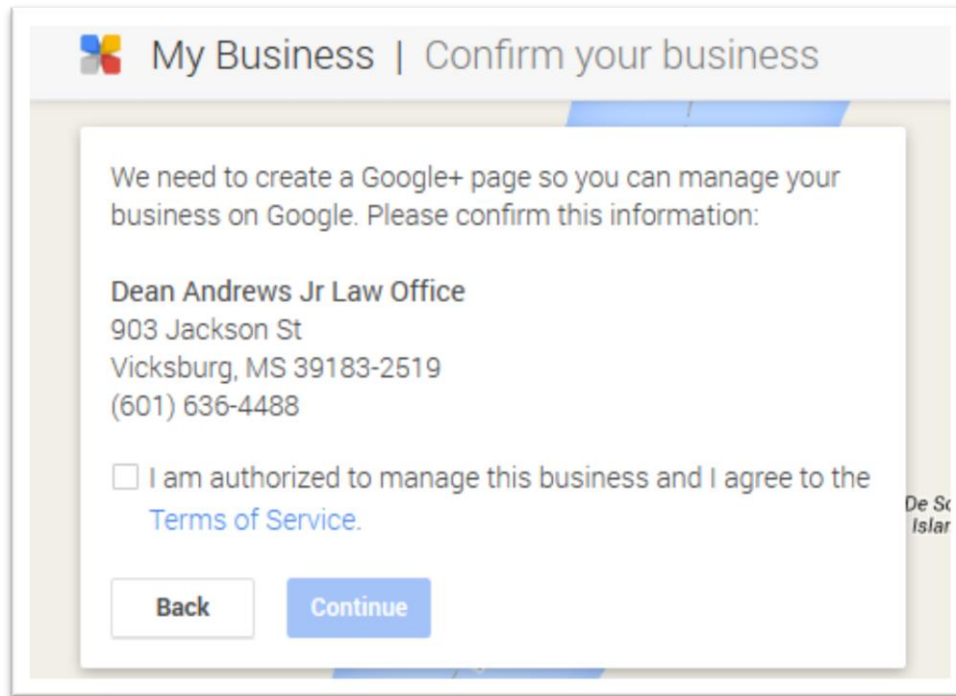The process is indeed simple. Here are the steps.

Step1: You need to be signed in to Google Webmaster Tools with the same account you wish to verify your Google My Business listing.

