Search Engine Optimization

# SEO NEWSLETTER

MARCH 2013

I N D E X

As we have reported in our February newsletter, claiming your content with Authorship snippets (rel="author" or rel="publisher") is crucial to give your online content a boost in rankings. Other benefits include:

- It will increase your click through rate.
- It will protect your content from scammers.
- It will increase your content's authority and trust.

With Eric Schmidt confirming this in his upcoming book, "The New Digital Age", it has become more crucial than ever to add authorship tags to your website and tie them to your Google+ profile.

The first thing you need to decide is which approach is best for your site, the rel="author" or rel="publisher".

The author markup tag, rel="author", is best used when there is a specific individual creating your content. This helps to build the author's overall credibility in your specific industry and will provide the content additional authority as the author's profile grows online. Here is an example of a search result with markup set as rel="author".
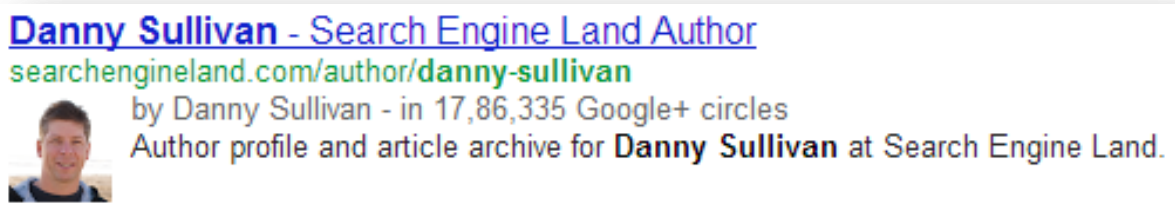
Adding Authorship Markups - Here are Google's <u>updated guidelines</u> on adding Authorship markup tags to your site.

The publisher markup tag, rel="publisher", is used when you want to establish the business/brand (even local brands) as the author of the content and not a specific individual. In this case you have to link to the Google+ business page instead of the personal profile.

However, as per our observation, website / business logos do not show up in Google search results if you add the rel="publisher" markup. We are quite sure Google would be working out something and will display business logos as well in the results in near future.

Adding Publisher Markups - Here are Google's updated guidelines on adding Publisher markup tags to your site.

Google has now updated the procedure on the previously complicated process of "What to do if your business moves its location."

Here is the simplified procedure as given by Google:

"Verified business owner of a page, and is your business moving location? Here's what you do.

Edit your address in Google Places for Business or in the Google+ page admin area, whichever you are using to manage the page. This will either make a new page or edit the address on the existing page. It may take a week or two after editing your address before you see an update. At this point, you may need to go through a verification process again. Don't worry -- this is normal.

If you see a page that's still got the old address, click on Report a problem and mark that location as closed. Provide the link to the new address or information about the new location if possible. You can find more instructions on closing a location here: http://goo.gl/YZIjq"

Points to remember:

1) You should be a verified business owner of the page.

2) It may take a couple of weeks before the address is updated.

3) Most importantly, the address needs to be consistent online. Make sure the address is changed across all sites that have your business listed. Not doing this can negatively affect your businesses local listings.

Google Places [updated their quality guidelines](#) again, and separate listings are now allowed at the same address for specific situations. This change was specifically introduced to accommodate separate practitioners who share the space with other professionals and for departments contained within a larger organization or a workplace.

For example: if you work at the University of Michigan in the Computer Science Department, your department can now have its own Google local listing. Another great example would be if you work as a dentist in a building. You can now create a single listing for yourself as long as you are in the office during the hours specified.

We would also like to inform you that your listing could violate the guidelines if you are NOT "directly contactable at the verified location during stated hours." This means if a Google representative ever calls to check or they find that you've listed yourself at two different locations then you could lose your listing completely.

Here's a quote from [Google Places Quality Guidelines:](#)

> "Individual practitioners may be listed individually as long as those practitioners are public-facing within their parent organization. Common examples of such practitioners are doctors, dentists, lawyers, and real estate agents. The practitioner should be directly contactable at the verified location during stated hours. A practitioner should not have multiple listings to cover all of his or her specializations.
>
> Departments within businesses, universities, hospitals, and government buildings may be listed separately. These departments must be publicly distinct as entities or groups within their parent organization, and ideally will have separate phone numbers and/or customer entrances."

