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SEO Newsletter

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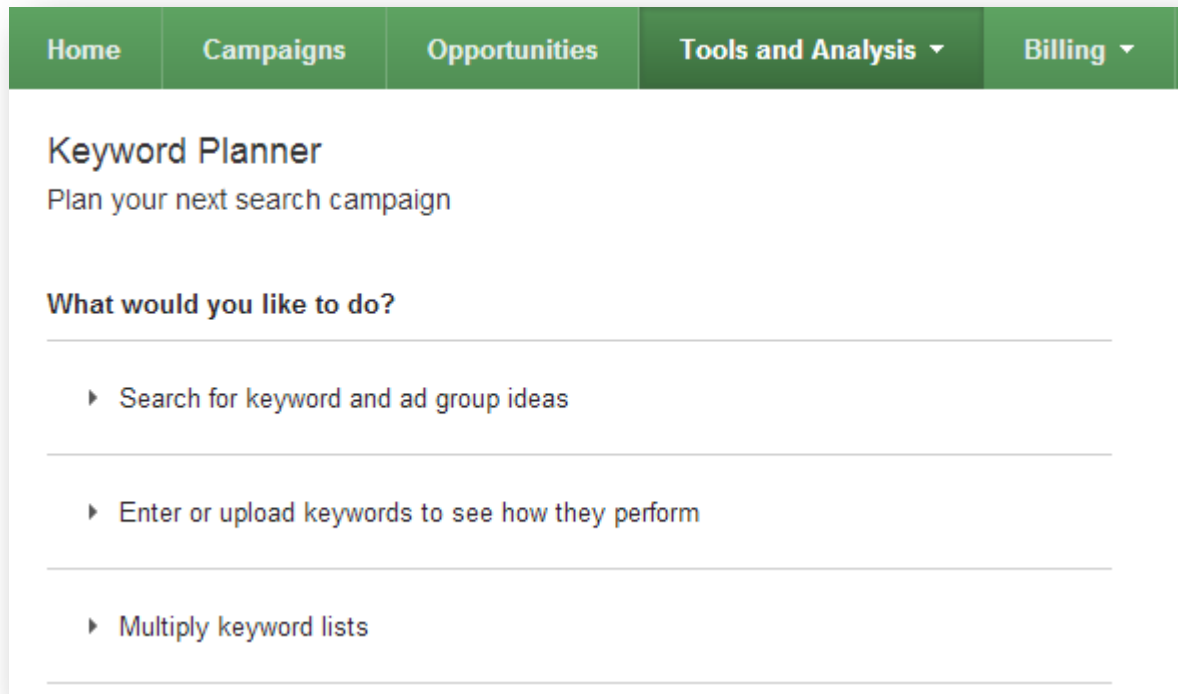
GOOGLE DROPS KEYWORD TOOL. REPLACES IT WITH KEYWORD PLANNER

We've all heard the news and seen the alert that the Google Keyword Tool will soon be replaced by the Google Keyword Planner. Google quietly made this update in the last week of August. The Keyword Tool page now redirects to a [support page](#) explaining that, "Keyword Planner has replaced Keyword Tool."

What's new in this tool?

With its simplified interface, more accurate data, and added features, most webmasters have welcomed the new Google Keyword Planner. Google also promises that the CPC data in the new Keyword Planner is much more accurate than the "approximate CPC" data was in the Keyword Tool. Sounds good!!

The first things you'll notice, are changes on the main screen. Instead of choosing between keyword tool and traffic estimator (as you did in the Keyword Tool), you now have three options:



The screenshot shows the Google Keyword Planner interface. At the top is a navigation bar with five tabs: Home, Campaigns, Opportunities, Tools and Analysis (selected), and Billing. Below the navigation bar, the heading "Keyword Planner" is followed by the subtext "Plan your next search campaign". A section titled "What would you like to do?" contains three options, each with a right-pointing arrow icon:

- Search for keyword and ad group ideas
- Enter or upload keywords to see how they perform
- Multiply keyword lists

1. Search for keyword and ad group ideas

If you're just starting your keyword research, this is where you should begin. Enter a keyword phrase (you can also add a landing page URL and/or AdWords category if you have them), and the Keyword Planner will give ideas for other (potentially more relevant) keywords. We suggest selecting this option when you are starting your research from scratch.