Step 2: Open Google My Business at http://google.com/business

Step 3: Go to your unverified listing and click "Manage this page" link as shown below
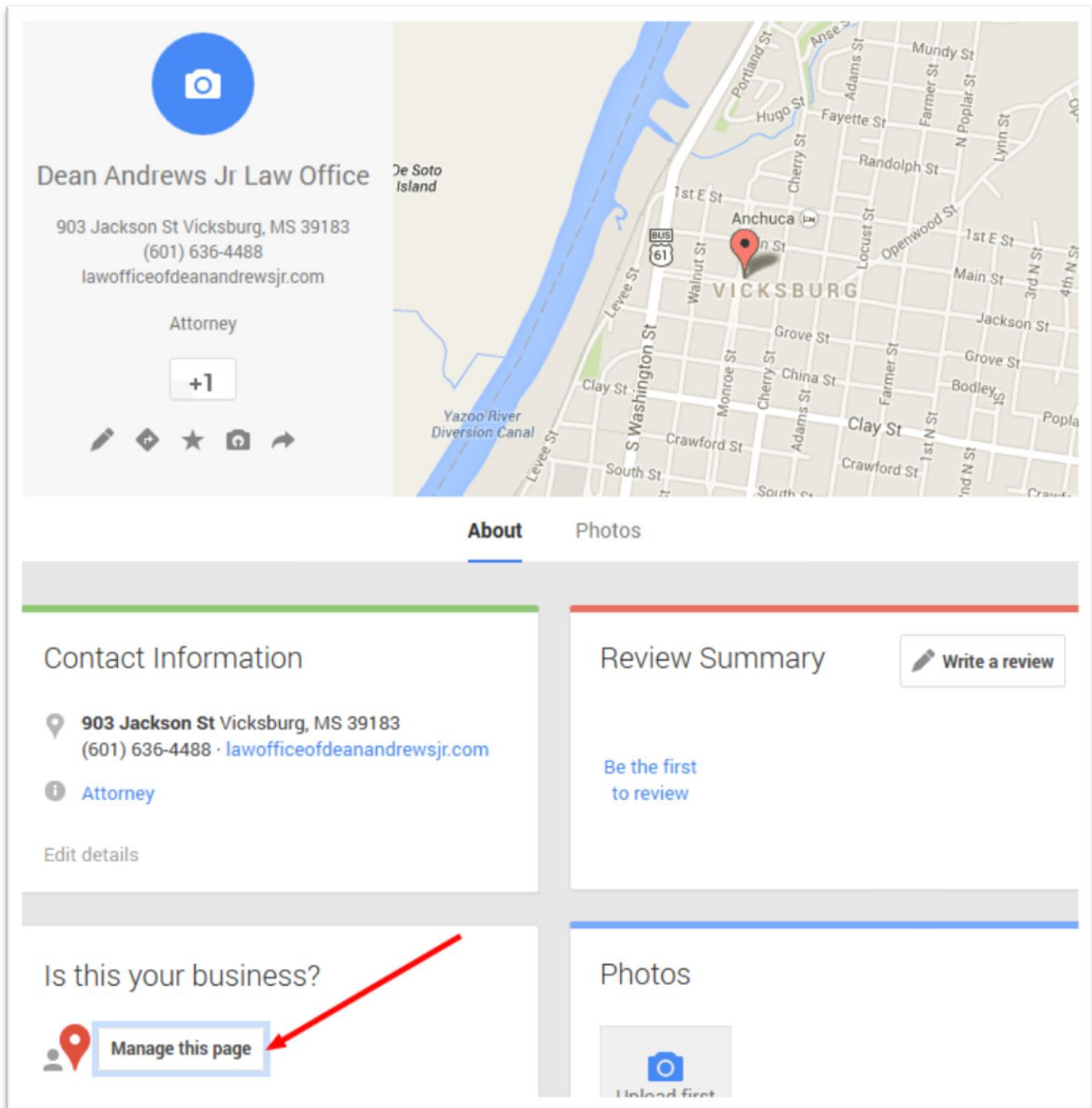
Step 4: You will be directed to confirm your business as shown in the image below. Just click the check box and Continue.

Step 5: You are done. You will receive a message in your browser stating "You've successfully verified your Business on Google."

GOOGLE LAUNCHES NEW PIGEON UPDATE FOR LOCAL SEARCH 2

A couple of weeks ago, Google pushed out a **new and major algorithm update for local search** (which industry's leading resource "Search Engine Land" called "Pigeon update"). There aren't many details disclosed about the so-called Pigeon yet by Google, but webmasters have been reporting considerable changes in their local rankings over the past few days.

So, what do we know about the Pigeon?

Google confirmed that the update **started to roll out on July 24 for US English results**, and it's not yet known when the update would roll out more widely in other countries and languages.

The aim of the update is to provide a more useful, relevant and accurate local search results. And unlike Penguin and Panda updates, this is **not a penalty-based update** (aimed at cleaning the SERPs from low-quality content), but a core change to the local search ranking algorithm.

Now, to give you a better idea of the update, we've tried to outline all the changes going on (both those claimed by Google and noticed by webmasters).

