

TABBED OR CLICK TO  
EXPAND CONTENT  
MAY NOT BE INDEXED  
OR RANKED IN  
GOOGLE



# NEWSLETTER

DECEMBER 2014

IS YOUR SITE  
ELIGIBLE FOR  
THE NEW  
'MOBILE-FRIENDLY'  
LABEL?



NEW WAYS FOR  
RICHER SHOPPING  
EXPERIENCE  
THIS HOLIDAY  
SEASON



FACEBOOK ABOUT  
TO BRING DRASTIC  
CHANGES TO ITS  
NEWS-FEED



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## 1

## IS YOUR SITE ELIGIBLE FOR THE NEW 'MOBILE-FRIENDLY' LABEL?

Google just [released](#) a collection of new Mobile resources - one of which is a new 'Mobile-friendly' label that is included in the mobile search results for all sites that are eligible for it.



Here is Google's list of site requirements you'll have to meet in order to qualify for their 'Mobile-friendly' label:

- Avoid software that is not common on mobile devices, like Flash.
- Use text that is readable without zooming.
- Size content to the screen so users don't have to scroll horizontally or zoom.
- Place links far enough apart so that the correct one can be easily tapped.

To find out if your site qualifies for the 'Mobile-friendly' label, 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.

Right now this label has already begun rolling out to sites that meet the above requirements without any further work by site owners.

## Result for “Mobile-friendly” sites

### Mobile-Friendly Test

[Tweet](#) [+1](#)

[ANALYZE](#)

**Awesome! This page is mobile-friendly.**

#### How Googlebot sees this page

This page uses 13 resources which are blocked by robots.txt. The results and screenshot may be incorrect. [Learn how to unblock resources for Googlebot.](#)

[Show resources](#)

#### Learn more about mobile-friendly pages

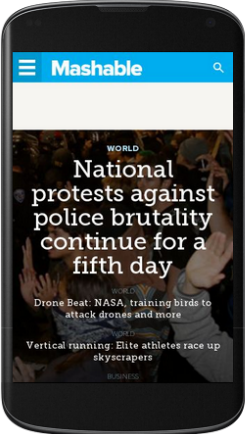
If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

#### Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools](#) account.

#### Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



## Result for NON “Mobile-friendly” sites

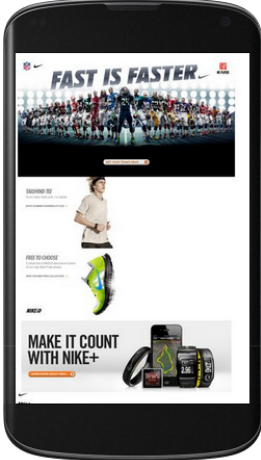
Mobile-Friendly Test
Tweet
g+1

http://www.nike.com/
ANALYZE

Not mobile-friendly

**Reasons this page is not mobile-friendly**

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

**How Googlebot sees this page**


**Make this page mobile-friendly**

Pick the option that describes how you created this site:

**I used a CMS**  
I used software such as WordPress or Joomla.  
[Next](#)

**Someone built this site for me**  
I hired someone to build this site and want advice for working with a developer.  
[Next](#)

**I built this site myself**  
I built this site myself and understand how to code.  
[Next](#)

**Do you use Google Webmaster Tools?**  
See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

**Give feedback**  
Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

With the world moving towards mobile, if your site is not mobile friendly (OR is mobile friendly but not recognized by Google), it might affect your rankings and ultimately business.

We have been offering Google mobile friendly websites for more than 2 years. And, almost 100% of the websites we have developed are recognized 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.

If you need any help in developing mobile friendly websites, kindly get in touch with us.