2. Enter or upload keywords to get estimates

When you already know exactly which keywords you will use and are simply looking for data on those, use this option. Upload a list of keywords and the Planner will give you data on their average monthly searches, competitive score and average CPC. However, with this option you will not get ideas for other (perhaps more relevant) keywords; this is just data.

3. Multiply keyword lists to get estimates

Do you have multiple lists of keywords that you want to combine for estimates? Use this option. Upload your keyword lists and the Planner will combine them in every way imaginable, then generate a list of keywords based on your words. The planner will then give you data (clicks, impressions, average posts, cost, CTR and average CPC) for each. Again, you won't get ideas for other keywords here – just variations of your lists.

How to use Keyword Planner for Local SEO Keyword Research?

While you must be already familiar with what you are looking for, you can generate even more ideas for keyword variants by using a few tools already available.

- [Mike Blumenthal's Category Tool](#) - To get some ideas on locally based keyword categories and synonyms.
- [Local Marketing Source's Keyword Research Tool](#) - This will help you get an idea of surrounding areas you want to focus on.
- Google Analytics - Check your analytics and see what keywords are already bringing traffic. There may be opportunities to increase your visibility on something that's already performing.

Now that you have a fair idea, let's get started.

Step 1: Input your keywords

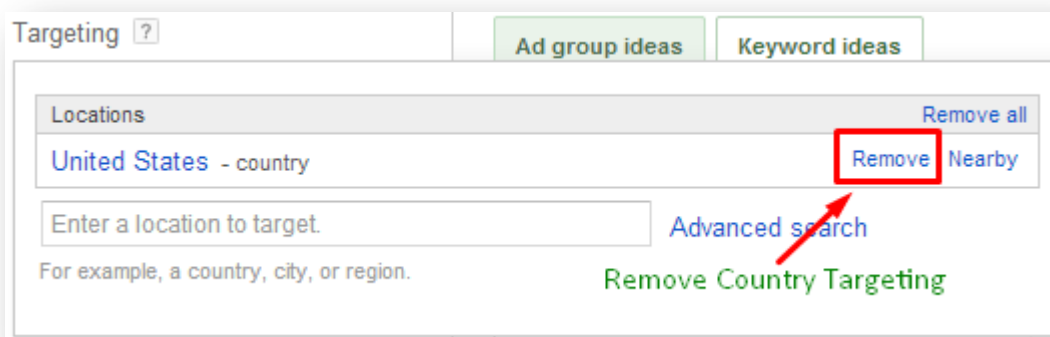
Let's consider you are doing keyword research for a Dentist in Dallas, Texas. Start off by using the first option – "Search for keyword and ad group ideas".

For a dentist, variants will include terms like:

- Dentist
- Cosmetic Dentist
- Family Dentist
- Dentistry
- Teeth Whitening

Step 2: Remove the country targeting

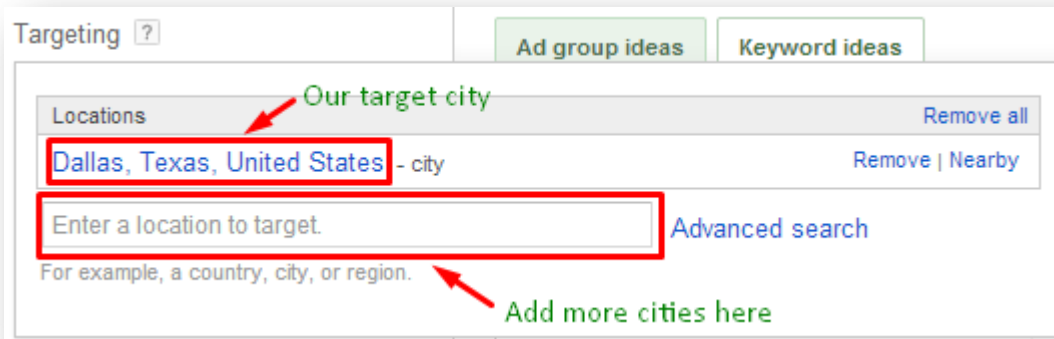
Using this new tool you can see the city-wise search volumes for your keywords. To use this tool to its full potential for a city, you will want to click on the country name under targeting and select the remove option.



If you don't remove the country as mentioned above you will find that your searches will also combine the data from the entire country which defeats the purpose.