1. **Local listing packs disappear for a huge number of keywords**
   One of the key changes seen after the update is a drastically **lower number of queries that now include a local listing pack** on their SERPs. In some cases, we've even noticed just 2-3 sites in the local pack. For example, take a look at the below screenshot.
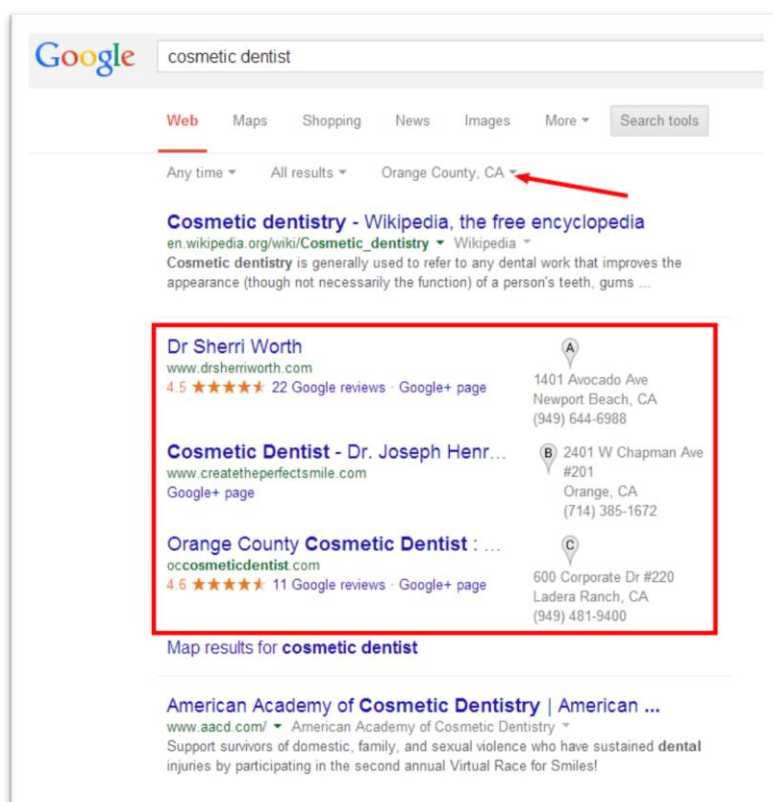
According to SERP feature graph by MOZ Cast, this number falls from 12.1% of queries on July 23rd to only 3.3% on July 27th.
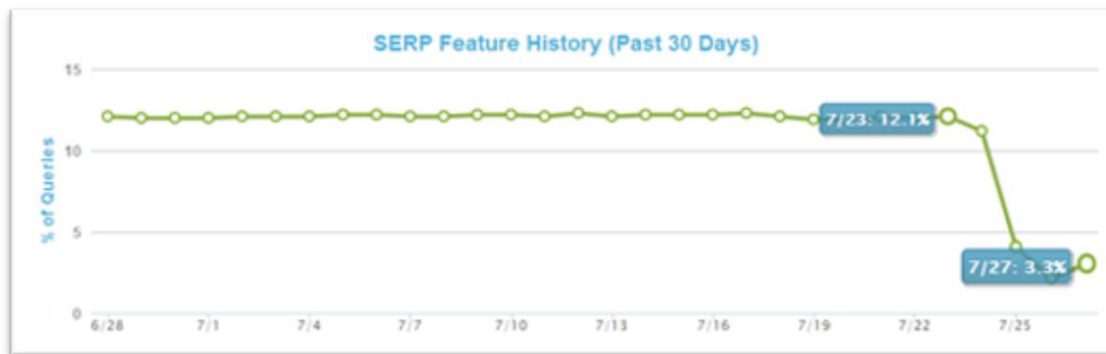
2. **Local rankings are expected to depend more on website authority**
   The new local search algorithm is said to be more tied with the traditional Web search ranking signals.

   Simply speaking, this may mean that local rankings will now be more determined by domain authority, backlinks and all kinds of other SEO rankings factors.

3. **Ranking boost is seen for Yelp and other local directories**
   According to the first post-update researches, Yelp and other local directory sites have seen a considerable boost in rankings. For some queries, the entire SERP is built from well-known local directories only.

   Even if less of your potential clients may now be able to find your website, many more of them can find you via local directory sites. This makes it crucial to build a solid business presence on leading local directories in your industry.

4. **Local carousel remains a way to gain extra exposure.**
   Unlike the usual local listing packs, local carousel results remain unaffected by the update and show up with almost the same frequency as before. This means they can still be a great way to gain extra exposure for some local keywords (though carousel listings a present for just 1% of keywords queries.)
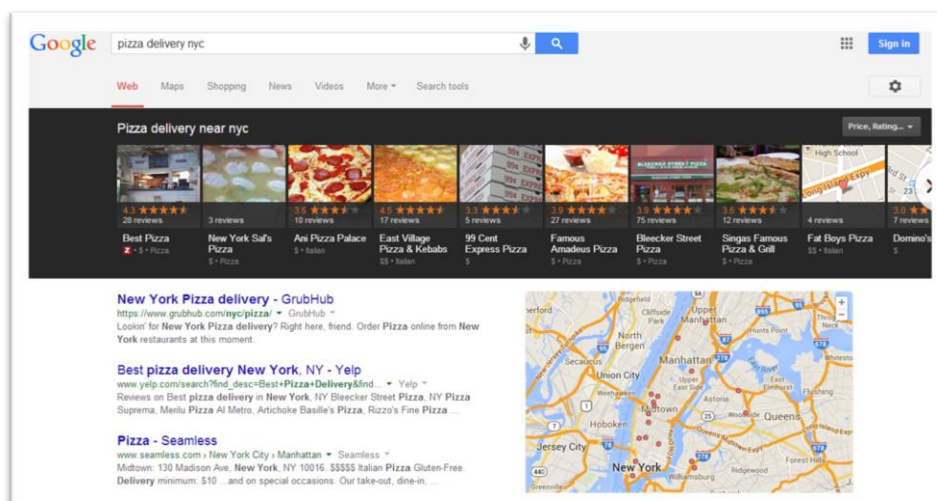
Carousel results put a heavy emphasis on your listing's image and rating, while showing all options side-by-side. So make sure to put a **nice, high-quality and attractive photo** in your Google+ business profile and encourage your customers to review your business.