## 2

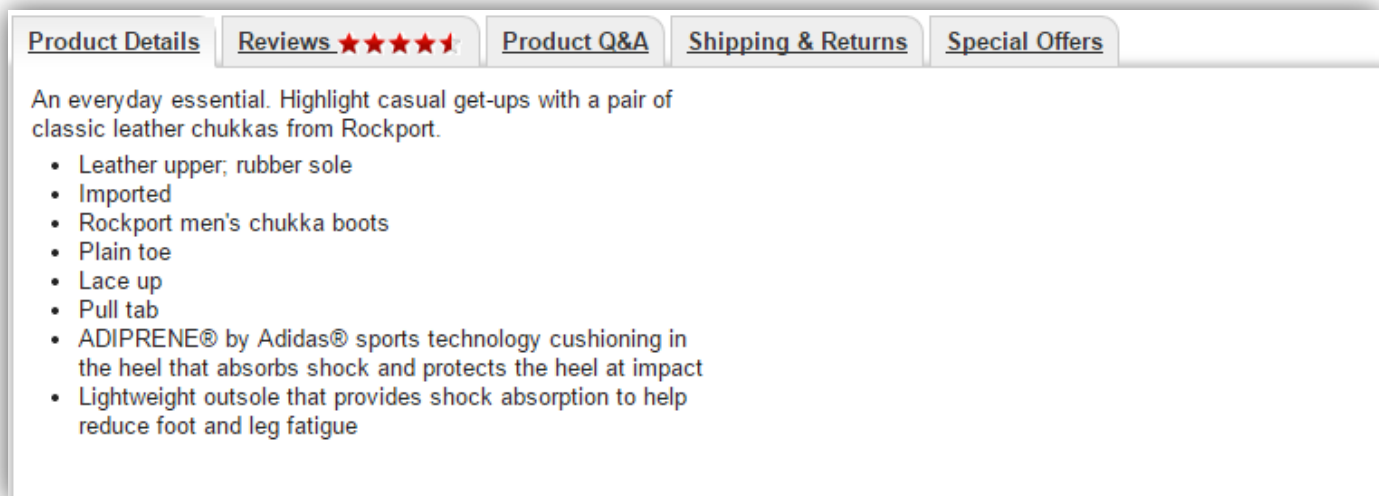
## TABBED OR CLICK TO EXPAND CONTENT MAY NOT BE INDEXED OR RANKED IN GOOGLE

Google's John Mueller recently spoke about Googlebot indexing **Tabbed** content (content hidden behind tabs) or **Click to expand** content, in a Google Webmaster Central Office Hour Hangout. This is what he had to say:

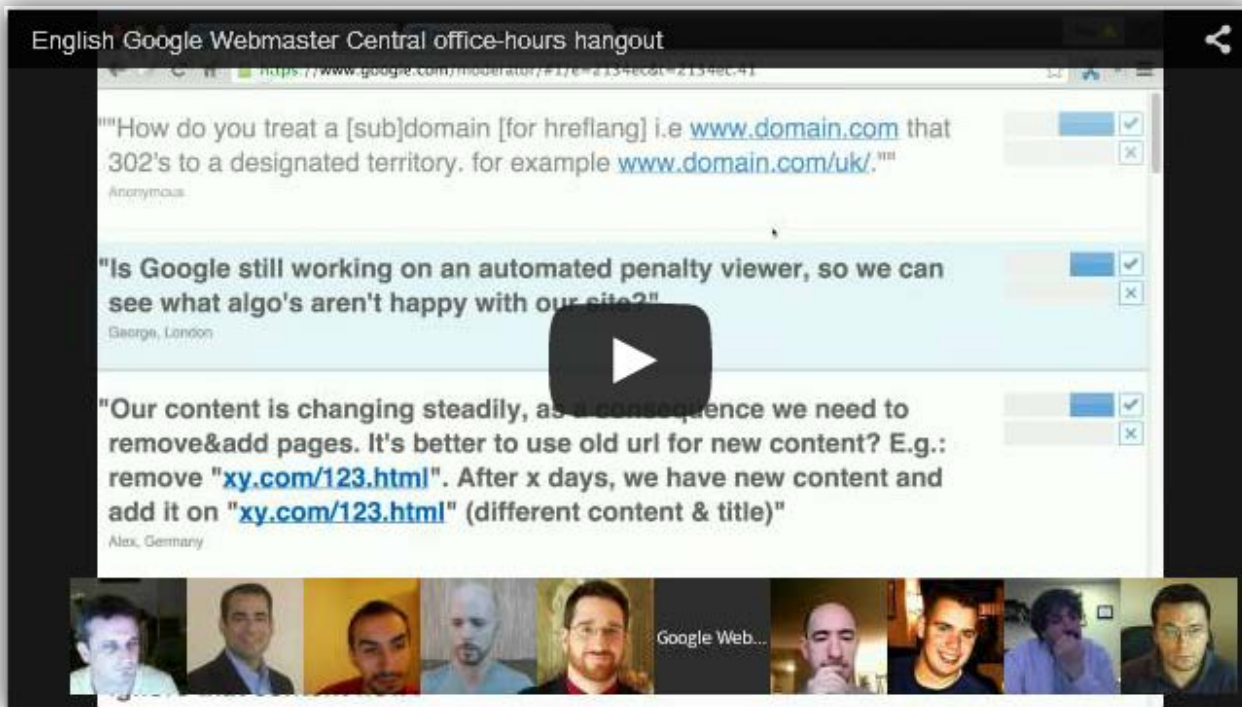
*"If we can recognize that the content is actually hidden, then we'll try to discount it a little bit. We see that it's still there, but the user doesn't see it; therefore it's probably not something that is critical for this page. That includes the 'click to expand'...[and] tabbed URIs -- where you have all kinds of content hidden away in tabs, those kinds of things. So if you want that content indexed, I'd make sure it's visible for the users when they go to that page."*

which was actually surprising since Matt Cutts in one of his earlier [videos](#) posted on Google Webmasters YouTube channel had mentioned that having such content is not a problem unless you are spamming it too much with keywords.

Here's an example of how tabbed content looks like. Click [here](#) for actual URL.



You can view the whole conversation within the video of the Google hangout below starting at 10 minutes 50 seconds:



Amazon use to use a lot of tabs but now they seem to output most of the content directly on the page, making the user scroll and scroll to see the content.

Many webmasters including experts have been furious since this was mentioned. We feel that this is just another example of Google throwing the baby out with the bath water in the name of fighting spam! This truly goes against the tagline 'build for the user not for search engines'.



### 3

## GOOGLE ROLLS OUT MAJOR CHANGES TO MY BUSINESS GUIDELINES



On December 1, Google rolled out a major update to their [My Business \(ie Places\) Guidelines](#). The new Guidelines offer much more concrete examples and clarify a number of situations particularly multi-practitioner listings and their naming.