Step 3: Add your target location i.e. city / cities

Under the targeting area, make sure to add the cities you want to focus on. As a general rule of thumb, the larger cities with higher populations will generate more results for your keywords. In this case, our target area is Dallas.



Targeting ?

Ad group ideas Keyword ideas

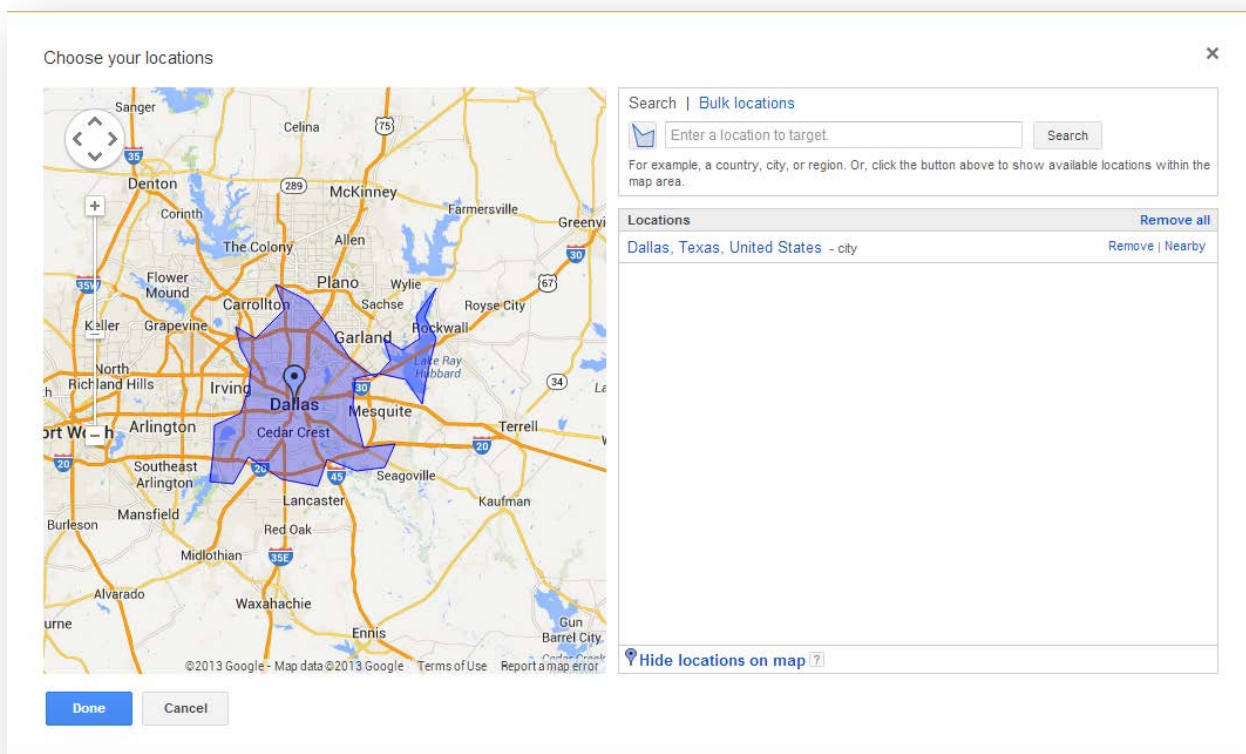
Locations Remove all

Dallas, Texas, United States - city Remove | Nearby

Enter a location to target. Advanced search

For example, a country, city, or region. Add more cities here

Keep in mind that this tool is using actual city boundaries defined in Google Maps. Visualizing this data will be helpful in deciding if you need to add more regions. Adding another location will show you the combined search volume of both locations for a particular keyword.



Choose your locations

Search | Bulk locations

Enter a location to target. Search

For example, a country, city, or region. Or, click the button above to show available locations within the map area.