We will as always closely watch the advances of these Guidelines and keep you updated if needed in our upcoming newsletters.

Google announced its certain changes about Terms & conditions. The updates apply to customers in all countries and territories in **North America**, the **Caribbean**, and **Latin America** except **Mexico, Argentina,** and **Brazil**.

If you're using AdWords, you've agreed to our Terms and Conditions. These are important so we have a common understanding in basic areas like:-

- Programs
- Policies
- Ad Serving
- Ad Cancellation
- Warranty and Rights
- Make-Goods
- Payment
- Disclaimers
- Limitation of Liability
- Indemnification
- Term
- Miscellaneous

When you sign in to AdWords, you'll automatically be taken to a page with the updated terms and conditions. You can also find them at http://www.google.com/ads/terms

What's New?
One of the main changes you'll notice in the updated terms is that they accommodate new advertising products and services.

For Example: - We offer third-party ad serving in some situations, so you'll see provisions about how we resolve ad serving disputes. Other changes include updated links to our policies and better consistency among our advertising terms globally.

Be Aware of Some Important Actions:
To continue advertising with AdWords, each Adwords advertiser needs to accept these updated terms within 45 days. If the terms are not accepted, campaigns may be paused until you accept them. To keep the AdWords service running, Google recommends reviewing and accepting the terms within your AdWords account as soon as possible.
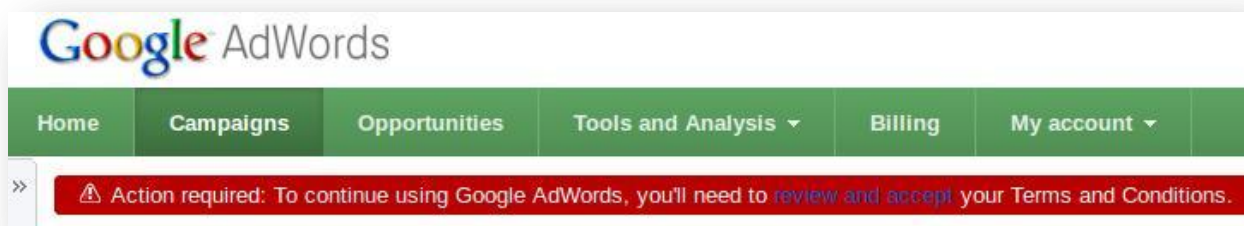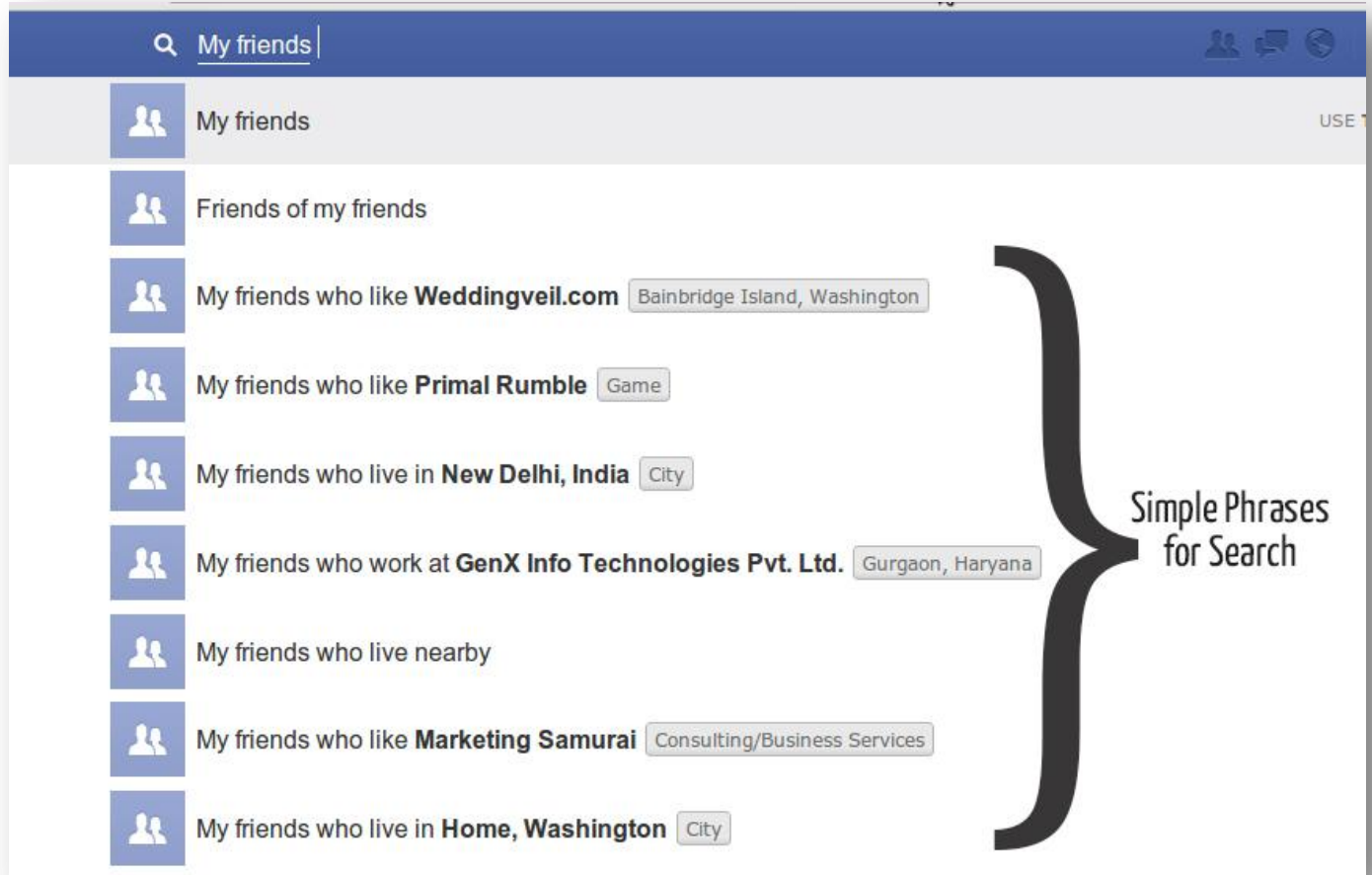
More Information:
We encourage you to read through the updated terms carefully. For more information about this change to our Terms and Conditions, including a complete list of countries and territories where these changes apply please visit the AdWords Help Center.