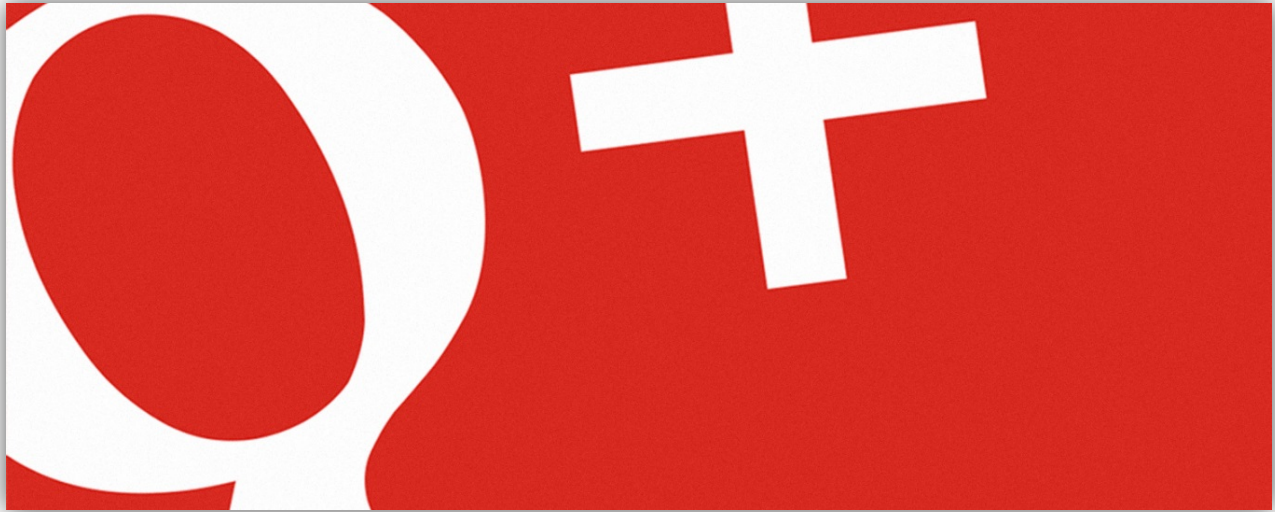
#### Some noticeable highlights:

- Descriptors of any sort are NOT allowed alongside your Business Name. This is the key quality update specified by Google, reducing all business names to reflect your business' real-world name – not permitting any marketing taglines, store codes, trademark signs, special characters, irrelevant legal terms, etc.
- Categories should be the more specific category and NOT the overarching, general category. In the previous guidelines for categories it states, "Select at least one category from the list..." With the new update it states, "Use as few categories as possible to describe your overall core business..."
- Increased name and category consistency amongst multi location chains.
- Two or more brands at the same location must pick one name.
- If Different departments are to have their own page they must have unique categories.
- Practitioner's pages, in multi-location practices should have their name only and not the name of the practice.
- Solo Practitioners only can use the format of Practice: Practitioner.
- Virtual Offices are NOT allowed unless staffed. If your business uses a temporary "virtual office" at a different location than your primary business, the only time you can create a new page for this location is if it is staffed during normal business hours – which most wouldn't be as it is a temporary location. This means, means if you want to compete in multiple locations, a significant investment to build a new office is now needed or help with local search strategies.



## 4

## HOW TO CREATE AN APPEALING GOOGLE MY BUSINESS PROFILE



Google My Business provides the blank slate for a solid social media profile with unlimited link and text opportunities. Compared to the scarcity of a bio on Twitter and Instagram with minimal text and link opportunities, Google My Business is the place to maximize your social business with solid information to attract your ideal customers and fans alike. Combine this with a stunning image for your cover photo and you'll see that a Google My Business profile can be a home run for you or your business.

**Let's start with a fantastic Google My Business cover photo. The dimensions for this are:**

- Recommended size: 1080 x 608 pixels
- Minimum size: 480 x 270 pixels
- Maximum size: 2120 x 1192 pixels

Use this valuable real estate to tell a story of who you are and why people should circle you on Google My Business. If you are a brand, you'll want to match your Google My Business cover photo with your website like [Agency Platform](#) does on their Google My Business profile.

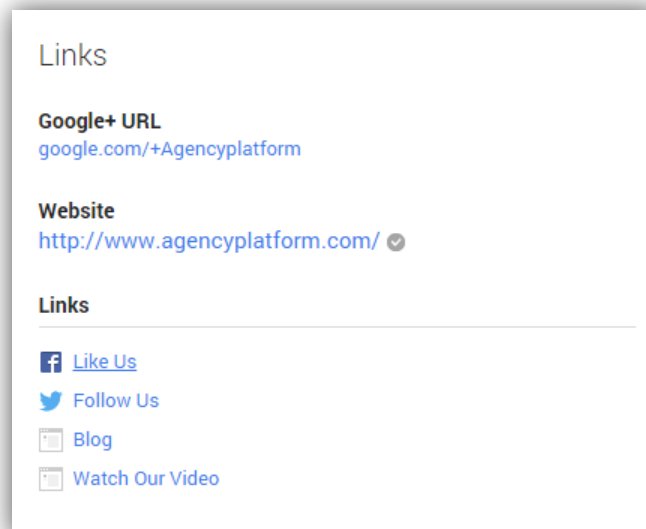


## Add a relevant bio peppered with keywords

Writing a bio is one of the hardest things to do so allow some time while you are on this stage. If you come up with some new great phrases, update your other social media bios to your message is consistent across social channels.