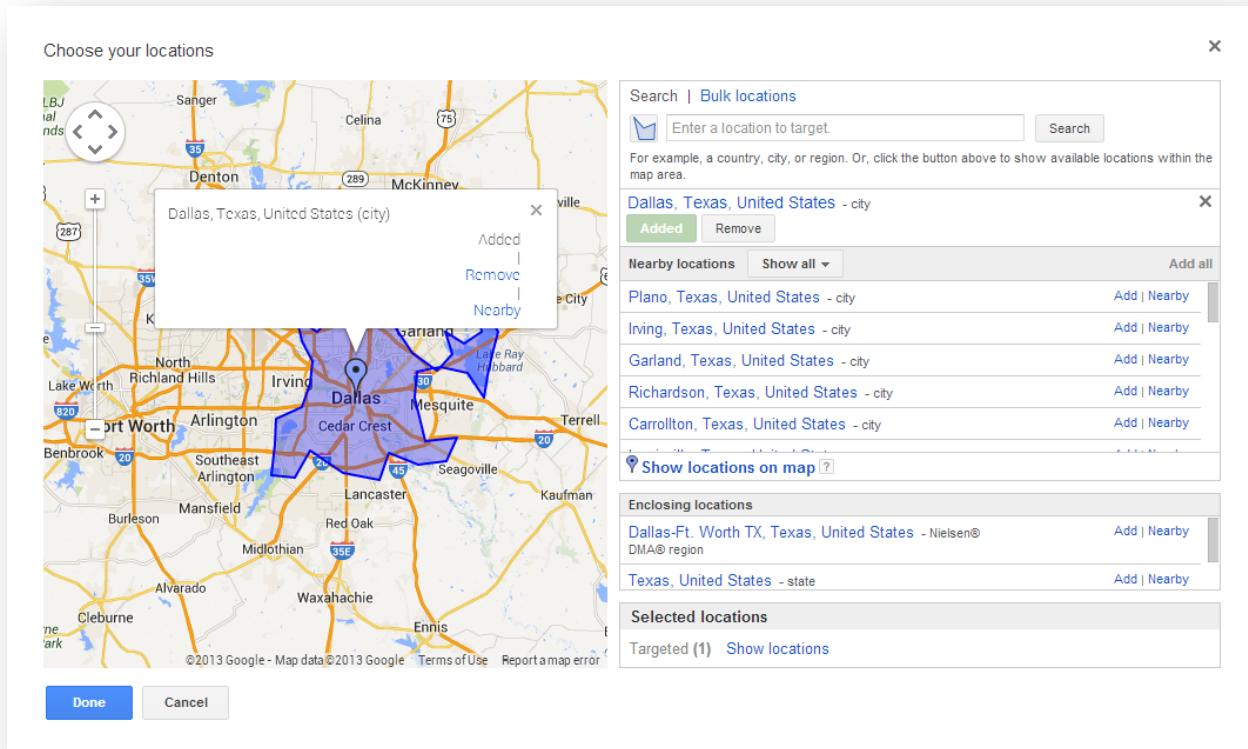
Locations Remove all

Dallas, Texas, United States - city Remove | Nearby

Hide locations on map

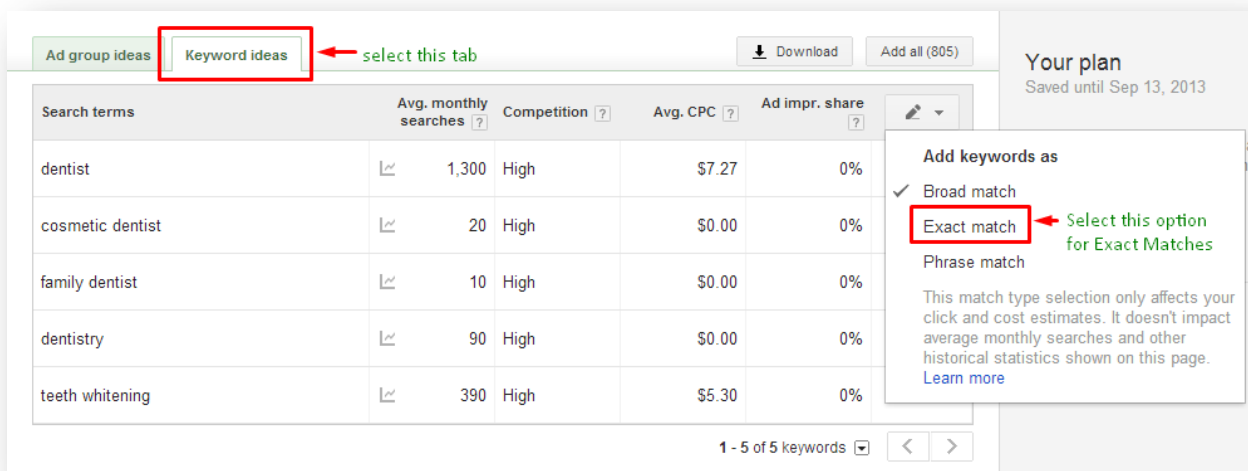
Done Cancel

Google has also integrated the "Surrounding Areas" option which allows you to add surrounding cities and also visualize the data. To access this information simply click the "Nearby" option. As you will see below it will come up with some recommendations. However, you can add your own data including "a country, city, or region."