Facebook Graph Search is an enhanced version of the native Facebook Search for the Web. Facebook Graph Search enables a user to search for various elements by using simple phrases for searches like "Cities my Friend has live in", "Photos my friends took at Golden Gate Bridge", etc.. You can explore new places like Restaurants, Gym, Movie Theaters that your friends have been to providing a complete new dimension to Social Search. You can connect with people with same interest as yours like Swimming, Cycling, etc.

Facebook Graph Search basically works on User Data that is Public in nature, so as a User we need to take more precautionary steps in sharing data as public. Whenever you search something using Facebook Graph Search, the search result is the outcome of Public data shared by your friends and their immediate friends.

Here are some examples of searches via Facebook Graph Search:

Simple Search – "My Friends"

Local Search – "Restaurants in New York"

A More Complex Search – "Music My Friends Like"

Results for Facebook Graph Search are different for different users. Facebook Graph Search supports different types of Content like Public Posts, People, Pages, Events, Applications, Groups, Places and Check-Ins. Information searched with Facebook Graph Search is easier to understand and potentially more appealing and trustworthy for users. Another feature that adds Awesomeness to the Facebook Graph Search is the ability to filter the Search Data.

Initially Facebook Graph Search was over shadowed by Concerns about Privacy but with time and awareness created by Facebook, boosted resulting in more users joining the Waiting List. Facebook Graph Search is currently available to selected users only after they have joined the Waiting List.

We will obviously keep exploring Graph Search and inform you about any updates in our upcoming newsletters.