Here are a few more "general" recommendations and best practices for local rankings improvement.

1. Individual Google+ Local page for your business.
2. Proper category for your Google+ Local page.
3. Local area code on Google+ Local page.
4. NAP on your website matching NAP on your Google+ Local page.
5. NAP consistency in all your business listings.
6. Large number of positive customer reviews on Google+ Local page and on third-party sources.
7. City or state included into your website's title tags.

3   SECURING YOUR SITE WILL NOW BOOST YOUR RAKINGS IN GOOGLE

Google [announced](#) yesterday that they are now using SSL/HTTPS as a ranking signal in their Google search algorithm.

According to Google, as of now it's only a very lightweight signal — affecting less than 1% of global queries, and carrying less weight than other signals such as high-quality content. But over time, Google might decide to strengthen it, and encourage all website owners to switch from HTTP to HTTPS to keep everyone safe on the web.

Earlier this year, in March, Matt Cutts gave a hint that he'd like [HTTPS to be a ranking signal](#). So, this was likely to be implemented soon.

So, what about sites that already have SSL implemented on their checkout pages? Is that enough?

The answer is, no, you need to still do something more. This ranking boost is applied to only the pages that have SSL on them. Typically, SSL is only on those checkout pages and not on your product pages, content / landing pages, etc. So you need to make your whole domain name, all the URLs, all the files, all the includes, all of it, go over HTTPS.

This obviously will take some time; you need to do rigorous testing, to make sure the HTTPS certificate doesn't show errors to your users. There can be images, videos, and third-party includes that need to be adapted on the pages to ensure that it doesn't give the user a security warning.

Are there any negative SEO effects of converting to SSL?

According to Google, if you switch your site over properly, there is no downside. Google has said [before](#) there was an SSL boost that there is no [ranking change](#) in a negative way for going SSL.

But the key is you need to do it right. Google gave this advice:

- Decide the kind of certificate you need: single, multi-domain, or wildcard certificate
- Use 2048-bit key certificates
- Use relative URLs for resources that reside on the same secure domain
- Use protocol relative URLs for all other domains
- Check out our Site move article for more guidelines on how to change your website's address
- Don't block your HTTPS site from crawling using robots.txt
- Allow indexing of your pages by search engines where possible. Avoid the noindex robots meta tag.

Google also recommends you use [Qualys Lab tool](#) to test your SSL certificates and pages.

Meanwhile, here are some reactions from the Webmaster Community.

> "*And a lot of cash for certificate authorities. This'll be another craze like site speed. It's manipulation of the webmaster community, and I don't believe it's fair to judge every site based on HTTP vs HTTPS. People will be buying certificates just because it might help a teeny-tiny bit, when in fact their site does not warrant a secure connection.*"

> "*My site is informative only, no login or personal/sensitive information, so why the hell do I need to use SSL?*"

> "*This will add extra costs for certificates and administration, which will hinder small business owners.*"

> "*what about reduced pagespeed from extra payload?*"

John Mueller of Google is answering questions about this on [Google+](#). Google also added a new resource this morning on [securing your site](#).

6 BEGINNER LEVEL EMAIL MARKETING TECHNIQUES FOR SMALL BUSINESS OWNERS

4

You've carefully crafted an email. You've refined each sentence. You've totally stressed out your brain for the very best subject line. And then, you hit Publish with a sigh of relief!