## Connect Google My Business with the rest of your social world

Add links to your website, places where you guest post, and all of your other social media platforms. By the time they reach the bottom, let's hope that they can't wait to click around and learn more about you!



Here are some good examples of Google My Business profiles we have created:







Hopefully this article has given you some ideas and inspired you to boost your brand's Google+ profile or give yourself a makeover!

# 5

## NEW WAYS FOR RICHER SHOPPING EXPERIENCE THIS HOLIDAY SEASON

### **Richer Mobile Shopping**

More than ever, people are searching on their devices at all hours and places. There's 3.5X increase in shopping searches coming from smartphones year-on-year, and this continues to grow.

### **Providing richer mobile shopping experiences**

Shoppers often want to see more detailed information about a product before making a purchase decision. Now, when they search for a specific product on their smartphone or tablet, we show an expandable product card with rich product content such as reviews and details for that item.

### **Rev up your Shopping campaigns**

To get more impressions and clicks for your Shopping campaigns. Below are the new ways to optimize your Shopping campaigns and engage shoppers on all devices.

**Auction Insights Report** lets you compare your Product Listing Ad (PLA) performance to other advertisers participating in the same auctions as you are. With impression share, overlap rate and outranking share, you're able to see trends amongst your peers and strategic opportunities to improve your bidding strategies.

**Search Impression Share** has been revamped to be more useful and aligned with text ads. You can now analyze your share of voice at the granularity you want with Search impression share in the Dimensions tab. You'll know which campaigns are limited by a low budget with Lost IS (budget) and which ones need further optimization with Lost IS (rank). Note that we now calculate Search impression share at account level so you may notice a change in impression share between October and November.

**Device and Time Segmentation** are available to help you refine your bid modifier strategy. You can see if your peers received more mobile impressions than you over the weekend with the Auction insights report segmented by device and day.

**Bid Simulator** columns show you what your advertising results could've been had you set different bids. You can add these columns in your Product groups tab and, for example, find product groups that'll drive the most incremental clicks.

**Flattened View of your Product Groups** presents another way to analyze your performance. It allows you to sort your product groups within an ad group based on performance data and easily identify which to optimize. For example, you can sort by impression share, find a few product groups with the lowest impression share, and fine-tune those bids within a matter of clicks.

**Product Listing Ads with Merchant Promotions** enables to show promotions alongside Product Listing Ads on Google search results and Google Shopping. Available to retailers in the United Kingdom, Germany, France, Australia and India.

The screenshot shows a Google search for "dkny women perfume". The search results page displays a "Shop for dkny women perfume on Google" section with five sponsored product listings. Each listing includes a product image, name, price, and the merchant name. Two listings from Boots.com are marked as "Special offer".

Product Name	Price	Merchant	Promotion
Dkny New York Discount	£29.99	Boots.com	Special offer
Dkny New York Discount	£41.99	Boots.com	Special offer
DKNY Golden Delicious ...	£19.41	Fragrance Direct	
DKNY Women Energizing ...	£44.82	Fragrance Direct	
DKNY Be Delicious ...	£24.00	Fragrance Direct	

A pop-up window from Boots.com is overlaid on the left, showing a promotion: "Save £5 when you spend £50 or more on selected fragrance". It includes the code "UKFRAG5" and a "Shop" button. The expiration date is "Expires in 58 days".

