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SEO NEWSLETTER

February
2013

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SEO Implications Of The January 17 Update

Google did three continuous updates in January. While the second one was confirmed as the Panda refresh (which was rolled out on January 22), it did not have a major impact. However, the first update which Google rolled out on January 17 (which Google did not confirm) was a major one affecting sites not only in the US but at a global level as well.

But experts and small business owners are furious with the quality of search results. This update has skewed the lever on authority signals. We call it **Google Authority Signals gone Wild**. As a direct result of this, authority sites, directories, brands, data aggregators, content scrapers are ruling the results at the expense on small business owners. Below we have given some of the comments which summarizes this frustration:-



Mark Staffon · 4 hours ago

This started from Jan 17 and still I think its updating!!! Google should focus more on information. I noticed many sites which are just a copy or having bad presentation are up in top and many good sites are down

0 ^ | v · Reply · Share >



MonopolizedSearch · 10 hours ago

Whatever update it was, Google once again dropped the ball. Besides domain crowding in the SERPS, a search for "city auto repair" returns yellow pages at number 1 and edmunds at number 2. These are both directory type sites. Nothing like doing a search in Google that gives you two sites to search even further. That tells me that Google can't ascertain a local repair shop and must instead rely on a directory to meet the users needs.

1 ^ | v · Reply · Share >

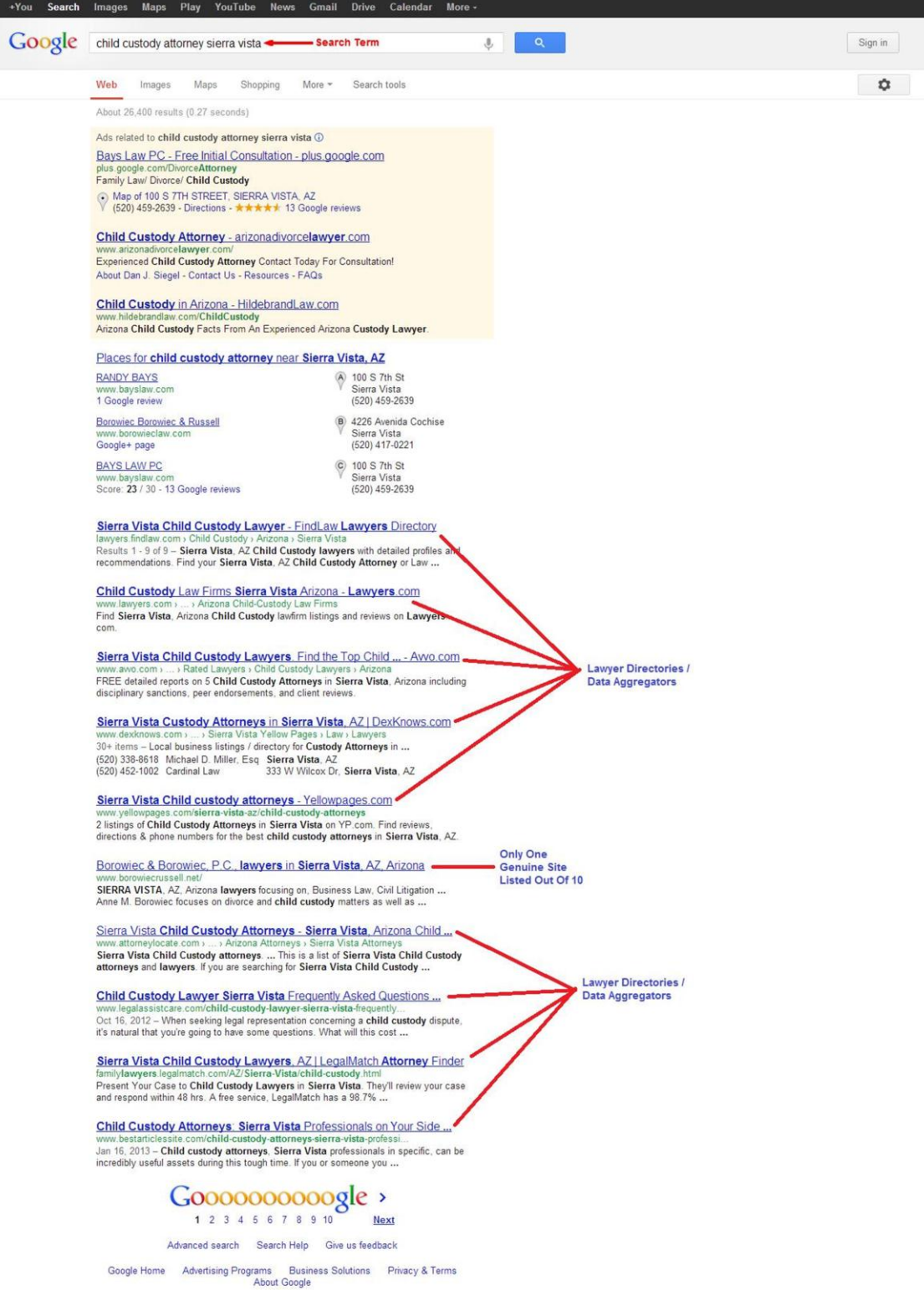


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1 ^ | v · Reply · Share >

To confirm, we typed a local keyword (for a local lawyer site) and found the top 10 results to be dominated by local data aggregators and local directories instead of displaying genuine lawyer websites. In fact there was only 1 genuine site listed out of 10. You can see that in the screenshot below:



The screenshot shows a Google search for "child custody attorney sierra vista". The search results are dominated by local data aggregators and law directories. Red arrows point from a label "Lawyer Directories / Data Aggregators" to several search results, indicating they are not genuine lawyer websites. A label "Only One Genuine Site Listed Out Of 10" points to the result for "Borowiec & Borowiec, P.C. lawyers in Sierra Vista, AZ, Arizona".

Search Results:

- Ads related to child custody attorney sierra vista**
 - Bays Law PC - Free Initial Consultation - plus.google.com**
plus.google.com/DivorceAttorney
Family Law/ Divorce/ Child Custody
Map of 100 S 7TH STREET, SIERRA VISTA, AZ
(520) 459-2639 - Directions - ★★★★★ 13 Google reviews
 - Child Custody Attorney - arizonadivorceattorney.com**
www.arizonadivorceattorney.com/
Experienced **Child Custody Attorney** Contact Today For Consultation!
About Dan J. Siegel - Contact Us - Resources - FAQs
 - Child Custody in Arizona - HildebrandtLaw.com**
www.hildebrandtlaw.com/ChildCustody
Arizona **Child Custody** Facts From An Experienced Arizona **Custody Lawyer**.
- Places for child custody attorney near Sierra Vista, AZ**