But when you look at your email stats, you notice that the views aren't as good as you'd hoped, and the click-throughs are disappointing. It's depressing.

Although it feels like a big challenge to get people to open and read your emails, it will not be wrong if I say that if done in a right way, Email marketing can get great Return on Investment with high conversion rate. It is a direct marketing method which is cost effective and easy to execute. It gives immediate response with tracking records like open rate, click rate, unsubscribe, etc.

It's not easy to get success in email marketing overnight but producing creative content, proper data collection process, an updated list can generate revenue in just few months.

Here are the top 6 techniques I've found over time for writing emails that get opened, read, and clicked.

1. **Planning:** Every business needs a plan on how to collect clients' data to brand their business and increase the revenue. To execute a successful email campaign you should have proper planning and strategy in your mind. The steps mentioned below would help a business owner meet their email marketing requirements effectively.

2. **Data Segmentation:** Data segmentation means collecting data as per their behavior on your website or blog. You need to understand how visitors on your website behave. For example, someone would buy some products from your website, someone would like to hear about the discounts or new product launches.

   You need to understand who is interested in discounts or who is a regular buyer. You need to have dedicated newsletters for such visitors or buyers. Sending irrelevant campaign can increase the unsubscribe rate and prevents your list from growing.

3. **Creative Content:** Creative content is equal to money. Creative content is always a key in every marketing campaign. When you send campaigns with quality content to your leads/clients you would experience a good open rate. Newsletters should have creative content and valuable information.

   Subscribers are always waiting for interesting, informative content from you and if your content is sharable, higher engagement is possible.

4. **Lead Nurturing:** Lead Nurturing is another mistake that business owners make. Our experience says 65% of the clients convert after following up with them over five times. If you do not perform Lead nurturing you are losing your potential business. Remember, every email that you send to potential clients, it leaves some residual value in the mind of reader. Do lead nurturing for engagement but don't expect immediate result, it takes time to build relationships. You can create an opportunity for your reader to become a paying customer by doing lead nurturing. You receive leads after spending money on PPC, or organically.

   Sending promotions, industry updates, wishes, etc. actually enhance engagement with your potential leads. Sending such emails in a right manner can create a chance for a business in future in case the recipient is not looking for your service currently.

5. **Automation:** Sending automated emails can create brand awareness and good branding is a friend of email marketing. Sending automated triggered email series works for new leads as well as converted leads. For converted clients, we can set up email series that includes regular feedbacks, reviews, etc. which would help in building a long term relationship with the client.

   Creating and executing automation email series can help to generate cross sale revenue.

6. **Survey:** Survey is the best technique a business can use to know what their prospects want. Sending surveys on monthly basis can help clients give their feedback and share their experience with a company. This would eventually result in improving your business process. Survey is the best tool for two way communication between consumer and business owners.

These techniques are indeed very simple. As compared to expensive ads, these methods are pocket friendly. You just need an email sending software, content writer and a designer.

Need help in getting the best out of your email marketing campaign? Do not hesitate to contact us.

5 NEW FREE DYNAMIC SITELINKS ON GOOGLE ADWORDS ADS

Now-a-days people perform multiple searches online whether its planning a trip or shopping for a TV. Sitelinks have helped to connect people to the content they're looking for by linking to specific pages on your websites directly from your ad, with just a single click.