Below the pop-up, a snippet from Superdrug.com is visible, titled "Perfume Shop" and "DKNY Perfume | Superdrug Site". It includes a link to "www.superdrug.com/brandshop/dkny" and a description of the DKNY Be Delicious fragrance.

Example of Merchant Promotions on Product Listing Ads on Google.com



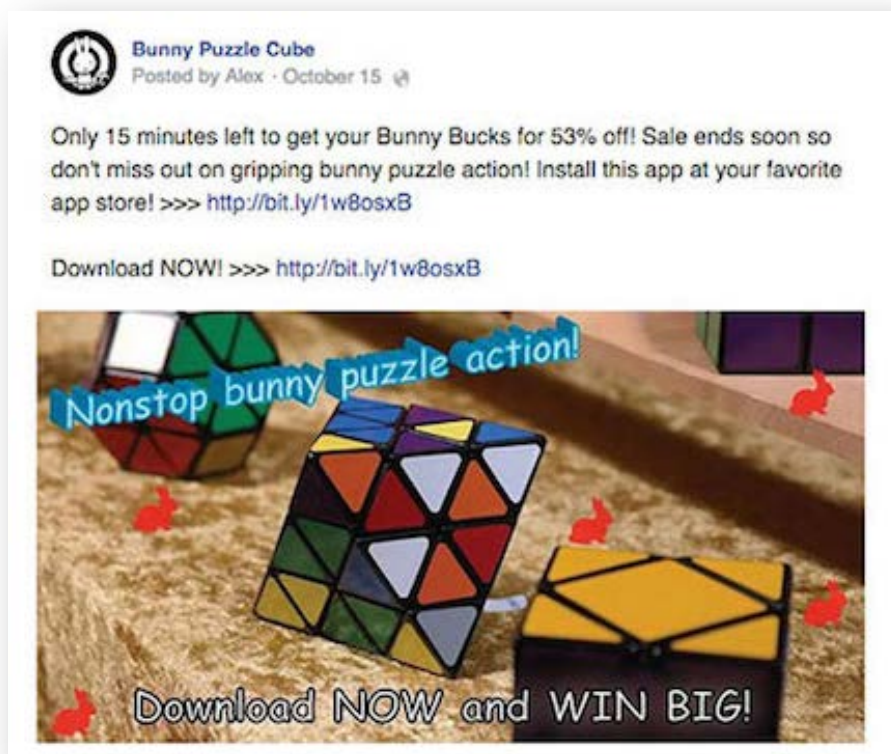
# 6

## FACEBOOK ABOUT TO BRING DRASTIC CHANGES TO ITS NEWS-FEED

A new move by the Social Media giant Facebook is going to be a challenge for all marketers out here! With the arrival of this update in the New Year, Facebook's News-Feed will have the total control to limit the over promotional posts to their audience. Previously, they were having the particular control only on Facebook Ads. And owing to many on-going surveys held, they have come to know their Audiences' demands and requirements such as they would rather like to see more posts/feeds from people they know or pages they are interested in, than just product promotion.

The survey yielded that there are some quality of content which make organic posts feel too promotional. For example:

- Posts that solely push people to buy a product or install an app
- Posts that push people to enter promotions and sweepstakes with no real context
- Posts that reuse the exact same content from ads





Facebook is deeply looking to change this concern as per audiences' favour and the same is expected in the month of January, 2015 while rolling out the new features. So people will see less of this sort of content in their News-Feed.

### **What Marketers have to do?**

As per the strict laws passed by Facebook CEO, marketers will need to take a special care for their promotional content not to deliberately provoke people into buying their products. Also, you need to be more keen in coming up with business posts coupled with entertainment (Trivia's/Facts/blog sharing) to extend the chain of fans. Quite frankly, excluding this points will not only fail the brands to meet their goals but also should expect their loss in marketing.

Let's wait and see how marketers overcome this challenge.