 - RANDY BAYS**
www.bayslaw.com
1 Google review
100 S 7th St
Sierra Vista
(520) 459-2639
 - Borowiec Borowiec & Russell**
www.borowieclaw.com
Google+ page
4226 Avenida Cochise
Sierra Vista
(520) 417-0221
 - BAYS LAW PC**
www.bayslaw.com
Score: 23 / 30 - 13 Google reviews
100 S 7th St
Sierra Vista
(520) 459-2639
- Sierra Vista Child Custody Lawyer - FindLaw Lawyers Directory**
lawyers.findlaw.com > Child Custody > Arizona > Sierra Vista
Results 1 - 9 of 9 - **Sierra Vista, AZ Child Custody lawyers** with detailed profiles and recommendations. Find your **Sierra Vista, AZ Child Custody Attorney** or Law ...
- Child Custody Law Firms Sierra Vista Arizona - Lawyers.com**
www.lawyers.com > ... > Arizona Child-Custody Law Firms
Find **Sierra Vista, Arizona Child Custody** lawfirm listings and reviews on **Lawyers.com**.
- Sierra Vista Child Custody Lawyers. Find the Top Child ... - Avvo.com**
www.avvo.com > ... > Rated Lawyers > Child Custody Lawyers > Arizona
FREE detailed reports on 5 **Child Custody Attorneys** in **Sierra Vista, Arizona** including disciplinary sanctions, peer endorsements, and client reviews.
- Sierra Vista Custody Attorneys in Sierra Vista, AZ | DexKnows.com**
www.dexknows.com > ... > Sierra Vista Yellow Pages > Law > Lawyers
30+ items - Local business listings / directory for **Custody Attorneys** in ...
(520) 338-8618 Michael D. Miller, Esq **Sierra Vista, AZ**
(520) 452-1002 Cardinal Law 333 W Wilcox Dr. **Sierra Vista, AZ**
- Sierra Vista Child custody attorneys - Yellowpages.com**
www.yellowpages.com/sierra-vista-az/child-custody-attorneys
2 listings of **Child Custody Attorneys** in **Sierra Vista** on YP.com. Find reviews, directions & phone numbers for the best **child custody attorneys** in **Sierra Vista, AZ**.
- Borowiec & Borowiec, P.C. lawyers in Sierra Vista, AZ, Arizona**
www.borowiecrussell.net/
SIERRA VISTA, AZ, Arizona lawyers focusing on, Business Law, Civil Litigation ...
Anne M. Borowiec focuses on divorce and **child custody** matters as well as ...
- Sierra Vista Child Custody Attorneys - Sierra Vista, Arizona Child ...**
www.attorneylocate.com > ... > Arizona Attorneys > Sierra Vista Attorneys
Sierra Vista Child Custody attorneys ... This is a list of **Sierra Vista Child Custody attorneys and lawyers**. If you are searching for **Sierra Vista Child Custody** ...
- Child Custody Lawyer Sierra Vista Frequently Asked Questions ...**
www.legalassistcare.com/child-custody-lawyer-sierra-vista-frequently-asked-questions
Oct 16, 2012 - When seeking legal representation concerning a **child custody** dispute, it's natural that you're going to have some questions. What will this cost ...
- Sierra Vista Child Custody Lawyers, AZ | LegalMatch Attorney Finder**
familylawyers.legalmatch.com/AZ/Sierra-Vista/child-custody.html
Present Your Case to **Child Custody Lawyers** in **Sierra Vista**. They'll review your case and respond within 48 hrs. A free service, LegalMatch has a 98.7% ...
- Child Custody Attorneys - Sierra Vista Professionals on Your Side ...**
www.bestarticlesite.com/child-custody-attorneys-sierra-vista-professionals-on-your-side
Jan 16, 2013 - **Child custody attorneys, Sierra Vista** professionals in specific, can be incredibly useful assets during this tough time. If you or someone you ...