Introducing Dynamic Sitelinks: These are automatically generated and appear below your ad text. They cost nothing if they're clicked and give advertisers more space on the SERP, enabling users to go straight into specific pages on your site from the ad, as shown below.
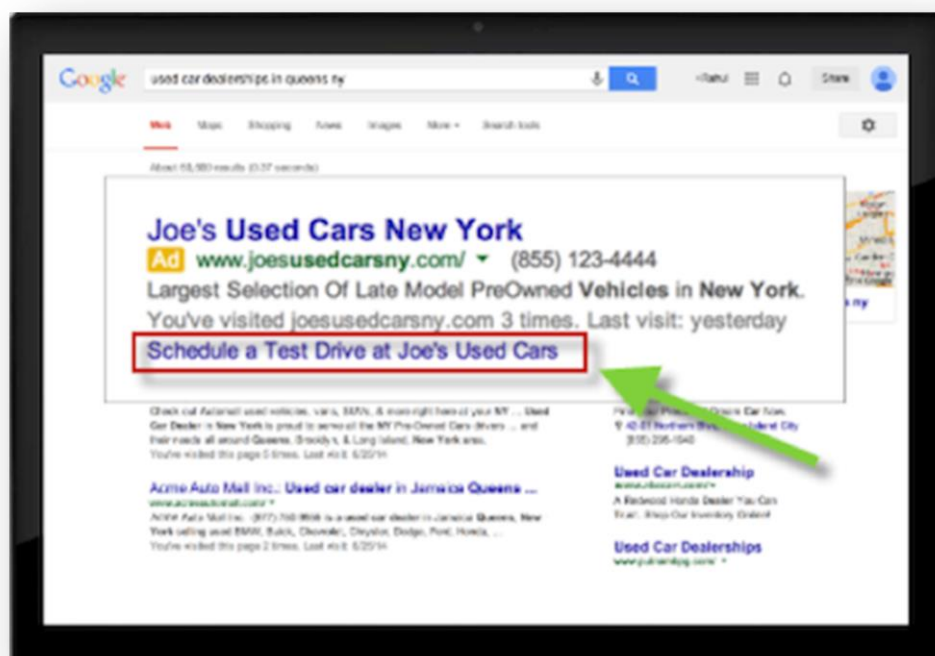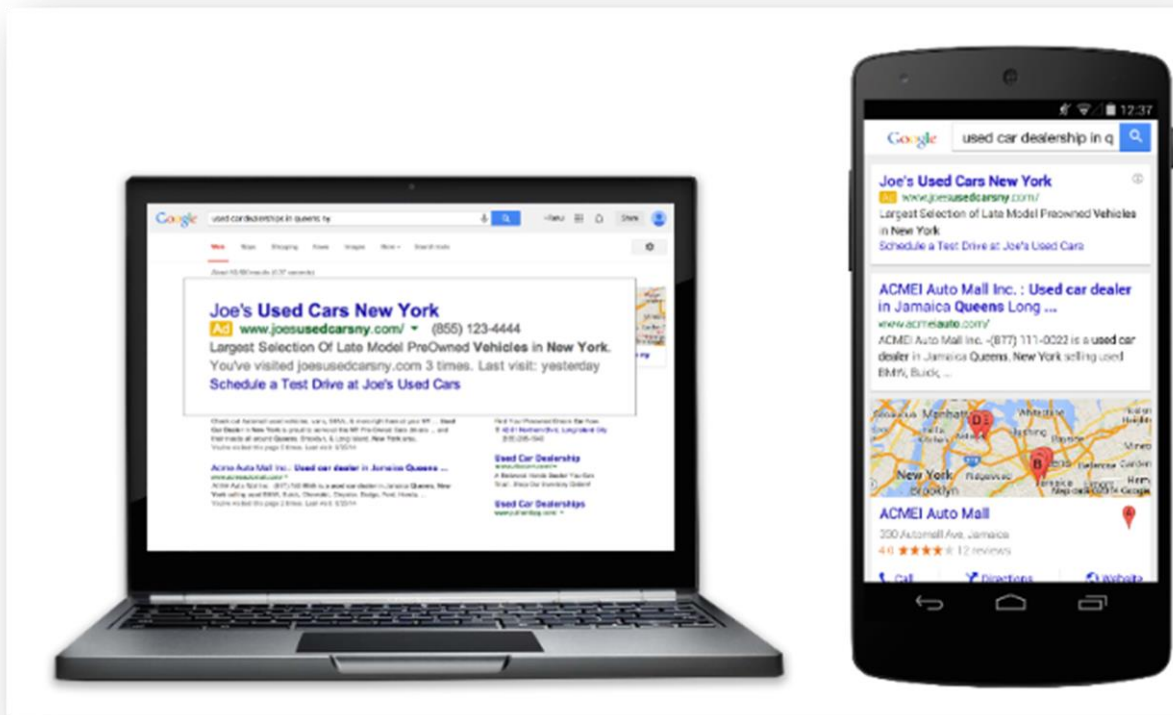

How Dynamic Sitelinks Work?

When people are searching on Google to complete a task, like buying a car or planning a trip, they might perform several searches and click multiple search results. Based on this activity, AdWords can determine which pages on your site are highly relevant to their current search. With dynamic sitelinks, we'll annotate your ads with a link to those pages.