Step 4: Get Keyword Ideas with Exact Match

Hit the "Get Ideas" button at the bottom. By default, it will likely show the "Ad Group Ideas" tab. Switch to the next "Keyword Ideas" tab. It should also display the area(s) you're targeting on the left side of the screen. Make sure you also select "Exact match" option as seen below.



Just like the old Google Keyword Tool, you can also scroll below the keywords you input and have access to other keywords that Google believes is relevant to your search term.

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Avg. CPC ?	Ad impr. share ?	
best teeth whitening		90	High	\$3.43	0%	»
professional teeth whitening		10	High	\$0.00	0%	»
natural teeth whitening		30	Medium	\$0.00	0%	»
teeth whitening cost		10	High	\$0.00	0%	»
teeth whitening at home		70	High	\$1.90	0%	»
cosmetic dentistry		110	High	\$12.57	0%	»
laser teeth whitening		30	High	\$4.37	0%	»
luster teeth whitening		10	Medium	\$0.00	0%	»

In conclusion, we believe the new Keyword Planner tool is a great research tool either to start from scratch, or based on your existing lists, and provides more consistent user experience by integrating the keyword selection, grouping, analysis and filtering aspects.

2

BENEFITS OF GUEST BLOGGING FOR SEO

If you are looking to boost your website's rankings in search engines to drive organic traffic, no doubt search engine optimization (SEO) is what you need. A well-rounded SEO strategy entails keyword research, on page optimization, content generation, link development, social signals and more. However, one reliable method to get search engines to notice you is to do blogging. Adding a quality blog to your website and using it for guest blogging is a fantastic way to boost rankings as well as gain organic traffic to your site.

Here's how Guest Blogging works –

- In order to start, we need to first setup a blog on the website and populate it with relevant articles.
- We need to setup a contact page / form on the blog which will list down article acceptance guidelines along with contact details to attract guest bloggers via search engines.
- Apart from this, we can even submit the blog to various Guest blogging networks so the bloggers are aware of it.
- Once they accept the guidelines and ask us to add their post on our blog, we will request them to add our article on their blog with a contextual link to our site.

Benefits of Guest Blogging –

The benefits of guest blogging are numerous and make it well worth the effort on your part. Guest blogging is encouraged by webmasters and bloggers too. Here are just a few important reasons that your website needs to have an active blog.

- Acquiring extra blogs from external resources enables a consistent frequency of publishing when you lack the resources to do it yourself.
- It exposes your audience to high-quality topics from other industry experts.
- It increases the freshness of the content on your site which will increase the number of times the blog is indexed by search engines, ultimately leading to a higher search position for your blog.
- It exposes your blog to the guest author's fans and followers. If they share the blog on social networks, it will give a chance to acquire social signals as well.
- It will give a chance to be associated with established authors and increase your own Author Rank.
- It will help to get links from within the content i.e. contextual links. This in turn provides your site with an often unique link profile.

Guest blogging consistently is not going to be shortcuts to achieving higher rankings quickly — these things take some work. However, this investment in engaging with online consumers will give you an advantage that won't disappear overnight. And, if you do it right, it could help you get ahead of your competitors in terms of SEO.