Labels:

- Lawyer Directories / Data Aggregators (points to: FindLaw, Lawyers.com, Avvo.com, DexKnows.com, Yellowpages.com)
- Only One Genuine Site Listed Out Of 10 (points to: Borowiec & Borowiec, P.C. lawyers in Sierra Vista, AZ, Arizona)
- Lawyer Directories / Data Aggregators (points to: Sierra Vista Child Custody Attorneys - Sierra Vista, Arizona Child ...)

In fact, [SEORoundtable blog](#) also complained about the fact that scrapers are ruling the SERP.

So what is really happening?

Google always experiments. However Google can also make mistakes. It deviates from the norm but then it always settles for normal.

For example, last year on June 5, Google did a major update called "Bigfoot Update". This resulted in lot of authority sites and data aggregators dominating search results. But over couple of months Google realized the quality of results is not good, and we saw a slow gradual rollback which helped us get back rankings.

A similar thing happened after the Domain Shrinkage update in August of last year. But it was again reverted back gradually.

It's a little turbulent right now and there are a lot of articles online where other experts agree with us that the quality of results is not great. But as has happened historically, we have to ride out this storm. In fact, we did see small rollbacks in few cases (we monitor over 50,000 keywords on weekly basis). We think Google will dial back their authority signals and will also look into spammy websites ranking on top.

Some of the local keywords which we monitor (for example **motor cycle accidents phoenix, veteran affairs virginia**) previously showed "**transactional**" results i.e. local business websites. But now the results are all dominated by "**informational**" websites by news organizations, government etc. So we have to be more careful which keywords we select. If there are more than 3 genuine websites ranking organically (or if the business has a physical location in the GEO so that we can get it ranked in places) then only we select the Keyword + GEO combo. If not, we might need to modify the keywords so the intention becomes transactional.

In the meantime our recommendation to clients is to keep working on adding good content on their website and also start giving importance to Google+ Business Page, Google+ Local page, get client reviews and get Google Authorship verified for their website. All of this will help you enjoy long term SEO results.

Google Will Give High Priority To Content Tied To Verified Profiles - Eric Schmidt

In a recent interview with Google's former CEO Eric Schmidt, the [Wall Street Journal](#) has acquired some extracts from Schmidt's upcoming book, "The New Digital Age". One of the extracts clearly signifies the path ahead for Google.

"Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance."

This is very closely related to the Google Authorship markup which was introduced in 2011. In fact if you refer our previous newsletters, we have been focusing on how Authorship can help to rank genuine content higher and now that Schmidt has made it explicit, it has become even more vital.

Back in January, even Matt Cutts made several references to authorship data as a signal. Therefore, there is no denying of the fact that authorship would be the big new ranking signal for 2013. Here is one of the more recent comments he made in a Google+ hangout:

"...over time, as we start to learn more about who the high quality authors are, you could imagine that starting to affect rankings."

There are some suppositions rising in the SEO community as well about Google+ signals being used as ranking factors. The authorship rich snippets apart from giving you the opportunity to officially claim your content with Google, comes with 4 great benefits as well:

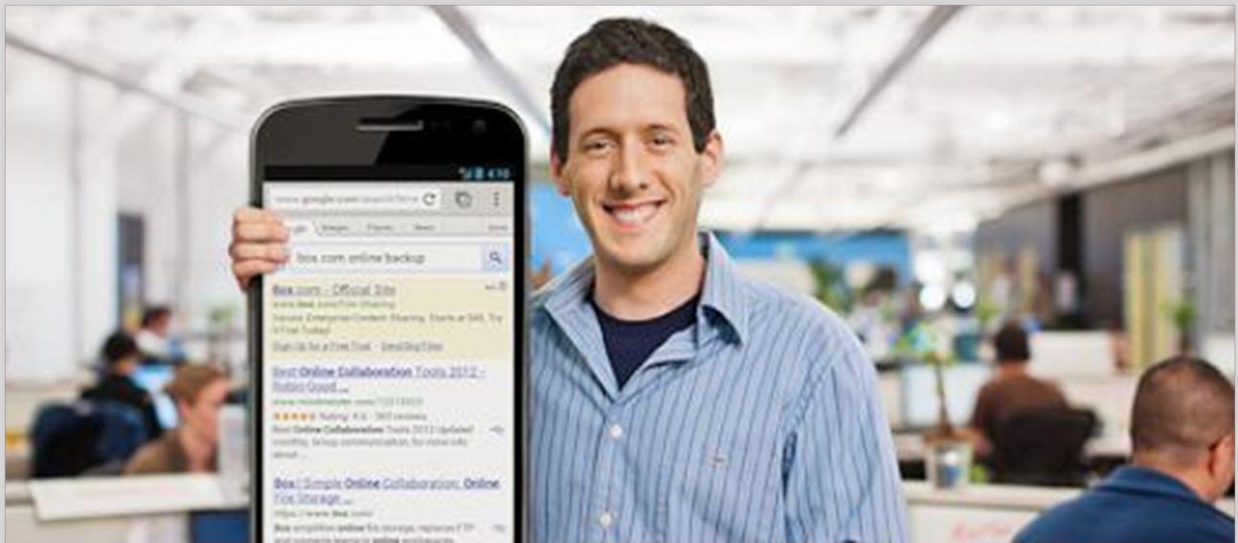
- Increases your click through rate
- Protects your content
- Increases your content's authority and trust
- It will give your online content a boost in Google results

Once Authorship comes into effect it's going to change the way content providers are getting ranked. These changes may be a concern for those relying on spammy linking schemes and unwanted content, but people providing valuable content will enjoy the benefits. Google Authorship will allow for a more trustworthy and efficient way of ranking your articles in the search results.

Google announced a bold and sweeping set of changes to their AdWords PPC management platform in a bid to greatly simplify mobile ad campaign management. This will greatly increase both mobile advertising adoption and Google's revenues from mobile search – will become available to customers by the end of the month.

What are enhanced campaigns?

Enhanced campaigns let you easily manage complex targeting, bidding, and ads for different platforms like mobile and computers all within the same campaign. Account management has also been consolidated for tablets and desktops. Additionally, with enhanced campaigns you can reduce the overall number of campaigns you need to create -- you no longer need to create a separate campaign for each target device type or location.



Google Introduces Adwords Enhanced Campaigns

Why the Big Change?

We live in a multi-screen, constantly connected mobile world today, and marketers need to be able to easily reach people across all devices with relevant ads. Over the last 5 years, growth in search query volume from mobile phones has greatly outpaced growth in query volume from desktop computers – the number of daily searches on Google from mobile devices is expected to surpass daily desktop search volume by next year.