Dynamic sitelinks can appear on your ads on desktop computers, tablets, and mobile devices with full Internet browsers.

Here's what an ad might look like with a dynamic sitelink.

Clicks on dynamic sitelinks are free you'll still be charged for clicks on the headline of your ad and other ad extensions. And while they typically boost the average performance of an ad, advertisers always have the option to disable.

Sitelinks enhance this experience by increasing the relevance of your ads and the relevance of the user experience you deliver after the click.

Remember that a higher quality score results in higher ad rankings and lower costs per click.

SAVE ONCE, VIEW ANYWHERE

As we all know, the masterminds behind Facebook Platform always keep innovating new things to make it a better Social Media Platform among their competitors. So, here we are with the latest option which Facebook yet to reveal into the market i.e. "Save" on Facebook.

This option is surely going to be very interesting and yet more useful for the users. It will be available with iOS, Android and the web, which makes the users enable to save interesting items on Facebook to watch it later when they have time. The Save option is effective for things like, links, places, movies, TV and music.
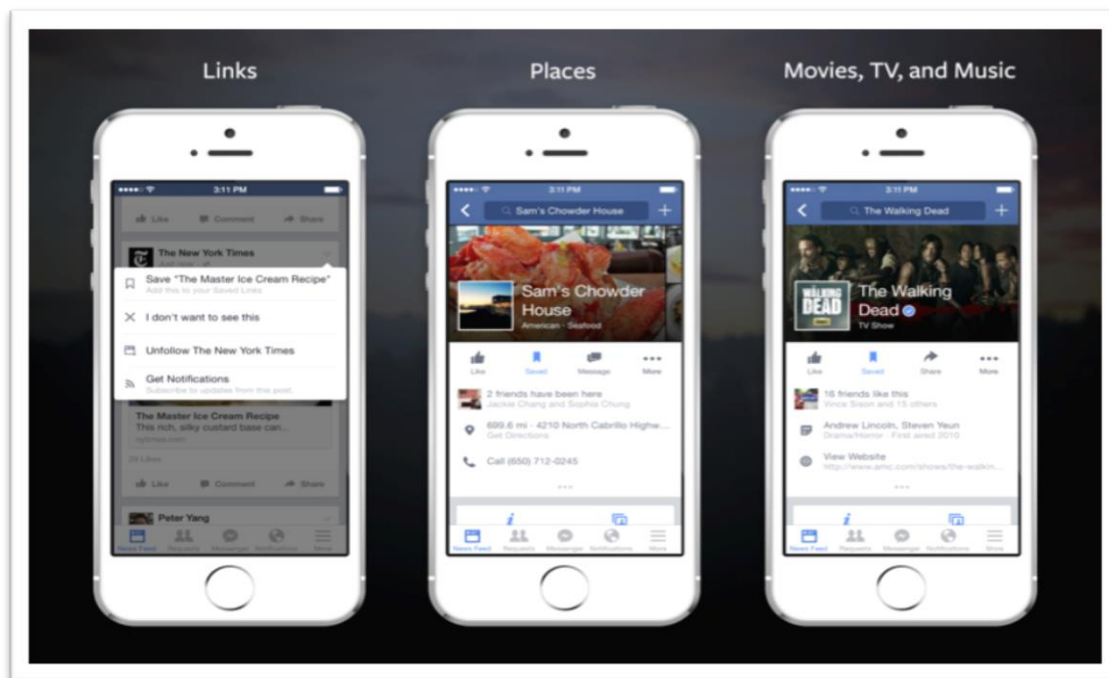
Even though you are just a click away to see things that you find interesting on your Facebook wall, sometimes the situation may prevent you from watching it. With this option, you just need to store an engaging post/video/link which can be watched later by clicking on saved items in the "More" tab on mobile or by clicking the link on the left navigation menu of Facebook on the web.

In addition, the list of your saved items is organized by the category & you can swipe right on each item to share it with your friends or move it into the Facebook Archive list. Occasionally, the system will even remind you to watch the pending list of items on your news feed so that you won't miss out on watching the saved items.

No second thoughts on the fact that this will help brands too to get more visibility and engagement to their updates. We ponder; this could have been even more a better option for brands if Facebook could give an insight as to how many users have saved a particular brand's update. Maybe in the next update.. Hopefully!