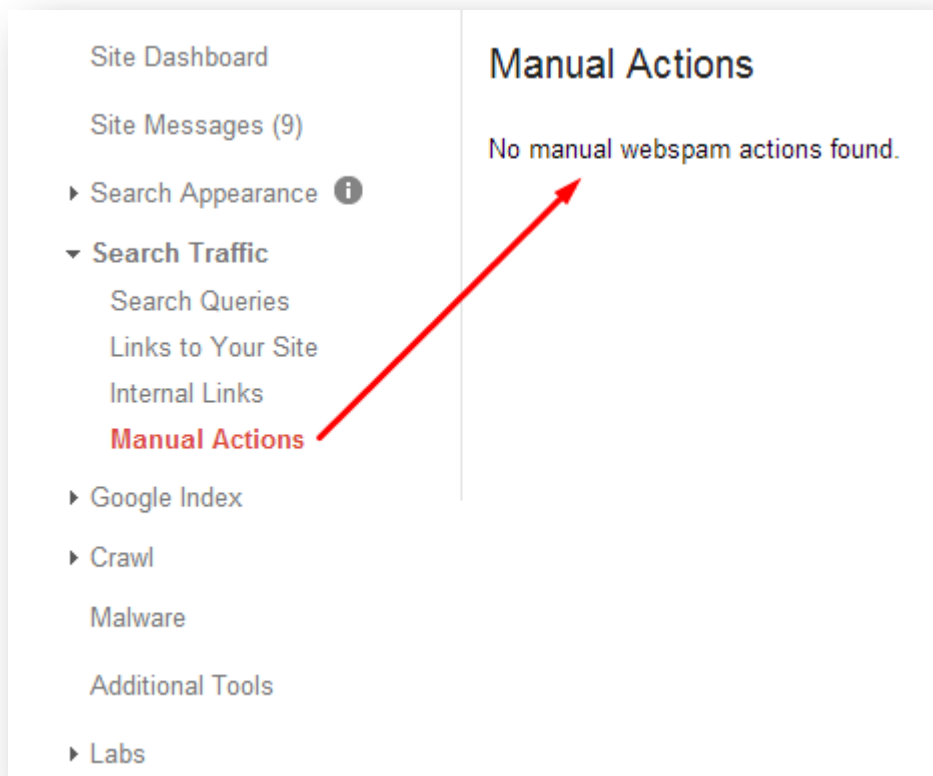
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GOOGLE INTRODUCES MANUAL PENALTY REPORTING IN WEBMASTER TOOLS

Last month, Google added the ability to check your site for a manual penalty within Webmaster tools. Here is the official [blog post](#) from Google.

You can find the new Manual Action Viewer by logging into your Webmaster tools account, clicking the Search Traffic section, and then choosing Manual Actions.

This is what you hope to see when you check:



And this is what you don't want to see:

Manual Actions

Site-wide matches **None**

▼ Partial matches Some manual actions apply to specific pages, sections, or links

Reason	Affects
<p>ⓘ User-generated spam Pages from this site appear to contain spammy user-generated content. The problematic content may appear on forum pages, guestbook pages, or user profiles. Learn more.</p>	mattcutts.com/forum/

REQUEST A REVIEW


If you see a manual penalty, make sure to leverage Google's [Manual Actions Help site](#), which features the different types of Manual Penalties (everything from hacked site to unnatural links), multimedia explanations on what it is and even how to fix it.

4

ANALYZE AND OPTIMIZE YOUR SEARCH FOOTPRINT WITH THE NEW PAID & ORGANIC REPORT

Google AdWords is introducing a new feature for advertisers to give more data right within the AdWords interface, even when it isn't paid ads specific. This is part of their campaign to connect data between the Google AdWords, Google Analytics, and Webmaster Tools.

The paid & organic report in AdWords, a new report to help you analyze and optimize your search footprint on Google. Previously, most search reports showed paid and organic performance separately, without any insights on user behavior when they overlap. The new paid & organic report is the first to let you see and compare your performance for a query when you have either an ad, an organic listing, or both appearing on the search results page.

Campaigns	Ad groups	Settings	Ads	Keywords	Audiences	Ad extensions	Dimensions	Display Network					
View: Paid & organic ▾										Filter ▾	Columns ▾		
Query	Ad stats					Organic stats					Combined ad and organic stats		
	↓Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Avg. Pos ?	Clicks ?	Queries ?	Clicks/query ?	Listings/query ?	Avg. Pos ?	Clicks ?	Queries ?	Clicks/query ?
Example 1	60,794	145,792	41.70%	\$0.09	1.0	49,377	159,856	30.89%	1.1	2.2	110,171	160,244	68.75%
Ad shown only	58	388	14.95%	\$0.06	1.0	0	0	0.00%	0.0	0.0	58	388	14.95%
Organic shown only	0	0	0.00%	\$0.00	0.0	5,330	14,452	36.88%	1.8	1.8	5,330	14,452	36.88%
Both shown	60,736	145,404	41.77%	\$0.09	1.0	44,047	145,404	30.29%	1.0	2.2	104,783	145,404	72.06%

To measure and optimize your search performance here are some ways you can use the Paid & Organic Reports.