Why enhanced campaigns?

Multi-device marketing

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Context matters

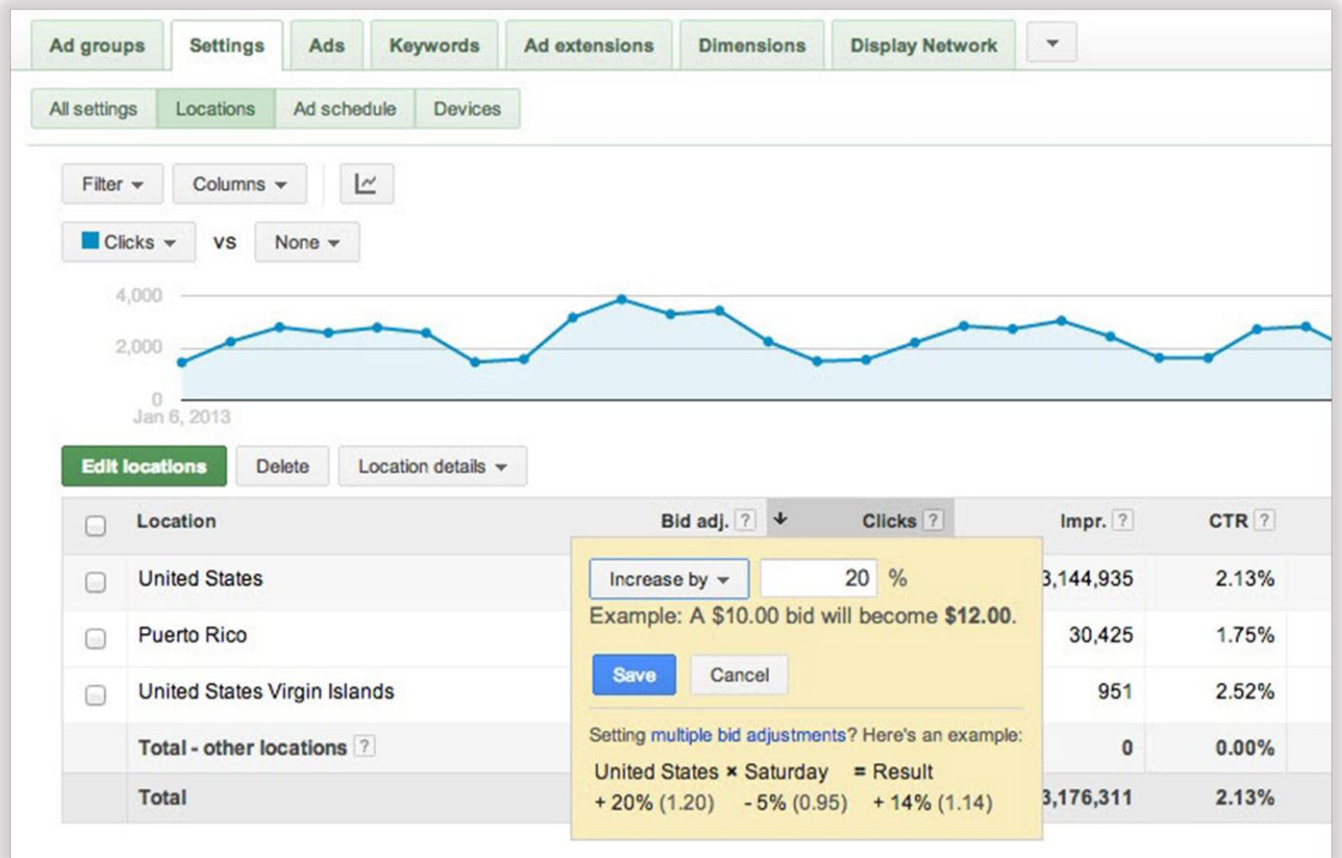
AdWords has always allowed you to reach potential customers based on their intent. That's what makes it so effective. But now AdWords also lets you capture the power of context. Context such as location, time of day and device matter and provide you more opportunities to reach people with more relevant messages.

Measurement needs

Enhanced campaigns help you measure the many new ways customers can convert across devices. For instance, customers can buy over the phone or download apps. Advanced reporting and new features help you to measure better the full value of multi-device marketing.

Example: A breakfast cafe wants to reach people nearby searching for "coffee" or "breakfast" on a smartphone. Using bid adjustments, with three simple entries, they can bid 25% higher for people searching a half-mile away, 20% lower for searches after 11am, and 50% higher for searches on smartphones. These bid adjustments can apply to all ads and all keywords in one single campaign.

For mobile devices, you can now specify a bid adjustment between -100% and +300%. If you absolutely want to opt out of mobile (for example, suppose your company sells only desktop software that doesn't work on mobile), then you can bid it down by -100%, which effectively turns off mobile search.



Google Adwords Enhanced Campaigns Roll-Out Schedule

All of these changes are pretty huge and it will take Google a few months to roll everything out. Here's a rough idea of what the schedule looks like:

Early February: What's happening today is just a pre-announcement that a change is coming.

End of February: All advertisers will be able to start upgrading their campaigns from within the Google AdWords application. There will be a little announcement in the application that says you're eligible to upgrade a campaign. The changes will also be available in the AdWords API so that Google Partners can will have enough time to adopt these new features, with the caveat that device targeting and stuff will be going away.

Late June (tentative): All campaigns are auto-upgraded to Enhanced Campaigns.

We will obviously research more on this topic and keep you informed in our upcoming newsletters.

04

Google Provides Phone Support To Manage Your Business Listings In Google+ Local

If you've been having issues verifying your business on Google+ Local, there's some good news for you. On January 22, 2013 Google implemented help desk support for users trying to verify their business listings in Google+ Local.

To access the help form for un-verified listings, visit the [Google Places Help Forum](#) and select [I'm having a problem verifying my listing\(s\)](#). Select next options as required.

I'm having a problem verifying my listing(s).

Go through our step-by-step troubleshooters to find Help articles that can assist with your issue. And if we still haven't answered your question, fill out the short form at the end of the questions to get in touch with us. We'll get back to you via e-mail once we investigate.

⚠ Please note that newly verified listings, as well as updates to your existing listings, will take a few days to appear on Google Maps, even though they show within your dashboard right away. If you've waited a week for your newly verified listing or new information to appear, then please use the [incorrect information troubleshooter](#).

Please also note that verified listings in your Places dashboard will source their corresponding local Google+ pages, even though those pages may not display any owner-verified badge. To submit your email address for updates on Google+ Local verification, please fill out [this form](#).

Which verification method did you try?

- ☐ I tried PIN verification for a single listing.
- ☐ I tried verifying a bulk upload.

A few weeks later, Google also announced a Help Line covering Data Support, such as Correcting Your Google+ Listing Information.

Visit [My Listing Has Incorrect Information](#), found in the Places for Business Help Home. Select the next options as you feel necessary and the Contact form appears after that.

My listing has incorrect information.

Go through our step-by-step troubleshooters to find Help articles that can assist with your issue. And if we still haven't answered your question, fill out the short form at the end of the questions to get in touch with us. We'll get back to you via e-mail once we investigate.

⚠ Please note that newly verified listings, as well as updates to your existing listings, will take a few days to appear on Google Maps, even though they show within your dashboard right away. If you've waited a week for your newly verified listing or new information to appear, then please use this troubleshooter.

What are you trying to correct?

- ☐ Listing data, including title, address, phone, URL, "at a glance" terms, categories, hours, description, or coupons
- ☐ Pin location
- ☐ Photos
- ☐ Reviews
- ☐ The business no longer exists.
- ☐ There is a duplicate listing that I would like to have removed.
- ☐ My listing no longer appears on Google Maps or is incorrectly marked as closed.

Contacting Us

Our goal is to help you get the fastest answer to your question. Here's how you can find what you're looking for:

Talk to a specialist

Enter your name and number below. We will call the telephone number provided and connect you to our support team. **All fields required.**

Your name

Your phone number

United States (+1)

()

Your number is protected by Google's [privacy policy](#) and will not be provided to third parties. Note: it may take up to 60 seconds before your phone starts to ring.