Measure Changes Holistically - As you test website improvements or AdWords changes to bids, budgets, or keywords, you can more easily report the impact across paid, organic, and combined traffic.

Discover Additional Keywords - Use the report to discover potential keywords to add to your AdWords accounts by looking for queries where you only appear in organic search with no associated ads.

Optimize Presence on High Value Queries - Use the report to improve your presence in paid results and monitor your high value queries for organic results.

The paid & organic report has been incredibly useful in understanding the interaction between paid and organic search, and the overall synergy when they are working together. For one of our client's key branded queries, we saw an 18% increase in CTR when paid and organic work together, as opposed to only having the organic listing.

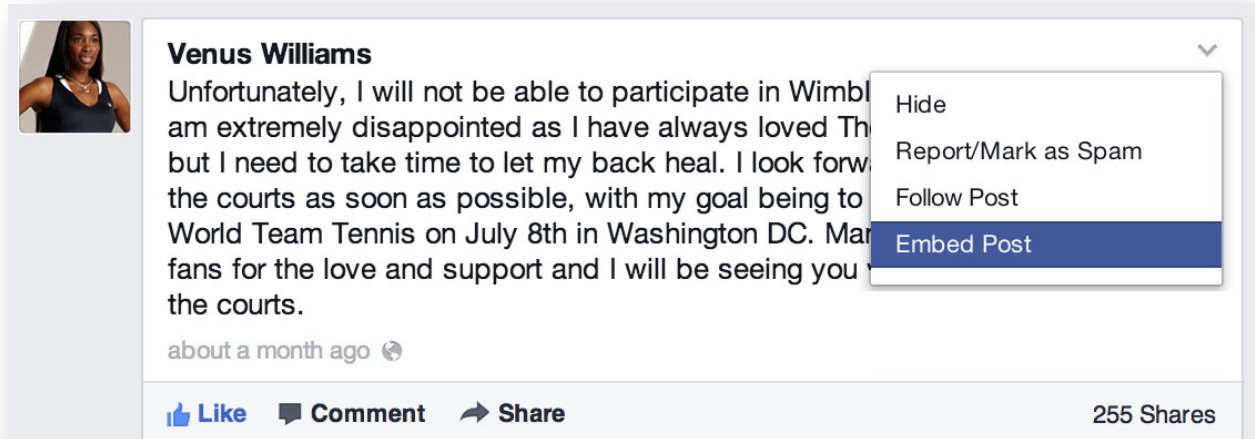
How to get started:-

To get started, you'll need to link your AdWords account to a Webmaster Tools account. Linking requires you to be a verified owner of your site in Webmaster Tools or to be granted access by a verified owner - it's easy to make the request from within AdWords. Even if you're not buying ads, you can still take advantage of the query-level organic reporting features available in this report.

5

FACEBOOK INTRODUCES EMBEDDED POSTS TO ALL USERS

Another awaited feature, Facebook embedded posts, is now available to all the users. The feature which was earlier available to just few brands, makes it possible to extend the reach of public posts beyond the giant Social Network. Just a little guidance on “How to embed” & you can start embedding the posts too.



So let's get started:

- Choose a post that you want to embed, but make sure the post is public and then hover over the posts and click on the downward arrow.
- Choose the option “Embed post”. Copy the code that pops up in the dialogue box.
- Simply paste the code into your website and you are done.

Pumping up more interaction on the website, this will not just allow to the rich content to be displayed on the website via Facebook but will also allow visitors to like, comment & share on the posts. Likewise it can boost Fanpage likes.



So in what ways do business pages get benefited? Well, there are no. of them, but to just list a few of them, here it is:

- Driving people from website to Facebook and also getting more engagement while running Contests, sweepstakes or offers.
- Sharing the latest news to your website/blog, will help keep the audience well informed, thus sweeping constant website visitors.
- Coax users to sign up for the newsletter or subscribe to your blog by providing a link to sign up.

So if you are yet to try out this cool new feature, its time you start embedding important news on your website.