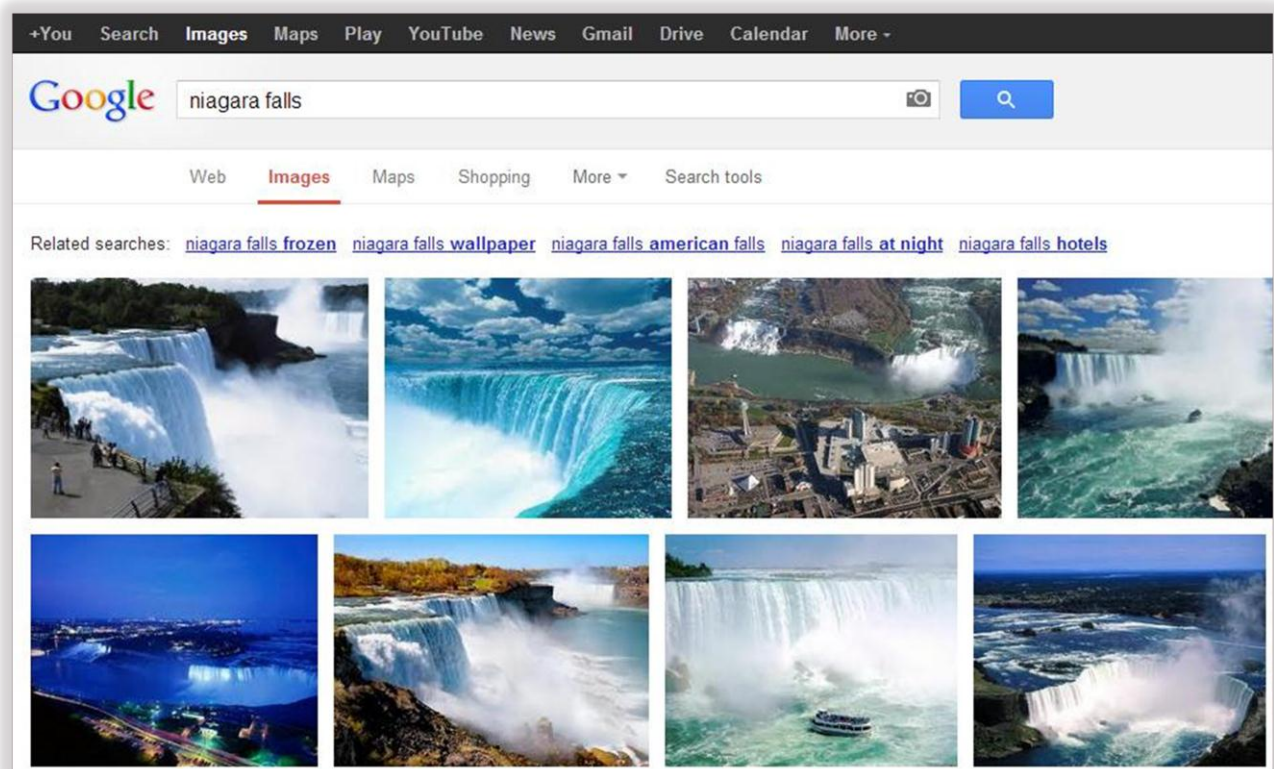
The Call Center is open Monday through Friday, 6am to 5pm PST and is currently limited to working with English-speaking US businesses. This new feature has yet to be rolled out to other countries and languages.

So, what does this mean for you? Google is just making it much easier to use their products. This is also an indication that Google has prioritized having direct relationships with business owners. The best way for Google+ Local to have accurate information is to be in contact with you! They are willing and able to help and you are just a phone call away!

According to an official [post](#) by Google on Jan 24, 2013 Google Image search gets faster, more reliable and lets images do the talking.

Google has revamped their Image Search, displaying larger better quality images right within the search results. The update also introduced an easier and faster way to navigate photos in order by using your keyboard.

When searched, images still display as thumbnails within the results.



However, when you click on a particular image, it will open in the center of the page. Moving on to the next image in the list can be done using the 'Arrow' keys or by simply clicking on a different picture in the results. If an image is selected you also see image details right within the window including size, original site source, and page title.

Related searches: [niagara falls frozen](#) [niagara falls wallpaper](#) [niagara falls american falls](#) [niagara falls at night](#) [niagara falls hotels](#)



Niagara-Falls-in-USA_breathtaking-vi...
www.fanpop.com - 800 x 600 - More sizes

[Visit page](#)

[View original image](#)

[Image details](#)

In our opinion, the new image search is great for searchers but from an SEO's perspective, we feel it might affect traffic since full-sized images are now available right within the results. So, there is not much reason for people solely looking for the images to visit the site it's hosted on.